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WTREffigies

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

CODE BOARD

(Spot Removers)

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

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

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

Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA
VITAL NEWS

in depth takes top promotion...

ktrk-tv, houston, has what it takes
Towering above its competition in the Dallas-Fort Worth market is KRLD-TV, Channel 4. Long holding a comfortable lead in its market, Channel 4, according to the August, 1962, Nielsen Station Index, strengthened its position in all areas of the report — ratings, homes reached, and share of audience percentages.

Take advantage of this market domination. See your Advertising Time Sales representative.
Realistic figures

Agencies, advertisers and other users may find those "official" figures on advertiser expenditures in network television much more realistic beginning next year. Historically they've been gross figures on time sales only. Now talk is in progress looking to possibility of (1) showing program as well as time costs and (2) developing formula for converting them from gross to discounted ("net") basis. Figures are compiled for TV by LNA/BAR in cooperation with networks. It's understood all hands are agreed on desirability of presenting discounted time-and-talent figures for each advertiser; job now is to devise acceptable system. Hope is to show for each brand separate figures on talent costs, time costs, total costs.

Renewal form impasse

Special FCC meeting last Monday (Sept. 24) on proposed new program reporting forms ended without final agreement and was tabled subject to recall by chairman. Considered was tv renewal form proposed by Commissioner Frederick W. Ford (Broadcasting, Sept. 3) and proposed compromise plan submitted by staff which incorporated parts of Ford form and earlier staff proposals. FCC did decide to have separate radio-tv forms. All stations would be required to file copy of program proposals for public inspection. Still at issue is whether tv forms will have composite week (omitted in Ford plan) and whether program reports will be required annually or triennially.

Bryant-network clash fades

Clash between network lawyers and Ashbrook Bryant, chief of FCC network study group, flared and faded last week. Mr. Bryant had asked at Sept. 14 meeting, among other things, for each network's gross revenues from domestic and international syndication rights to programs whether or not shown on network. Network attorneys balked arguing that since programs were not shown on their networks, they had no bearing on network operations. Mr. Bryant, reportedly, threatened to go to full commission, but reportedly backed down and agreed networks could furnish revenue figures for only those programs which had been given network play.

Can they scuttle tv?

Members of bar who want broadcast cameras barred from Billie Sol Estes trial when it reopens Oct. 22 in Tyler, Tex., are said to base hopes on series of photographs depicting tv and film cameras and tripods in dramatic way. It's reported defense counsel had photographer take shots and then bought his negatives. They are expected to be basis of anti-tv case when Texas judges meet in Austin Oct. 5-6 (story page 66).

Pay tv setback?

Aside from IRS tax seizures and theater box office complications in wake of Patterson-Lisbon fight last Tuesday, anti-pay tv crusaders contend that event helps their case and may be solar plexus blow to tivo system, predicting setback from which it will take years to recover. This premise on notion that public won't be inveigled into paying money for events that could end with one punch or for sports features otherwise available for free.

EIA squabble over uhf

Move by land mobile users to seek reallocation of tv chs. 14 and 15 to their use (see page 54) has sparked internal hassle inside Electronic Industries Assn. First, mobile users section couldn't get its parent division (Industrial Electronics) to go along with action. Second, some manufacturers are on horns of dilemma since they are also big in tv receiver manufacture—and if uhf really begins to roll (after all-channel sets come on market) there's bright future ahead. Generally, where communications business looms large, company goes along with raid on television.

Although not spelled out in detail, mobile users declaration of intent to protect present chs. 14 and 15 permits is premised on belief that this will be only during transition stage; FCC will, they are sure, reassign stations so mobile firms can use whole band without sharing with tv.

Peace Corps and Mr. Meyers

Tedson Meyers, former administrative assistant to FCC Chairman Newton N. Minow, is on temporary duty with Peace Corps in Bogota, Colombia. Mr. Meyers is serving as consultant for new tv system being established for Colombia and will help negotiate contracts. On way to Colombia, Mr. Meyers drove to Miami stopping at educational tv stations along way in effort to recruit engineers and technicians for Colombian project.

Satellite policy man

New official has been added to State Dept. staff to explore foreign-policy ramifications of communications satellites. He is William Gilbert Carter, former official with Agency for International Development and before that attorney with U. S. firm in Paris representing American companies in Europe. Mr. Carter, who is serving as assistant to G. Griffith Johnson, assistant secretary for economic affairs, reportedly will have nothing to do with tv programming carried by satellites. His job is said to involve only technical aspects of foreign-policy matters for which State is obliged under Communications Satellite Act.

NAB's Comstock

Paul B. Comstock, NAB President LeRoy Collin's man Friday on political affairs, in addition to handling congressional liaison, also will be NAB's witness before committees of Congress except on important occasions when Collins himself will testify. Mr. Comstock, who joined NAB Sept. 1, is former attorney from Bartow, Fla., and has extensive contacts in state, having been executive director of the Florida Bar Association and editor of their bar journal for four years. He also served as assistant to C. D. Jackson, Time-Life executive when latter was on executive staff of President Eisenhower at White House (1953-54).

Free (for all) politics

At least $100,000 worth of political time is being donated by Harry Maizlish's stations KHFM (FM) Los Angeles and KPAL Palm Springs, Calif., to any and all of 48 candidates for political office in November elections. Bernard F. Kamins, p.r. director for Oct. 8 Nixon-Eisenhower dinner and Oct. 16 Goldwater dinner at L. A., says United Republican Finance Committee of Los Angeles County figures Maizlish contributions will save Republicans $50,000. Presumably Democrats will save same amount.

Broken records loom

Advance interest in upcoming NAB fall conferences is greatest within memory. Already 34,000 travel registrations were confirmed for Atlanta opener still fortnight away (Oct. 15-16). New York has 101 and Chicago 107 pre-registrations whereas Washington has 64. Total advance registration figure is 557.
For the best buy in the Cleveland sky
know the men with reasons why

Your Storer Television Sales Representative can give you down-to-earth facts why Cleveland is the best TV buy in the nation. Compared to the top 15 markets WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis...on prime shows, WJW-TV’s CPMH per commercial minute is $\frac{1}{2}$ to $\frac{1}{3}$ less than the national average. Your unbeatable combination for coverage, impact and client service is WJW-TV Cleveland and your Storer Television Sales Representative. WJW-TV CBS in Cleveland.
We view in Brief

One facet of House subcommittee antitrust newspaper investigation will be newspaper-broadcast ownership. Minow reports no similar inquiry by FCC, which will continue case-by-case consideration. See...

CELLER PLANS PROBE... 27

Cold remedies due to be heavy in television's 1962-63 schedule. Estimate is that more of the buys will be for network tv, less for spot in coming season. Bromo-Quinine and Coldene new to medium. See...

COLD AIDS STILL STRONG... 30

Poised to go home, Congress has made impress on broadcasting: all channel receivers, funds for etv, establishment of satellite corporation. House took stand on daytimers and clear channel duplication. See...

87th CONGRESS' FINALE... 48

Industry and government will seek together a solution to radio's overpopulation problem at an open FCC hearing to be held Dec. 5-6. NAB and commission work out basic details at meeting held last week. See...

FCC CALLS HEARING... 72

Cross sees broadcasting's program future tied to public's cultural level. On eve of departure, commissioner fears public utility concept for radio and tv if agency accepts economic injury concept on grants. See...

A PAUSE FOR REFLECTION... 44

ASCAP had knife sharpened for BMI during license negotiations; tied rate reduction to disappearance or regulation of BMI. Negotiating committee will appeal court ruling to Supreme Court. See...

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Advertising agencies show off their electronic brains to help in making media selection quicker and more accurate. Y&R and BBDO present systems to select, order, bill; emphasize these are tools for decision. See...

TWO BIG AGENCIES EQUIP... 34

"Herald-Traveler's" tv grant is affirmed by FCC in 4-1 vote, with Minow dissenting. WHDH is favored for "commendable broadcast record" after rehearing caused by charges of off-the-record FCC contacts. See...

BOSTON CH. 5 TO 'TRAVELER'... 42

Courtroom history was made last week as broadcasting facilities were permitted to cover the preliminary Billie Sol Estes trial in Tyler, Tex. There's an anti-broadcast-move stirring in Texas, however. See...

RADIO-TV COURT COVERAGE... 66

It's Fall Conference time again. NAB has set up a busy day-and-a-half program for the annual series which starts Oct. 15 in Atlanta and moves on to three other eastern cities before heading westward. See...

FALL CONFERENCES READY... 78

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include old and new addresses plus address label from front cover of magazine.
More Kids on KMTV. In the 4-6 PM Kids' Time, book after book, KMTV wins every quarter-hour. According to ARB, KMTV has been winning with kids for 15 consecutive surveys. Combined, the other two Omaha stations have about one-third of KMTV's massive kids audience. (June '62 ARB)

Let Petry show you how to score with Omaha youngsters. He'll probably add that absolutely nothing reaches as many Omaha-Lincoln Homes...and kids...as often as KMTV-3-OMAHA.
FCC vote modifies rule on signatures

In special circular vote late Friday (Sept. 28), FCC liberalized controversial section of new rule requiring signatures of licensee officers on major applications.

Under change made Friday to new rule adopted just 10 days ago (Broadcasting, Sept. 24), signatures are required only of heads of licensee and ultimate corporate parent owning 50% or more of stock.

Signatures of chief officers of intervening subsidiaries will not be required and in absence of principal executive officer of licensee or parent company, highest ranking officer present may sign.

Earlier rule change had required signatures of chief executive officer of licensee, parent company, subsidiaries in between and of station involved.

Unusual FCC action was taken Friday afternoon in answer to NAB plea for reconsideration filed previous day (see page 28). FCC official said immediate reconsideration was made because new rules become effective today (Monday) and because agency did not realize hardship earlier provision would place on some licensees and their parent companies.

"Nobody meant to be unreasonable," spokesman said. Rules change was hand-carried to four commissioners who were in offices Friday. (Rosel H. Hyde, Robert T. Bartley, T. A. M. Craven and Frederick W. Ford), all of whom approved amendment.

Gulf Oil, NBC-TV renew "Instant News"

NBC-TV is announcing today (Oct. 1) that Gulf Oil Co., Pittsburgh, has renewed its pact with network for "Instant News Specials" in 1963. Under agreement, Gulf has first refusal rights for each news special as it is scheduled. Oil firm has paid tab for 38 "Instant News" telecasts since December 1960. Agency: Young & Rubicam, New York.

ABC-TV, NBC-TV note more election sales

Sales status Friday of tv network coverage of November election returns was: ABC-TV—one-sixth sold; CBS-TV—sold out; NBC-TV—five-sixths sold.

NBC-TV Friday announced sale of one-twelfth each to Block Drug Co. and Carter Products Inc., both through Sullivan, Stauffer, Colwell & Bayles. Earlier in week, Purex Corp. purchased one-third sponsorship through Edward H. Weiss & Co. Other NBC-TV sponsors are: Morton Division of Ford Motors and Lipton Tea with one-sixth each.

ABC-TV last week sold one-sixth of its coverage to United Artists Corp., through Monroe Greenthal Inc., to promote motion picture "The Manchurian Candidate."

CBS-TV announced complete sponsor roster in August (Broadcasting, Aug. 27).

AFA board to study 10th district protest

Next meeting of Advertising Federation of America board of directors will consider resolution of its 10th (Southwest) District expressing "deep concern over the increasing concentration of power in a relatively few persons" within AFA, Federation Board Chairman George W. Head said last Friday.

Mr. Head, of National Cash Register Co., said he would have no further comment until board has met but stressed that steps are being taken to give affiliated clubs more voice in AFA affairs.

Southwest District unanimously adopted resolution requesting AFA assurance by Dec. 31 that "the association will be protected from the encroachment of centralized power." Failure to receive such assurance will compel member clubs to "separately and individually re-evaluate the desirability of continuing association with AFA."

'Times' uses shortwave

International (shortwave) broadcasts using six frequencies will be employed in new, special circulation push for internationally minded New York Times. Now starting: 26-week schedule of 15 announcements weekly on WRUL, New York on behalf of Times (overseas edition) and aimed for audiences and potential readers in Europe and Africa.
Richard A. R. Pinkham, Jeremy Gury, J. Ross MacLennan and Dan Rodgers, senior vps and members of board of directors of Ted Bates & Co., New York, elected to agency’s executive committee. Mr. Pinkham is director of broadcast operations. Mr. Gury is director of creative operations. Messrs. MacLennan and Rodgers are account group heads and Mr. MacLennan is also in charge of international operations.

A. Leon Higginbotham Jr., Philadelphia lawyer, was nominated by President Kennedy last Wednesday (Sept. 26) to seven-year term on Federal Trade Commission, succeeding William C. Kern, whose term expired Tuesday, day before President’s nomination. Both are Democrats. Mr. Higginbotham, 34, if confirmed by Senate, will be first Negro to serve on a federal regulatory agency. He graduated from Yale with LL.B. degree in 1952 and was admitted to Philadelphia Bar following year, serving for while as assistant district attorney for Philadelphia County. Mr. Higginbotham, who has been president of Philadelphia branch of NAACP since 1959, has practiced law privately in Philadelphia since 1954, specializing in civil and appellate suits. For Federal government, he has acted as hearing examiner on conscientious objectors’ cases for Dept. of Justice. FTC has five commissioners.

For other personnel changes of the week see FATES & FORTUNES

David Taft, 46, dies Taft Broadcasting vp

David G. Taft, 46, died after heart attack Thursday at Biddeford Pool, Me., while vacationing with his wife. He was vice president of Taft Broadcasting Co., Cincinnati. His brother, Hulbert Taft Jr., is president of company.

Mr. Taft was also on board of directors of National Assn. of FM Broadcasters. He was cousin of late Sen. Robert A. Taft (R-Ohio).

Taft stations are WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.

AFTRA strike ends; WNDT (TV) resumes

Performers union strike against WNDT (TV) New York officially ended Friday afternoon (Sept. 28). Agreement settling differences was signed in third day of renewed negotiations (see page 70).

Under station’s agreement with American Federation of TV & Radio Artists, election will be held at end of six months to determine whether “scholars, scientists, journalists, lawyers and other civic and community leaders who appear in ch. 13 programs wish to come under the entertainer union’s jurisdiction,” according to WNDT statement. AFTRA officials were not available for comment late Friday. WNDT resumed program service Sept. 24, while strikebound.

FTC sessions set on co-op advertising

Federal Trade Commission has announced conference on cooperative advertising concerning FTC interpretation of discriminatory allowances (Closed Circuit, Aug. 27).

Session, set Oct. 17 at 10 a.m., at FTC, was requested by American Retail Federation, National Retail Merchants Assn. and others. All who plan to participate must write FTC secretary by Oct. 15, citing reasons.

ARF spokesman said Friday that retail associations want to resolve legal problem of interpreting Robinson-Patman Act on way co-op advertising pie must be cut. Some manufacturers feel FTC interpretation is so strict as to lead to restraining or eliminating co-op advertising entirely.

Seven Arts announces new sales of ‘Fifties’

Seven Arts Assoc., New York, Friday announced 15 sales in addition to earlier sale to three CBS-owned tv stations of its package of 93 Warner Bros. and 20th Century-Fox films (see story, page 63).

 Stations purchasing Vols. 4 and 5 of Seven Arts’ “Films of the Fifties” are: WJAR-TV Providence, R. I.; WLAC-TV Nashville; WZKO-TV Kalamazoo, Mich.; WBAT-TV Green Bay, Wis.; WCSC-TV Charleston, S. C.; WMTW-TV Poland Spring, Me.; WTPA (TV) Harrisburg, Pa.; WAPI-TV Birmingham, Ala.; WSYR-TV Syracuse, N. Y.; WBEN-TV Buffalo, N. Y.; KONO-TV San Antonio, Tex.; KBAK-TV Bakersfield, Calif.; KSLA (TV) Shreveport, La.; WFMJ-TV Youngstown, Ohio, and KFDX-TV Wichita Falls, Tex.

Senate to receive embassy radio bill

Embassy radio bill, already passed by House, is expected to be reported to Senate early this week by Senate Commerce Committee.

Bill (HR 11732), requested by State Dept., authorizes President to permit foreign governments to establish low-power radio stations at their Washington embassies in return for reciprocal privileges given U. S. at their capitals.

State Dept. hopes to negotiate agreements with underdeveloped countries, where commercial facilities for communication with Washington are inadequate.

New York City plans to take over WUHF

WUHF (TV) New York, FCC’s experimental station on ch. 31, will be transferred to Municipal Broadcasting System on Nov. 1.

Seymour N. Siegel, director of city-owned broadcast operation, announced transfer clearance after city’s board of estimate approved funds Sept. 27 to purchase transmitter and to lease quarters and antenna space in Empire State Building.

Present call letters of uhf outlet will be changed to WNYC-TV, affiliate of WNYC-AM-FM New York. IRC, which had leased tv transmitter to FCC, is selling it to city for $384,000. Permanency of uhf facility in New York was indicated by FCC Chairman Newton N. Minow in speech Thursday before International Radio-Tv Society.
He's a ladies' man...a man's man...a LAWMAN. Against tough network competition over four years, John Russell as Marshal Dan Troop won an average 33.9 share of audience. LAWMAN, co-starring Peter Brown and Peggie Castle, is geared to win big television audiences. Now available on an individual market basis—156 half-hour episodes!
DATEBOOK

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

*Indicates first or revised listing

OCTOBER

*Oct. 1—Hollywood Ad Club, luncheon meeting at the Roosevelt Hotel. "Baseball Day" with guest speakers from the Los Angeles Dodgers and the Los Angeles Angels. Stan Spero, vp in charge of sales, KMPC Los Angeles, will be chairman of the day. Hollywood Ad Club President Bob Light will preside.

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


Oct. 2—Advertising Research Foundation's eighth annual conference, Hotel Commodore, New York. Keynote speaker will be Birny Mason Jr., president of Union Carbide Corp. Subjects include "The computer's invasion of media planning" and "What contribution can communication theory make to constructing and evaluating an advertising campaign?"

*Oct. 3-5—New Jersey Broadcasters Association annual convention. Cocktail party-banquet on Oct. 2; business meeting and luncheon on Oct. 3; Colonist Hotel, Atlantic City, N. J.

Oct. 3-6—New York High Fidelity Music Show, N. Y. Trade Show Bldg.

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

*Oct. 4—American Society of Composers, Authors & Publishers, west coast membership meeting, 5 p.m., Hollywood Palladium.

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

*Oct. 4—Radio & Television News Assn. of Southern California, 13th annual awards banquet at the Biltmore Hotel, Los Angeles. Radio and tv newsmen will be presented traditional "golden mike" trophies for achievement in various categories of newswriting, newscasting, commentary and newscasting coverage based on entries of material broadcast during the period July 1, 1961 to June 30, 1962. Judging will be conducted this year by a committee from the Sigma Delta Chi Journalism fraternity.

*Oct. 4-5—Radio Advertising Bureau management conference, Western Hills Hotel, Fort Worth, Tex.

*Oct. 5—Indiana Broadcasters Assn. legislative seminar, Indianapolis Hotel, Indianapolis.

*Oct. 5-6—Indiana Broadcasters Assn. legislative seminar, Marott Hotel, Indianapolis. NAB President LeRoy Collins is keynote speaker at the Friday night dinner meeting. Vince Wasiliewski, NAB vp, speaks Friday morning at 10:00 a.m. Ward Quaal, executive vp and general manager of WGN Chicago, delivers the Friday noon luncheon address.

*Oct. 6—Semi-annual meeting UPI Broad-

---

B.M.O.C.

Kelly Lee is the Big Man

On Campus with the

50,000 college students

in this vital segment of

the Southeastern market.

WPTF

Raleigh-Durham NBC

50,000 Watts - 680 KC

Dick Mason, General Manager

Gus Youngstead, Sales Manager

crowell-collier broadcasting corporation's KEWB, the No. one contemporary station in San Francisco* proudly appoints H-R Representatives Inc. as exclusive national representative.

*Hooper, Feb.-May '62

an H-R UNI/PLAN station
RE-EMERGENCE OF A POWERFUL INDEPENDENT IN SEATTLE-TACOMA

TV Seminar (SERTS), sponsored by Georgia Assn. of Broadcasters, on carly challenge to broadcasters. Dinkler-Plaza Hotel, Atlanta, Ga.

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


Oct. 16—Public hearings by the Canadian Board of Broadcast Governors, Ottawa.


Oct. 18-20—National Educational Television & Radio Center, fall meeting of station managers of affiliated stations, Park Sheraton Hotel, New York City.

Oct. 19-20—Wisconsin AP Radio-TV Assn. meeting being held in Madison, Wis.


Oct. 20—UPI Broadcasters of Illinois, fall meeting, St. Nicholas Hotel, Springfield.


Philip W. Wenig, president of Standard Rate and Data Service Inc., New York, will discuss "Missing Media Data—Its New Importance to Advertising," in an open session meeting. Joseph Maguire, presi- dent of Botsford, Constantine & Gardner, Seattle, has been added to the panel in a closed business session, which will explore "How to Make a Profit."


Oct. 21-22—North Carolina Assn. of Broadcasters, fall convention at Governor Tryon Hotel, New Bern.


Oct. 21-26—Society of Motion Picture & Television Engineers 49th convention at The Drake in Chicago. Theme of the Chicago program is "Communications Progress—Television and Motion Pictures in Industry and Education."

Oct. 23—Deadline for comments on FCC rulemaking involving changes in multiple ownership and duopoly rules (extended from Sept. 20).


A break for fm

EDITOR: You have always given fm very good coverage. I have just found out a break for fm . . .

All 1963 Ford automobiles and most of the 1963 General Motors automobiles will offer an fm-am radio in their new lines this week. This is not a converter, but a complete combination radio built into a dash.

Of course there have been fm converters before, but at last the car-buying public will be able to purchase fm radios factory-installed on their new automobiles.—William O. Barry, WFMF (FM) Nashville.

Reins or shackles?

EDITOR: With regard to "Political scientist defends federal reins" [Government, Sept. 10] . . . I don't know where Prof. Hyneman of Indiana U. did his "contemplating the history of pogroms and genocide in our time." But I do know that if he had done only the most superficial research into the subject, he would have to be in symp- pathy with those who have a congenital distrust of "government," with those who so stubbornly insist upon their freedom of speech as guaranteed by the First Amendment to the U. S. Constitu- tion.

Every pogrom and genocide in my lifetime has been instigated, aided and finally executed by "government" which first took away free speech from its subjects to quiet those who had a healthy distrust of it.

Nowhere in recent history has a free communications industry as a whole in- cited a populace to pogroms and geno- cide. It is only after the free media have been muzzled—and in some cases, taken over by the "government," that it has been used to that end.

To imply that the "moderates in the community" need big brother help and support to make themselves heard is an insult to every single responsible publisher and radio and television sta- tion operator—Name withheld by re- quest.

Opinion on an opinion

EDITOR: An editorial in Broadcasting, Aug. 13 concerning a Canon 35 inci- dent in San Francisco . . . concludes with a suggestion that because of Canon
GREAT INSTITUTIONS
...noted for public service

James Smithson, Founder

Smithsonian Institution

KWTV
Oklahoma City

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
“Jeanne d’Arc: The Trial,” an original television drama by three Chicago housewives, presented on “Repertoire Theatre,” WBBM-TV’s prime-time workshop series devoted to original dramas, classics, music, pantomime.

“Decision at 83rd Street,” a penetrating first-hand report on the integration problems facing Chicago today, and a provocative look at those most affected. A prime-time “special,” presented by the WBBM-TV News Department.

“The Wasted Years,” a specially filmed on-the-spot report revealing the hopeless monotony of prison life and chances of regeneration at Statesville penitentiary, a powerful documentary-editorial broadcast during peak viewing hours.

“Battle for Asia: South Vietnam,” first of a three-part on-location documentary prepared by Television 2: Foreign Editor Carter Davidson, analyzing the government, people and problems of an embattled nation ... a WBBM-TV News Department “special,” seen in prime time.

“Music for a City,” Dr. Dieter Kober conducting the Chicago Chamber Orchestra, in an evening-hour concert devoted to chamber works by Mozart, Telemann and Heiden, originating in the studios of WBBM-TV.
What's the big idea?

In a nutshell: to present to Chicago audiences a rounded picture of an ever-changing world—its accomplishments, needs and aspirations focused in meaningful perspective.

Month after month, year after year, CBS Owned WBBM-TV originates the finest community service programs in Chicago television...an abundance of regularly-scheduled series, as well as one-time “specials,” all locally produced by Television 2’s own award-winning staff.

Documentaries, dramas, editorials, musicals and on-the-spot news reports of local and international events—the list is virtually boundless and growing bigger every day.

An encompassing sense of what interests Chicagoans most—and the ability to deliver it—is a big reason most Chicagoans prefer WBBM-TV, the number one television station for the past 87 Nielsen reports.


"Special Report: Africa," newsman Frank Reynolds' two-part study of the political, economic and social tensions engulfing newly independent nations, highlighted by exclusive interviews and filmed footage gathered during a 3-week tour of Africa, broadcast in prime time.

"The Mikado," Gilbert & Sullivan's operetta classic performed by the students of Evanston (Ill.) Township High School...and broadcast in its entirety in 90 minutes of prime evening time on WBBM-TV.
RAHALL RADIO STATIONS

KNOWN . . . for the company they keep in prestige advertisers!
KNOWN . . . for community service.

No. 1 RADIO
Tampa - St. Petersburg, Florida
Sam Rahall, Manager

No. 1 RADIO
Allentown-Bethlehem-Easton, Pennsylvania
“Oggie” Davies, Manager

No. 1 RADIO
Beckley, West Virginia
Tony Gonzales, Manager

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

also WQTY
our station coming up fast in JACKSONVILLE, Florida

N. Joe Rahall, President
“Oggie” Davies, Gen. Manager

35, television would, on the occasion of next Law Day U.S.A. observance, “be well advised to celebrate it with, say, a minute or two of silence.” I assume this “silence” would be intended to rebuke the ABA because of its failure to modify Canon 35; actually it would constitute a rebuke to the President of the United States, the Congress, and the patriotic motives behind Law Day.

It is surprising that such a suggestion should come from a reputable publication serving an industry which always has recognized its great public service responsibilities. Equally surprising is the lack of awareness as to the objectives of Law Day U.S.A. which the editorial reflects. Rather than being a "public relations device"... its purpose is to acquaint Americans with the basic values of our system of freedom under law as contrasted to the tyrannies of communism. Law Day occurs on May 1, the same date on which May Day is celebrated behind the Iron Curtain. Law Day is recognized as freedom’s antidote to May Day. —Richard P. Tinkham, Chairman, standing committee on public relations, American Bar Assn., Hammond, Ind.

New proprietor

EDITOR: . . . You mentioned that WENY Elmira, N. Y., is owned and operated by the Gannett Newspapers [WEEK’S HEADLINERS, Sept. 17]. This is no longer true and has not been so for over a year. WENY is operated by my associates and I in conjunction with WOND Pleasantville-Atlantic City, N. Y., and WMMB Melbourne, Fla.—Howard L. Green, executive vice president, WENY Elmira, N. Y.

Geography lesson

EDITOR: Thank you for the information on page 34 of the Sept. 24 BROADCASTING. I have never before seen a picture of the Hobart College campus in the Bronx. Where has it been hiding? Behind Hunter?—Robert G. Simon, M-E Productions, New York.

[Hobart College is still in upstate New York and Hunter is still in the Bronx, as the writer of the article now well knows.]

Dallas digs in

EDITOR: In reply to Allen D. Allen’s letter regarding jingles [OPEN MIKE, Sept. 10]... I can assure Mr. Allen that PAMS is signatory to all Trust and Labor agreements of the AFM. Our singers do not belong to AFTRA; however, an AFTRA card does not automatically endow a singer with any special talent. Our singers are all expert singers as well as schooled musicians. . . . The musicians we employ are professionals who have settled in Dallas because of Dallas’ thriving recording and entertainment business. . . . Dallas ranks only behind Nashville, Los Angeles and New York as a recording center.

We think agencies are important, but if a radio station elects to buy a custom jingle from PAMS for one of its direct accounts, fine. Or, they may refer us to the agency and we go from there. . . . —Bob Farrar, director of custom production, PAMS of Dallas.

Appreciative

EDITOR: Marshall Hawks certainly hits a handful of nails on the head [MONDAY MEMO, Sept. 17] to Mr. Rosen’s comments [MONDAY MEMO, Aug. 20]. I don’t know how far Mr. Roslow has been from Madison Avenue, but us boys in the country have found that when you throw a rock in the brush, it’s the hit boun that hollers first and loudest.—Jack Neil, president & general manager, CISP Leamington, Ont.

Rocks for Roslow

EDITOR: I was quite interested in Mr. Roslow’s rebuttal [OPEN MIKE, Sept. 17] to Mr. Rosen’s comments [MONDAY MEMO, Aug. 20]. I don’t know how far Mr. Roslow has been from Madison Avenue, but us boys in the country have found that when you throw a rock in the brush, it’s the hit boun that hollers first and loudest.—Jack Neil, president & general manager, KTRM Beaumont, Tex.

On birth control

EDITOR: “Perils of birth control!” [EDITORIALS, Sept. 24] (and other comments previously published along similar lines) seems designed to prejudice the minds of broadcasters toward joint NAB-FCC committee findings, even before recommendations are made.

You cite recent remarks by Gordon McLendon as a champion joining your cause. I cannot help but recall his initial position (now reversed—perhaps more because of current McLendon interests than because of a re-analysis of the trade as a whole).

. . . I daresay that the NAB committee findings will more adequately express the industry’s feeling than will comments from any individual broadcaster, including the big city operators you are quoting . . . —Kermitt Edney, president, WHKP-AM-FM Hendersonville, N. C.

No interruption

EDITOR: . . . BROADCASTING listed WIOS as one of the stations which had a license revocation in 1962. . . . In the interests of "equal time" . . .
NOTICE TO ALL EMPLOYEES

Commencing October 4, the regular Wednesday morning water klatsch that met last year to discuss the previous night's "Alcoa Premiere" will meet instead on Friday mornings. This is because "Alcoa Premiere" now will be shown at 10:00 p.m. EST (9:00 p.m. CST) on a new evening, Thursdays, over ABC-TV. The top quality of this show, hosted by Fred Astaire, is recognized by management, but it would be appreciated if the discussions about it would be held to a minimum and everyone would get back to work as soon as possible thereafter.

THE MANAGEMENT
I'm hopeful you'll publish this letter to let the world know that WIOS, now under ownership by Superior Broadcasting Co., is very much at work serving northeastern Michigan. Superior Broadcasting Co. was licensed by the FCC to continue service in the area...and has continued without interruption since Jan. 14, 1962, at which time the former owner discontinued service under license revocation. . . . —Richard A. Egli, general manager, WIOS Tawas City, Mich.

Friendly advice

EDITOR: . . . You summarize the findings of Motivation Analysis Inc. in a CBS-sponsored survey into what . . . is most liked and disliked about radio newscasters [BROADCASTING, Sept. 17]. High on the list of what is liked is an objective treatment of the news. . . .

I now ask you if the attached story on Rep. Curtis and the Newburgh welfare skirmish in the same issue [GOVERNMENT, Sept. 17] meets that criteria?

If Broadcasting wants to make a case out of cutting down the House printing bill or abolishing the printed Congressional Record it should have the courage to say so—on its editorial page. But to single out an individual congressman and smear him with some kind of a tar brush for using the Record (as would any of his 434 colleagues) to publish a view that may be unpopular to you is a technique far removed from objectivity. . . .

Rep. Curtis appears to have acted thoughtfully and in a highly responsible manner. . . . Broadcasting should attempt to honestly assess [his remarks], not hold them up to ridicule. . . . Please know that I write out of a long admiration for you. . . . Certainly what I say, I say as a friend.—Jack Angell, radio-tv services director, American Farm Bureau Federation, Chicago.

Free riders

EDITOR: Attention: How-ridiculous-can-you-get department. Why allow the Good Housekeeping squeal (sic) of approval and/or Parents magazine smackward nonsense to appear on tv commercials?

When will we broadcasters wake up? —Robert Rohrs, Topeka, Kan.

Religious radio

EDITOR: Like to get in on the comment about religious radio [OPEN MIKE, Aug. 13]. KHOF . . . has broadcast a pure schedule of fine sacred music and top flight gospel programs for nearly six years. It is well received and pays its own way. . . . —V. Dale Smith, general manager, KHOF Los Angeles.
McLENDON'S 17 DAYS
THAT SHOOK THE RADIO WORLD!

WYNR FROM LAST TO THIRD IN CHICAGO!

On September 1, WYNR was a sad last in Hooper among the 7 fulltime Chicago radio stations... in 17 days of new McLendon programming, WYNR has jumped into third place and is a solid contender for first... for instance look at these afternoon figures:

STATION A 19.0%
STATION B 17.1%
WYNR 16.7%

Chicago's unmistakable response to the city's need for a fulltime Negro-oriented radio station!

Represented Nationally by:

Representatives, Inc.

The McLendon winners:

KLIF WYNR KTSA WYSL XTRA KILT KABL
DALLAS CHICAGO SAN ANTONIO BUFFALO LOS ANGELES HOUSTON SAN FRANCISCO

*Hooper: City of Chicago Sept. 11-17, 1962
What's Cooking?

Appetizers

Americans are spending the biggest part of their income on food. Food manufacturers are the heaviest advertisers in America. People are spending more time watching television than eating.

Main Course

Food advertisers invest more of their money in television than in all other media combined.

Chef's Recommendation
Supermarket dealers vote television the most effective sales medium (including newspapers, magazines and radio).

Specially of the House
Currently the CBS Television Network has even more food advertising on order for Fall than it had a year ago.

Pièce de Résistance
Within television, for the tenth straight year, food advertisers are spending the largest portion of their budgets on the CBS Television Network.

Dessert

For the seventh straight year Americans are spending more time watching the CBS Television Network than any other.

CBS Television Network
No Substitutions, Please
"Why fm?" That was the very first question put to us when we placed our proposed 1962 advertising campaign in front of Ray Edwards, senior vice president of Glendale Federal Savings & Loan Association.

The budget item did have a provocative sub-head: "Fm Test Campaign." What was more, it called for an outlay of many thousands of dollars in a relatively new medium. But on top of all that, we weren't even recommending it—we were proposing that the money be spent to find out if fm would achieve a particular purpose we had in mind—namely, reach a particular kind of audience that we knew were "ripe" customers for Glendale Federal Savings & Loan Association's 12 Southern California branches.

Let's Find Out • I believe that advertisers must do more pioneering, more finding out for themselves what media make sense for their particular needs, not wait for the other fellow to try the water first. Happily, Ray Edwards is of the same mind. And so we proceeded.

For many years, fm station representatives had been knocking on our agency door with a story to tell. What they had to say interested us as far as it went. Geographic coverage: OK. Nature of programming appeal: well-defined. Number of fm sets being sold: impressive and becoming more so every month. Rate Card: impressively reasonable. Type of audience: little doubt that fm listeners tended to be in the better-educated, higher-income brackets (a group from which most long-range, high-interest savers come).

But from that point on, we were getting into "the misty mid-region of Weir." What was less definite was how many fm receivers there are in Southern California and how many listeners fm has in any given quarter-hour. Nonetheless, our interest ran high. While it is true that our year-round advertising in am radio, television, outdoor and newspaper provides the kind of mass audience coverage that is both broad and effective, we wanted to accomplish one thing more—to allocate part of our budget from this time on to reaching out to specific select groups. The Glendale Federal research department's depth surveys had produced a definite profile of an "ideal" account holder which matched almost perfectly the profile of the typical fm listener.

So we decided to invest in the trial-saturation spot schedules on nine of the Los Angeles area's 18 commercial fm (non-simulcast) stations during a six-week period beginning the middle of June.

Question and Answers • The fm test, we were sure, would produce the answers to some questions and provide in-depth data that could not be acquired in any other way.

1. The total volume of mail would give us a fair idea of the fm audience size.

2. Routing the inquiries through the various stations carrying the schedule would provide guideposts to the relative pulling power of the various stations.

3. Comparing the mail with census tracts would provide the income level of the sample.

4. Comparison of the names of the respondents to the mail-pull copy with a list of new-account holders during the period following the test campaign would provide a dollars-and-cents evaluation of the cost per thousand new accounts, which is of far greater value than cost per thousand listeners. We all knew those figures can be misleading.

5. The list of respondents would provide a new mailing list of people interested in their financial future.

The Direct Approach • Our copy approach was simple and straightforward. The audience we were seeking was most apt to respond to a conservative image, a forward-looking but clearly stable institution.

For the mail offer, we selected a paperback, How to Get More for Your Money, by the widely recognized financial expert and columnist Sylvia Porter. We worked closely with the stations to pick the times for our schedules to take advantage of their knowledge of their own programming schedules.

We could have spent less on the test, but we felt, and Glendale Federal agreed, that if we stinted on the test budget and it did not prove successful, we might have always wondered if we had missed what was in fact a good bet. It was worth it to spend a little more to be sure of our results.

The Payoff • During the first few days of the campaign not much happened; in the next few days a few responses began to trickle in. Then the dam broke.

Glendale Federal's public relations department, which took on the job of mailing the books to the respondents, reported complete disruption of normal activities. And that's the way it stayed for the next two months. Two book orders later, three thousand requests had been received by mail and another 500 had been requested at the 12 Glendale branches.

What made the results even more impressive was the fact that financial literature is notoriously hard to move with mail-pull offers. And all we did was make a tag-line offer. The greatest percentage of the copy in our spots was devoted to selling Glendale Federal itself.

During the month of July, Glendale Federal showed a marked increase in net savings. And August, usually a particularly slow month, was not far behind. There's little question that the fm test campaign must be credited with a significant percentage of these increases.

As this memo is being written we are still receiving requests, although the offer ended over two months ago.

The processing of the responses to determine the answers to our other questions will not be completed for a month or two yet.

Like any agency, we want all the data we can get from media.

But if they don't have all the answers our clients need, then we go out and get them for ourselves.

Robert M. Davis, at 36, is among the youngest advertising agency presidents. He took over the reins of Davis, Johnson, Mogul & Colombatto only a few months ago, but he had served as its vice president the previous three years and had been with DJMC and its predecessor—the Henry Mayers Co., since 1951. In 1959 Mr. Meyers turned the agency he had founded in 1927 over to the present principals. In three years, billings have tripled to just under $3 million a year.
YOU CAN QUOTE ME...

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

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

I'LL SAY THIS...

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

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

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

WLW-C
Television Columbus

WLW-T
Television Cincinnati

WLW-I
Television Indianapolis

WLW-D
Television Dayton

Crosley Broadcasting Corporation

BROADCASTING, October 1, 1962
Why Monkey with the Metro...

The CHARLOTTE TV MARKET is First in the Southeast with 595,600 Homes*

Charlotte City Limits

Fables have persisted for years about how to judge a market's size by the Standard Metropolitan Area concept. Savvy Monkeys see no metro, hear no metro, speak no metro — because they know that it's the total TV Homes delivered that counts!

Speaking of delivering, WBTV reaches 43.4% more TV Homes than Charlotte Station "B",**

Compare these SE Markets!

CHARLOTTE 595,600

WBTV

CHANNEL 3 © CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising Representatives, Inc.
CELLER NEWS MONOPOLY PROBE SET

- January hearings to explore newspaper ownership of radio-tv
- Congressman thinks one owner stifles conflicting ‘voices’
- Minow to continue considering licensees on case-by-case basis

Owners of newspaper and broadcasting interests were put on notice last week to prepare for an intensive investigation by a congressional watchdog who is concerned about the concentration of ownership, and the decline of competition, in news media.

The watchdog is Rep. Emanuel Celler (D-N.Y.), chairman of the House Antitrust Subcommittee, and he discussed his proposed investigation in a formal address Thursday before the Overseas Press Club, in New York.

The main burden of his remarks dealt with the growing number of newspaper suspensions and the accompanying growth of newspaper monopolies—and the silencing of conflicting “voices” that results. But he made it clear such an investigation couldn’t ignore ownership of radio and television stations.

Broadcasters Voices Important

“Radio and television,” he said, “would make it possible to preserve a variety of ‘voices’ despite the newspaper monopolies in most of our cities today. Accordingly,” he added, “the subcommittee is concerned with the degree of cross-ownership of radio and television stations by newspapers.”

Rep. Celler didn’t say when the subcommittee would begin hearings. But he told a reporter before his speech that hearings probably would start in January. He said he might call as witnesses radio and television owners who also had newspaper properties. He expected the burden of the testimony would be given by editors, reporters, publishers and journalism school professors, among others. He wants the record to reflect “all manner and shades of views.”

No similar inquiry is being considered by the FCC, according to Commission Chairman Newton N. Minow. Mr. Minow, who addressed the International Radio & Television Society in New York on the same day that Rep. Celler spoke, told a news conference the commission would consider the question of cross-ownership of broadcasting and newspaper interests only on a case-by-case basis. He added that he knows of no such case that is pending.

Wants Editorials

He also said that the commission, in view of the declining number of newspapers, wants radio and tv stations to editorialize on controversial matters, provided opportunities for reply are given those with "alternative points of view."

Rep. Celler first announced plans for his investigation last January, in the wake of the simultaneous folding of the Los Angeles Examiner and the Los Angeles Mirror. Since then, subcommittee staff members have been digging for information on mergers and mon-

Newspaper ownership faced most serious threat in 1941

The newspaper ownership question has had a long and stormy history, but perhaps its most serious period came in 1941 when the FCC issued Order No. 79 (and later Order 79-A) proposing to bar newspapers entirely from broadcasting.

After three years of investigations and hearings (and the estimated expenditure of up to a quarter-million dollars by the FCC and its staff), the threatened bar against newspaper ownership was dropped when the commission dismissed the proceedings.

Dismissed

In a Jan. 13, 1944 public notice, the FCC said it was dismissing the proceedings and unanimously agreed that it would not adopt any general rule “with respect to newspaper ownership of radio stations.” It said that instead it would consider newspaper applicants for radio stations on a case-by-case basis. It added, however, that the principle of the “diversification of the media of mass communica-

Windows enjoyed a period of quiet from then until it flared anew when the FCC began processing tv applications in 1952 following the lifting of the freeze. It was never, however, a head-on collision. In the battles for the early tv stations, the “diversification issue” was only one of a number considered and no applicant was ever turned down solely on this one point. Other issues included local ownership, previous broadcast experience, integration of ownership and management, program proposals, staffing and equipment.

In the fall of 1954 the American Newspaper Publishers Assn. felt impelled to ask the FCC’s Broadcast Bureau whether newspaper ownership was a bar to tv station ownership. The Broadcast Bureau replied there was no prohibition; that in raising the question so consistently in tv comparative hearings it was only following policy.
opoly control of news media, in preparation for hearings.

He said the investigation had already turned up "a number of violations of antitrust laws," but he declined to elaborate on this.

The congressman got support for his probe from Morris Ernst, well-known civil-rights attorney, who offered his services to the subcommittee. Rep. Celler, however, didn't indicate whether he would accept the offer.

Rep. Celler didn't predict what legislative result the investigation is likely to have. But among the questions he said his inquiry will raise are these:

Do certain business practices in the newspaper industry result in unreasonable restraints of trade?

If so, should such restrictive practices be exempted from the antitrust laws as the necessary price for survival of the daily press?

Do newspaper mergers confront the advertiser with a shrunken choice of rates, format and readers?

It was understood that this interest extends to rates of all media in a town when the newspaper and broadcasting station are under common ownership.

He also wants to determine whether mergers are inevitable under existing conditions, what these conditions are, and whether they can be changed.

No Definite Target - Rep. Celler is aware of the criticism to which his probe could subject him and the subcommittee, and sought to silence it. "We're not gunging for anybody, nor are we concerned with anyone's political views," he said. He also said he wants it "crystal clear that every member of the subcommittee is deeply devoted to the fundamental guarantee of our freedom" provided by the Constitutional command that Congress shall not interfere with the freedom of the press.

In response to questions after his speech, however, he indicated that news media content would not be entirely out of bounds for the subcommittee's investigation. He said content would be considered in attempting to determine whether it has been affected by a merger.

But he said the legal justification for the kind of probe he intends is found in court decisions holding that newspapers are not exempt from ordinary law, "so long as they remain free to print what they please."

Furthermore, he said, he is not concerned with clashing editorial judgments or conflicting views of events. "You whose craft is reporting the news and whose calling is the truth, can appreciate the advantages of competition in reporting the news, and the need for variety in presenting the news."

What concerns him, he said, is the suppression of clashing opinions by the growing concentration of media ownership. And the Supreme Court, he said, has held that "government can intervene to ensure that private restraints shall not clog free communication."

In this connection, he noted that the FCC, in awarding licenses, may seek to foster the widest possible dissemination of information from opposing points of view. In radio and television, as in newspapers, he said, the news given the public is subject to selection and editing.

Newspaper Control - "Accordingly," he went on, "it is relevant for the subcommittee to consider how far the radio or television 'voice' in our cities is subject to control by the newspaper 'voice.'"

Rep. Celler believes this kind of control is not only not insignificant, but is growing. "As of September 1961," he said, "68 monopoly newspapers controlled the only am radio station in town, and in 10 communities, the only daily newspaper controlled the only television station. In four cities today, the only daily newspaper also owns the only radio and television station."

But he said the growth in the number of television stations having newspaper or magazine affiliations is perhaps more significant. He said this number has grown from 41 (out of 97) in 1950 to 161 (out of 484) in 1962.

He said that although the number of radio stations having the same kind of affiliations "declined somewhat" during the same period, 412 am stations (out of 3,745) and 147 fm stations (out of 811) now have such connections.

Explore Trends - "The subcommittee," he said, "will explore the prevailing trends in this area of cross-ownership."

The decline of daily newspaper competition, he said, "is a matter of long-standing concern." But the problem, he feels, became particularly acute during the past year. "This year," he said, "we have seen the largest newspaper consolidations in our history in Los Angeles — the second largest and fastest-growing city. Newspapers have closed in Jackson, Miss., and Eugene, Ore. Newspapers have merged in Milwaukee and St. Petersburg."

He said every merger this year, with the exception of those in Los Angeles, resulted in a local newspaper monopoly and might, therefore, involve a violation of the Celler-Kefauver Act. This act holds that any merger substantially lessening competition or tending to create a monopoly is a violation of the antitrust laws. He noted that today there "are only 55 cities with competing dailies, as opposed to 552 such cities 40 years ago," and that the number of states having "not a single city with competing daily newspapers" rose from 10 in 1946 to 23 in 1962.

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**CELLER NEWS MONOPOLY PROBE SET continued**

NAB objects to proposal on signatures

NAB asked the FCC last week to postpone the effective date of a new order requiring multiple officer signatures on broadcast applications. This rule change (BROADCASTING, Sept. 24) should be handled in a separate proceeding, NAB counsel Douglas A. Anello said in a petition.

The new FCC order also deleted the previous requirement that broadcast applications be submitted under oath. A bill passed by Congress, and signed by the President, last spring, eliminated the oath requirement. The new FCC rule is to become effective today (Oct. 1).

Under the revised regulation, broadcast applications for new stations, major changes or transfers must be signed by the principal executive officer of the parent company as well as the subsidiary firm and the operating head of the station.

NAB's petition for stay declared: "It is our position that the Communications Act, the commission's rules and regulations and its decisions make it abundantly clear that the full responsibility for the operation of a broadcasting station rests in the licensee, and this responsibility may not be abrogated, no matter who might sign the application form." The requirement for additional signatures has nothing to do with the removal of the oath from forms, NAB averred.

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**REP. CELLER**

BROADCASTING, October 1, 1962
“Charlotte’s WSOC-TV... provides carousel ride to 300% increase in toy sales” — Wilton Damon

“During the past 4 years our toy sales have increased over 300%. We attribute this spectacular gain to our long-time use of WSOC-TV’s award-winning children’s show, “Clown Carnival”. Charlotte definitely is the Carolinas’ most important market for toy sales.”

WILTON E. DAMON, Sales Manager, Chapman-Harkey Co., Charlotte, N. C.

Advertisers with a stake in young America can bank on this—nowhere in the Carolinas will you find children’s program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that is producing big sales successes for channel 9 advertisers throughout the Carolinas. Schedule WSOC-TV—one of the great area stations of the nation.

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

BROADCASTING, October 1, 1962
The record $24.6 million in gross time billings spent by cold remedy advertisers during the 1961-62 winter, will be at least repeated this year, and may go even higher.

The continued spending was indicated last week by a spot check of cold remedy advertisers and their agencies.

However, one difference is apparent this year: There may be somewhat less than the $12.5 million recorded by Tvb-Rorabaugh last season in spot; more in network ($12.1 million last year, according to Tvb/LNA-BAR).

Two cold remedies will use network television for the first time this season — Bromo Quinine and Coldene.

BQ, which spent $800,000 in spot last year, has bought participations in three NBC-TV daytime programs, Merv Griffin Show, Say When and Here's Hollywood. Gardner Adv., St. Louis, BQ's agency, said the company would be back with a "very extensive" spot tv drive in 1962-63 to supplement the network venture.

Coldene, a product of Pharmacraft Labs entering its third year of national distribution, is using network tv as the major vehicle of its advertising plan. Participations in five prime-time ABC-TV shows have been ordered by Papert, Koenig, Lois Inc., Coldene's agency. The shows to use are Stoney Burke, Combat, Hollywood Special, Wagon Train and Ben Casey. Coldene, which spent $745,000 in tv spot in 1961-62, will supplement its new network schedule with a 20-market spot buy.

Analhist, a cold preparation from Warner-Lambert, which billed $1.6 million in network last season and $878,000 in spot, has ordered schedules on two networks—ABC-TV and CBS-TV. It has at least 50-week contracts for ABC-TV's Cheyenne, Gallant Men and Ozzie & Harriet, all nighttime shows, and a 26-week campaign of daytime participations. On CBS-TV, Analhist is in two daytime news shows with alternate-week full sponsorship and has participations in the network's Morning Minute Plan.

A Spot Decrease? Analhist has begun to ask for spot tv availabilities, but only in a few scattered instances. It's indicated the product's budget may be mostly destined for network, giving weight to the possible decrease of spot billings in favor of network. Ted Bates & Co., New York, is agency for Analhist.

Whitehall Labs' Dristan products, are directed toward the Negro market, and that use of Negro talent in commercials is rare, Pharmaco, which has advertised in Negro print and broadcast media in the past, decided to test television.


Assisting in the production was Miss Ophelia De Vore, marketing consultant to Pharmaco and president of the Grace Del Marco Model Agency, which supplied the models.

The commercials were introduced yesterday (Sept. 30) on Tv Gospel Time, a half-hour Sunday morning program on stations in New York; Charleston, S. C.; Washington, D. C. and Augusta, Columbus and Macon, all Georgia (Broadcasting, Sept. 24). The all-Negro program will be added in 22 major markets

Pharmaco uses Negro talent in tv commercials


In this scene from a commercial on Pharmaco's Tv Gospel Time, model Dee Simmons demonstrates the use of Artra cream. The Artra and Sulfur-8 commercials feature three Negro models, two young women and a man. Only the hands of a Negro model will appear in the Feen-A-Mint commercial.

Noting that few television shows ever appeared in January, if successful.
If you lived in San Francisco...

...you’d be sold on KRON-T
television's biggest cold-remedy customer ($5.3 million gross time billings in tv in 1961-62) will be back on the tv screen in full force this fall despite last season's sales drop. (The decrease in Dristan's sales was due at least in part to the introduction of new competing products in the past couple of years, such as Contac, Tri-Span and Coldene.)

To beef up sales this winter, Whitehall moved its $3.5 million Dristan tablets account from Tatham-Laird to William Esty Co. in search of "fresh thinking" (Broadcasting, June 11). Tatham-Laird retains other Dristan business, including Nasal Mist and cough medicine.

All Dristan products will be advertised on the three tv networks as part of a corporate buy made by Whitehall for its other brands. The shows, by network, are: ABC-TV — Lawrence Welk Show (½), The Jetsons, 77 Sunset Strip and The Untouchables (all participations), and daytime minutes; CBS-TV — The Nurses, Have Gun, Will Travel, Gunsmoke and To Tell the Truth (nighttime), all alternate week half-hours, and quarter-hour sponsorship in three daytime programs; NBC-TV — Alternate week sponsorship of the nighttime Price Is Right for 26 weeks, in addition to daytime participations.

No specific information was available on Dristan’s tv spot plans. It was noted, however, that the product is now in the midst of a national spot drive, and reps have been asked for availability in several cities not being used now.

Contac Plans • Contac, a second-year television user, which billed over $3 million last season, will have "substantially" greater billings this year, with heavier schedules in both network and spot. Foote, Cone & Belding, agency for the Menley & James product, said it has placed a 26-week schedule of day- and nighttime participations on all three television networks.

A television spot campaign is getting under way in 50 markets around the country to back up Contac’s network effort.

Capsule summaries of advertising activity for other major cold remedy products follows:

- Tri-Span (Richardson-Merrell): Using television for the second time this winter, Tri-Span plans day- and nighttime participations on CBS-TV, as well as fringe minutes and occasional prime time spots in 40 local markets. Sullivan, Stauffer, Colwell & Bayles, New York, Tri-Span’s spot agency, noted it has so far purchased one flight of spot time scheduled to run for 11 weeks in 1962. Morse International, New York, is agency of record for Tri-Span’s network buys.

- Vicks Medi-tated Cough Syrup (Richardson-Merrell): This product, which last season spent almost $1 million in television (mostly in network) will be in day- and nighttime shows on CBS-TV, and daily announcements on ABC-TV. In addition, Morse International, Vicks’ agency, has reportedly scheduled an 80-market spot tv drive.

- Four-Way Cold Tablets (Grove Labs): This year Four-Way will use participations in NBC-TV’s daytime schedule for about 26 weeks. Last year, the product billed almost $500,000 in network. Spot tv, which has in the past been its main advertising vehicle ($955,000 in 1961-62), will be used this year in an estimated 100 markets. Day minutes, breaks and IDs are planned.

Tv spot spending is "probably" up slightly, according to a spokesman for Four-Way’s agency, Donahue & Coe, New York. Both spot radio and a schedule on CBS Radio will add to the product’s advertising strength.

- Pertussin and Actin (Chesebrough-Pond’s): Source: "Apart from network tv, Pertussin and Actin will be featured on network radio, with radio spots running in 100 markets. In addition, both products also have national cable television ads (160 markets)."

Sources: Network: Tvb/LNA-BAR Spot: Tvb-Rorabaugh

### The buyers of the $24.6 million in time

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<th>Company</th>
<th>NETWORK</th>
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<td>Dristan Nasal Mist</td>
<td>1,212,677</td>
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<td>1,337,067</td>
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<td>Dristan Cough Medicine</td>
<td>287,186</td>
<td>18,070</td>
<td>305,256</td>
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<td>Primatene</td>
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<td>144,670</td>
<td>144,670</td>
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<td>Dristan Inhaler</td>
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<td>17,741</td>
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<td>$1,022,650</td>
<td>$5,320,173</td>
<td>$4,731,560</td>
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<td>Therafin</td>
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<td>Vick Double Cold Tablets</td>
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<td>Vick Cold Remedies</td>
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<td>Vick Cough Syrup</td>
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<td>Vick Nasal Spray</td>
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<td>Vick Vaporub</td>
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<td>Vick Vatronol</td>
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<td>($NO BREAKDOWN AVAILABLE) $3,399,541</td>
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<td>Menley &amp; James</td>
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<td>Contac</td>
<td>$1,481,265</td>
<td>$1,685,870</td>
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<td>Bromo Quinine Tablets</td>
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<td>$782,320</td>
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<td>Oq Liquid</td>
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<td>Deconee</td>
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<td>19,920</td>
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<td>Allerest</td>
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<td>$293,750</td>
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<td>Coldene</td>
<td>$</td>
<td>745,060</td>
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<td>TOTAL</td>
<td>$</td>
<td>$1,038,810</td>
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<td>Johnson &amp; Johnson</td>
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<td>601,901</td>
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<td>Cremulsion Co.</td>
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<td>Colchok</td>
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<tr>
<td>Cremulsion</td>
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<td>4,450</td>
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<td>Sinaechok</td>
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<td>910</td>
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<td>5,030</td>
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<tr>
<td>TOTAL</td>
<td>$</td>
<td>$666,530</td>
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<td>$310,400</td>
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</table>

BROADCASTING, October 1, 1962

32 (BROADCAST ADVERTISING)
Drama from 20th Century Fox in:
THE GIFT OF LOVE—starring Lauren Bacall, Robert Stack, and Evelyn Rudie
DON'T BOTHER TO KNOCK—starring Marilyn Monroe, Richard Widmark, and Anne Bancroft
BIGGER THAN LIFE—starring James Mason, Barbara Rush, and Walter Matthau

Drama from Warner Bros. in:
A FACE IN THE CROWD—starring Andy Griffith, Lee Remick, and Anthony Franciosa
MIRACLE IN THE RAIN—starring Jane Wyman, Van Johnson, and Peggie Castle
HELEN OF TROY—starring Rossana Podesta, Brigitte Bardot, and Jack Sernas

AND ... SUSPENSE ... COMEDY ... SCIENCE FICTION ... BROADWAY ... ACTION ...
Seven Arts Volumes 4 & 5 have everything—everything to please your audiences—
top stars—top stories—top directors—they’re all in Seven Arts’ “Films of the 50’s”
“Money Makers of the 60’s” Volumes 4 & 5 now available from Seven Arts.

What’s in volumes 4 and 5 of Seven Arts’ “Films of the 50’s”? 
Two big agencies pack electronic hardware

Two heavy-billing advertising agencies last week demonstrated their latest hardware—new computers—in a continuing battle on Madison Avenue to simplify by electronic means the highly complex and often highly subjective act of media selection.

Young & Rubicam executives described their new "High Assay Media Model" system as a major "breakthrough in the field." BBDO said its newly installed Honeywell 400 computer now operating within its "SIMAD" system is a logical extension of the linear programming approach that the agency announced nearly a year ago (Broadcasting, Nov. 13, 1961).

BBDO's and Y&R's computer processes are similar in that they both use high-speed methods to improve the mathematical bases upon which media selection can be made.

The SIMAD process at BBDO stands for "a system for the integration of marketing and advertising data." Basically, the system is made up of a three-step program: linear programming, media judgment and finally the bread-and-butter processes within an agency of estimating, contracts, orders and billing.

No Inter-Agency Battle * Y&R showed its new system Sept. 25, and BBDO its new machine on the next day. Neither agency appeared anxious to set up inter-agency battling, though William Moran, a vice president and manager of Y&R's research department, noted that his agency had decided to "scrap linear programming" (upon which BBDO bases its system) in 1960.

Mr. Moran said that agency dropped the principle of linear programming "because of its limitations in treating many important media planning considerations." These, he said, included "different frequency patterns, the brand's market share and brand switching patterns of the brand's market." He said his agency had gone "far beyond the linear scheduling concept."

He said the key to Y&R's approach is the merits of media concerned for the advertiser and "not just the size of the circulation."

Young & Rubicam said its system (uses a newly installed IBM 1620 computer) is still in an experimental stage and has been under development for the past four years. Three years ago, Y&R placed a $1 million Remington Rand "Univac" in operation for accounting and payroll needs. The new IBM machine is rented for $25,000 per year, and the BBDO Honeywell installation for more than $100,000. The price difference relates to importance of the machine to the system—that is, each machine is required to perform a much different function.

BBDO Vice President Herbert Maneloveg, who is in charge of media, said that despite the Y&R reference to scrapping linear programming, the two agencies are on the same track in improving media selection.

Just Another Tool * Mr. Maneloveg said the machines are simply another tool in a continual search to refine information as to who are the clients' best prospects and which are the media that can best speak (and as exclusively as possible) to these prospects.

Executives at both agencies denied they were aiming for just "cost per thousands" or circulation numbers.

BBDO said its system uses linear programming to match profiles of markets with those of media to develop the most effective media-marketing combinations. It's then up to the media people (with the client) to...
Charles H. Brower (l), president, and T. C. Dillon, general manager of BBDO, inspect data sheets from the firm's new Honeywell 400 computer.

Mr. Moran will present a paper on the Y&R system at the Oct. 2 meeting of the Advertising Research Foundation in New York.

Joseph St. Georges, a senior media director at Y&R, said the new system would stimulate—and not inhibit—"creative media planning" because it would free the executive from statistical work, permit better development of media schedules and give a more accurate evaluation.

Y&R said the "practical" computer system that can help the media man to make decisions must provide for data on the depth of potential, the effectiveness of advertising exposure, the effect of changes and frequency and other elements which can "critically" influence the picking of the best media schedule.

J. Walter Thompson, New York, meanwhile, is expected to be next up to the computer firing line. It installs a new RCA 301 computer system in 1963.

the agency, N. W. Ayer & Son, New York, this schedule is still subject to change.

Last season, Arrestin billed $391,000 in tv spot, and $462,000 in network.

Creomulsion (Creomulsion Co.): This product, distributed mainly in the southeast, southwest and middle west, will begin its tv spot schedule about Oct. 15. According to Tucker Wayne & Co., Atlanta, Creomulsion's agency, about half the buying is now completed.

The spot television campaign, 13 weeks in length, will cover 45 markets with daytime minutes and 20s, and some special schedules of prime-time spots. Last season, Creomulsion billed $455,000 in tv spot.

In radio, Creomulsion will be advertised in 209 markets, with schedules running 13 to 21 weeks.

**Okayed toy spots not under FTC fire—NAB**

Two tv commercials for toys made by Ideal Toy Co., Jamaica, N. Y., officially approved by the NAB Code Authority, do not contain material involved in a Federal Trade Commission complaint against the toy company, according to Edward H. Bronson, NAB tv code authority manager.

The FTC had charged Sept. 23 that Ideal had falsely advertised in tv commercials for Thumberlina dolls and Robot Commando toys (Broadcasting, Sept. 24). Mr. Bronson said Sept. 26 the NAB-approved commercials for the Ideal toys had gone through two revisions.

In a list of approved toy commercials issued last week in the NAB Code News, official code publication, several dozen have been granted clearance after examination of toys and comparison with commercial claims. The NAB-approved commercial for Thumberlina was No. 57-60-R2 and for Robot Commando No. 55-60-R2. The "R2" portion of the serial number indicates second revision.

**Business briefly...**

Wm. Schluuderberg-T. J. Kurlde Co., Baltimore (Esskay meats), has purchased through Van Sant, Dugdale & Co., that city, a series of Westinghouse Broadcasting Co. hour-long tv family specials in five mid-Atlantic markets: Baltimore (WJZ-TV), Washington, D. C. (WTOP-TV), Lancaster, Pa., and Richmond and Norfolk, both Virginia.

American Cyanamid Co., New York, will sponsor Alumni Fun that will match two teams of prominent alumni for cash awards to their colleges. The show starts on a to-be-determined Sunday in January 1963 on ABC-TV and will be slotted in the 4:30-5 p.m. period. Program, with tv personality (to be named) as host and moderator, will be produced by Cleary, Moses, Reid Productions, producer of College Bowl on CBS-TV. Cyanamid's only previous network tv venture was as alternate week sponsor of CBS-TV's Eyewitness last year. Agency: Dancer-Fitzgerald-Sample Inc., New York.

Purex Corp., Lakewood, Calif., through Edward H. Weiss & Co., Chicago, has bought one-third sponsorship of NBC-TV's election coverage from 7 p.m. Nov. 6 to 1 a.m. Nov. 7.

E. R. Squibb & Sons, division of Olin Mathieson Chemical Corp., New York, starts a heavy campaign for its Vigran vitamins Oct. 12, with participations on five CBS-TV daytime and evening programs, to run through December. The
THE CHANNEL 8 MARKET is a rich, buying market. WGAL-TV is unique in its extensive, multi-city coverage of the area. This television station is outstanding because it is far and away the favorite with many, many thousands of viewers. Your advertising expenditure on this Channel 8 station will pay rewarding returns.

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco
**BAR DROPS STATION AD CHECK PLAN**

Varying interpretations of NAB code cited as reason

On the grounds that the NAB television code's commercial provisions mean different things to different people, Broadcast Advertisers Reports has abandoned as impossible its plan to issue "report cards" on individual stations' compliance with these provisions. "After six months of serious effort to produce such a report," BAR said in a memorandum being made public today (Oct. 1), "it is now BAR's conclusion that the commercial standards provisions of the present NAB television code cannot be applied on an industry-wide basis."

BAR said it found that each broadcaster interprets the code according to his own lights and circumstances, and that "because BAR is not in the business of code interpretation...we have felt obliged to abide by the stations' interpretations."

"Thus we are faced with the possibility of as many codes as there are stations, and under these circumstances neither BAR nor anyone else can publish a uniform code compliance bulletin."

BAR offered to produce, instead, different kind of report for the "many broadcasters who, of course, are practicing very high standards which do agree with the spirit of the NAB code."

This would be a quarterly report showing how well a station complies with its own commercial standards. BAR said it would supply forms on which stations could supply the specifics against which their performance would be measured by BAR's monitoring operation.

This report, like the so-called "report cards" that BAR had planned to issue, would be distributed among advertising agencies and stations.

**Interpretation Problems** BAR cited a number of problems it encountered in code "interpretation":

- "For example: What is prime time? Can prime time for code purposes be declared retroactively and differently for individual days of the week, particularly after the disclosure of an incident acceptable only in non-prime time? Some broadcasters said so."
- "Also, we discovered that some broadcasters sought to classify various types of local-live presentations as

**NIELSEN RATINGS**

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<thead>
<tr>
<th>First Report for September, 1962 (Based on two weeks ending September 9, 1962)</th>
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<tbody>
<tr>
<td><strong>NIELSEN TOTAL AUDIENCE (#)</strong></td>
</tr>
<tr>
<td>Rating</td>
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<tr>
<td>Rank</td>
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<tr>
<td>---</td>
</tr>
<tr>
<td>1 Miss America Pageant</td>
</tr>
<tr>
<td>2 Lucy-Dei Comedy Hour</td>
</tr>
<tr>
<td>3 Ed Sullivan Show</td>
</tr>
<tr>
<td>4 Dr. Kildare</td>
</tr>
<tr>
<td>5 Wagon Train</td>
</tr>
<tr>
<td>6 Bonanza</td>
</tr>
<tr>
<td>7 Perry Mason Show</td>
</tr>
<tr>
<td>8 Ben Casey</td>
</tr>
<tr>
<td>9 Sat. Night at the Movies</td>
</tr>
<tr>
<td>10 The Defenders (9:00 p.m.)</td>
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**NIELSEN AVERAGE AUDIENCE (#)**

<p>| Rating | % U.S. No. |</p>
<table>
<thead>
<tr>
<th>Rank</th>
<th>TV Homes</th>
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<tr>
<td>1 Miss America Pageant</td>
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<tr>
<td>2 Lucy-Dei Comedy Hour</td>
<td>25.2</td>
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<td>3 Dr. Kildare</td>
<td>21.8</td>
</tr>
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<td>4 Bonanza</td>
<td>21.7</td>
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<tr>
<td>5 The Defenders (9:00 p.m.)</td>
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<tr>
<td>6 Perry Mason Show</td>
<td>21.3</td>
</tr>
<tr>
<td>7 Gunsmoke (10:30 p.m.)</td>
<td>21.2</td>
</tr>
<tr>
<td>8 Ben Casey</td>
<td>21.1</td>
</tr>
<tr>
<td>9 Gunsmoke (10:00 p.m.)</td>
<td>20.9</td>
</tr>
<tr>
<td>10 Wagon Train</td>
<td>20.7</td>
</tr>
</tbody>
</table>

**BACKGROUND:** The following programs, in alphabetical order, appear in this week's...
Women's Services' programs—where Code commercial limitations 'may be waived to a reasonable extent.'"

Regarding the Code's requirement that "station break announcements should not adversely affect a preceding or following program," BAR said:

"If a network promo is cut, is that program 'adversely affected'? If a network DB is started late, to accommodate extra station-break time, is that program 'adversely affected'?"

"And some stations apparently find less offense in joining the network late in the daytime than at night—sustaining or not.

"It would seem that all such programs are 'adversely affected.' Not so, according to several interpretations of the Code. These are but some of the inconsistencies we encountered."

The decision to cancel the "report card" project was disclosed and explained in a memorandum sent by BAR to the 243 television stations which it monitors in assessing its regular advertising-information services for agencies, advertisers and stations.

The original plan had been to point up code violators and their offenses in monthly bulletins which would also "grade" stations on the extent of their compliance or non-compliance with the Code's commercial provisions (Broadcasting, April 2).

Agency appointments...

- Florists Telegraph Delivery Assn., Detroit, has named Campbell-Ewald Co., there, as agency for its $2 million account. Account moves from Keyes, Madden & Jones, Chicago.

- Thermogas Co., Des Moines, and First National Bank, Iowa City, appoint W. D. Lyon Co., Cedar Rapids, as their advertising agency. The gas distributor indicated it will use all media; the bank plans an expanded program through local and trade media.

- Petrotek Corp., New York (Petrotek liquid fuel additive and other petroleum chemical products), names Academy Marketing Corp., New York, for advertising, public relations and merchandising directed to automotive trade and consumers.

- Frontier Airlines, Denver, appoints Broyles, Allebaugh & Davis Inc., that city, as advertising agency for the airline's 10-state service area in the Rocky Mountain west and midwest. Burt Morwood will be account executive. Account will bill $300,000 in next 12-month period, the airline said.

- Volkswagenwerk, Germany, has appointed Doyle Dane Bernbach GmbH, Dusseldorf, as advertising agency for the Volkswagen 1200.

Avery-Knodel reorganizes, expands service

KNODEL, MCCARTY, KALTHOFF ASSUME TOP POSTS

An expansion and reorganization of Avery-Knodel Inc., New York, a national radio and television sales representative firm, will require new lettering on several office doors.

J. W. (Bill) Knodel, newly elected president and former executive vice president, announced today (Oct. 1) that he will administer A-K affairs from New York. Donald F. McCarty, former sales manager of the radio division, becomes director of radio sales development and special services.

F. Robert Kalthoff, of the Chicago office, has been named manager of A-K's television division. He succeeds Raymond M. Neihengen, who resigned.

Misses Emily Iordan and Jacqueline Gullat, both veteran employees, have been elected secretary and treasurer respectively. Thomas J. White Jr., former executive vice president, and Philip Schoeder Jr., former secretary-treasurer, have resigned. Both will continue in consulting capacities.

John S. Stewart, who resigned from the firm in November 1961 after nine years service, has rejoined the company and succeeds Mr. McCarty as sales manager of the radio division. Robert J. Kizer continues as vice president in charge of television sales in the New York office.

Two persons have joined the Chicago division: Gale Blocki Jr., formerly with John Blair, Radio Advertising Bureau and Metromedia there, in the radio sales department, and James M. McGreevy, formerly of the advertising department of the Chicago Tribune, in television sales.

The company is opening an office in St. Louis Nov. 1, said Mr. Knodel.

Want more tv viewers?

RAB says try radio

RAB President Kevin Sweeney suggested last week that the best way to reach television viewers may be by radio.

He told an RAB management conference at Dearborn, Mich., that nationwide quintile studies made for RAB last spring showed that at least 40% of tv viewers spend "far more time" with radio than with television. "Almost half the adult population is being serviced better by radio than tv," he asserted.

The "bottom 40%" of tv viewers, he said, average 42 minutes a day with television—"a figure far surpassed by radio." More important, he said, members of this 40% may be better customers than the others.

"With these new adult quintiles, which eliminated the concentration of no-buy kids which have constantly served to distort tv viewing data, it is clear that radio has far more consistent reach with a large and vital part of the total adult population than tv," Mr. Sweeney said.

The quintile studies were done by R. H. Bruskin Assoc., New York. They covered 2,548 households throughout the U.S., with the respondents ranked in the order of the volume of tv viewing they reported. The list was then divided into five equal parts ranging from highest viewing to lowest.

Cinzano to use tv in New York

Cinzano Vermouth, a product of the National Distillers & Chemical Corp., New York, Sept. 24 started a television campaign for the first time in its advertising history. The schedule consists of 20-second announcements in prime time, on WABC-TV and WNBC-TV, both New York.

For the second year, radio advertising has been purchased in Philadelphia, Boston, Chicago, Los Angeles and San Francisco. Cinzano's agency is Fletcher Richards, Calkins & Holden Inc., New York.
NOW CLEARLY IN VIEW
AND ARB PROVES IT!

SEPTEMBER 11 THROUGH 14, 1962, ARB TOOK A COINCIDENTAL
METRO RATING IN SYRACUSE. HERE ARE THE ENLIGHTENING
RESULTS.

| TIME            | WNYS-TV      | STATION "X" | STATION "Y"
|-----------------|--------------|-------------|-------------
| 5:00-5:30 P.M.  | Superman 11  | 7           | 7           |
| 5:30-6:00 P.M.  | Amos 'n' Andy 10 | 12         | 6           |
| 6:00-6:15 P.M.  | Weather—News—Sports 9  | 8           | 11          |
| 6:30-7:30 P.M.  | Adv. In Paradise 11 | 8           | 7           |

NOW, CLEARLY YOUR BEST BUY: CALL PETERS, GRIFFIN, WOODWARD
Auto advertising on tv up 25% for half

TVB REPORTS LEADER IN BOTH SPOT, NETWORK IS GENERAL MOTORS

Tv automobile advertising rose 25.3% in the first half of 1962, over the like period in 1961, reports Television Bureau of Advertising. The leaders in total spot and network tv gross time billings by company and brand are General Motors ($12,057,440) and Chevrolet ($6,127,842).

January-June billings for cars were $28,899,875, compared with $23,071,-620 in the first half of 1961.

TvB's summary of auto tv expenditures notes that spot tv billings showed a greater increase than network tv. Spot billings for the period rose from $6,182,-000 in 1961 to a first-half record $9,991,-000 this year. Network billings were $18,908,875, compared with $16,889,-620 a year ago.

TvB says its totals include parent company and dealer groups. Of the five companies reported, only Chrysler's total tv billings was less than in 1961, and of the top nine brands in tv only Falcon and Corvair expenditures were lower than in the first half a year ago.

**TV GROSS TIME BILLINGS—BY COMPANY—JANUARY—JUNE**

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<tr>
<td>American Motors Corp.</td>
<td>$1,289,950</td>
<td>$277,626</td>
<td>$1,567,576</td>
<td>$769,420</td>
<td>$4,522,442</td>
<td>$5,391,862</td>
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<td>Chrysler Corp.</td>
<td>2,585,460</td>
<td>1,188,048</td>
<td>3,773,508</td>
<td>598,520</td>
<td>3,284,334</td>
<td>3,882,854</td>
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<tr>
<td>Ford Motor Company</td>
<td>2,713,100</td>
<td>6,049,550</td>
<td>8,762,650</td>
<td>1,818,840</td>
<td>4,121,073</td>
<td>5,939,913</td>
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<tr>
<td>General Motors Corp.</td>
<td>2,787,450</td>
<td>9,259,950</td>
<td>12,075,400</td>
<td>1,990,700</td>
<td>8,322,096</td>
<td>10,312,796</td>
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<td>Studebaker-Packard Corp.</td>
<td>47,330</td>
<td>1,056,319</td>
<td>1,083,649</td>
<td>667,220</td>
<td>677,220</td>
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**TV TOP BRANDS—CARS**

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<tr>
<td>Chevrolet</td>
<td>$1,605,400</td>
<td>$4,522,442</td>
<td>$6,127,842</td>
<td>$1,342,650</td>
<td>$3,442,010</td>
<td>$4,784,660</td>
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<tr>
<td>Ford</td>
<td>2,416,800</td>
<td>2,935,203</td>
<td>5,352,036</td>
<td>1,547,120</td>
<td>1,840,292</td>
<td>3,387,412</td>
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<tr>
<td>Oldsmobile</td>
<td>507,590</td>
<td>1,815,885</td>
<td>2,323,475</td>
<td>184,550</td>
<td>932,360</td>
<td>1,116,910</td>
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<tr>
<td>Rambler</td>
<td>1,289,950</td>
<td>277,626</td>
<td>1,567,576</td>
<td>769,420</td>
<td>769,420</td>
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<tr>
<td>Plymouth</td>
<td>1,138,940</td>
<td>169,098</td>
<td>1,308,038</td>
<td>171,080</td>
<td>896,754</td>
<td>1,067,834</td>
</tr>
<tr>
<td>Buick</td>
<td>151,840</td>
<td>1,081,066</td>
<td>1,232,906</td>
<td>106,210</td>
<td>468,268</td>
<td>574,476</td>
</tr>
<tr>
<td>Mercury</td>
<td>134,040</td>
<td>949,583</td>
<td>1,083,623</td>
<td>136,860</td>
<td>543,890</td>
<td>680,750</td>
</tr>
<tr>
<td>Falcon</td>
<td>11,350</td>
<td>1,004,777</td>
<td>1,015,827</td>
<td>2,530</td>
<td>1,125,091</td>
<td>1,127,621</td>
</tr>
<tr>
<td>Corvair</td>
<td>3,910</td>
<td>1,006,096</td>
<td>1,010,006</td>
<td>2,057,934</td>
<td>2,057,934</td>
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Resorts right for radio, says group rep firm

Radio is the medium to sell vacationing Americans while they play, according to J. A. Lucas Co., a Los Angeles radio representative firm specializing in resort markets.

Lucas is organizing two resort market radio groups, one in the East and another in the West. Both are composed of stations in markets with small permanent populations which increase sharply in numbers during vacation season.

Mr. Lucas says these markets are ripe for such a radio group because, in his view, tourists are not interested in resort town newspapers and television is absent in many such places.

These stations are compatible in their programming, said Mr. Lucas, and they will use highway signs to indicate their membership in the radio group.

"All stations will cross-plug each other, and the areas where stations are located," he added.

Noting that varying vacation seasons prohibit buys on all stations simultaneously, Mr. Lucas says his firm is making buys as flexible as possible. "A one-order, one-invoice, one-check buy [can purchase] a minimum of three stations for any four weeks during the entire year," he said.

Ogilvy lists qualities of top ad agency man

David Ogilvy, president of Ogilvy, Benson & Mather, New York, told a Thursday luncheon meeting of the New York chapter of the American Marketing Assn. about the type individual he thinks it takes to head a successful advertising agency.

He must, among other things, be creative (and illustrate his creative ability with an occasional piece of brilliant copywriting); be niggardly in praising staff members (so they'll really appreciate praise when and if it comes); be a stern disciplinarian and father figure at the same time; be a "good butcher" (eliminate the amateurs, because it's

New products testing television

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


Product: Sani Drain, drain cleaner.
Company: American Home Products.
Schedule & Markets: Daytime and evening minutes in New England.

Product: Welch Frozen Grape Bar.
Company: Welch Grape Juice Co.
Schedule & Markets: Daytime minutes on West Coast.

Product: M&M's Fruit Chewies.
Company: M&M's Candies Division, Food Manufacturers Co.
Schedule & Markets: Daytime minutes in Central Southern States.
JOHN POOLE BROADCASTING CO.'S
SMART NEW SOUND IN RADIO

KBIG / 740
KBIQ / 104.3

LOS ANGELES

proudly appoint

COAST TO COAST

exclusive National Representative as of
today, October 1, 1962

ATS

ADVERTISING TIME SALES, INC.

NEW YORK
DETROIT
LOS ANGELES
CHICAGO
ST. LOUIS
ATLANTA
SAN FRANCISCO
MINNEAPOLIS
DALLAS
Utility company puts safety warning in television spot

Utility company puts safety warning in television spot

Television can sell products and services, as the Pacific Gas & Electric Co. well knows after more than 10 years of successful use of the video medium. And now, through BBDO, San Francisco, PG&E is putting tv to a new use, to give a friendly warning to people who may be working at heights near power lines.

The animated spot, produced by Animation Inc., Hollywood, with AI President Earl Klein as producer, will start this week on The Biography of ... dramatic documentary series which PG&E is sponsoring on KHSU-TV Chico, KSBW-TV Salinas, KFRE-TV Fresno, KERO-TV Bakersfield, KIEM-TV Eureka and KSBY-TV San Luis Obispo, all Calif. PG&E also sponsors the syndicated film series in San Francisco, but is not using the spot there.

The spot opens with a pair of rolling eyes, which are circled with two letter "O's" and a "U" put underneath to form a face, with other letters added to spell the words "Look up" as the voice urges the audience to "look up ... and live!" After pointing out that the electricity in the lines will flow through any metal (and sometimes wood) touching them, the voice goes into verse with a rhythm background to counsel in this way:

"If you're putting up tv's Shaking fruit from ripe trees, PG&E look out for wires overhead! Leading hay? Then watch your gear. Moving pipe? Keep in the clear. Just be sure you don't get near those wires overhead. Dig a well or build a tower. Spray those pests on tree or flower, Just be wary of the power in those wires overhead."

Line drawings depict the actions described in the jingle and at its conclusion the company's personalized symbol, "Reddy," pops up behind a telephone to invite anyone in doubt about working near power lines to "give us a call at PG&E. We're here to help you." The spot closes with a return to the graphic face, whose eyes roll upwards and stay in that position as the voice repeats the admonition: "Look up and live!"

Demoralizing to professionals to work alongside them; be industrious (work longer hours than his staff so it won't complain about 63-hour weeks); and make it obvious that he makes more money than his subordinates (give them a goal to work for).

Mr. Ogilvy said the reason most advertising is so dull is that most ad men are "so conventional" and are "rigid men with closed minds incapable of original thinking." And, many original thinkers, he added, are "useless" because they can't put their thoughts across or 'sell' their ideas to clients and agency superiors.

Ulman appointed

Richard H. Ulman Inc., New York, sales division of The Peter Frank Organization, has been appointed distributor for Music Makers Inc., in that city, creators of musical commercials for stations.

GOVERNMENT

BOSTON CH. 5 TO 'TRAVELER'

WHDH-TV gets four-month license; Minow dissent; 'commendable broadcast record' cited by majority

The long-awaited Boston ch. 5 decision, about which there had been much press speculation, was released by the FCC last week as the agency reaffirmed its 1957 grant to the Boston Herald-Traveler (WHDH-TV).

In denying the applications of two competing parties, the commission gave WHDH-TV a four-month license. The vote in the ex parte case, which was remanded to the FCC by the courts to investigate charges of improper contacts by two of the applicants, was 4-1 with Chairman Newton N. Minow writing a dissent twice as long as the decision itself.

Commissioners Rosel H. Hyde, Robert E. Lee, Frederick W. Ford and John S. Cross voted for WHDH-TV and the four-month license. The latter two issued concurring statements.

In a 1960 FCC decision, the winning applicant and Massachusetts Bay Telecasters Inc. had been given comparative demerits because of ex parte contacts with then-FCC Chairman George C. McConnaughey. The third applicant, Greater Boston Tv Corp., was tarred in last week's decision because one of its principals "tried to conceal facts by giving untrue testimony" in the 1957 hearing, according to the commission.

WHDH-TV was favored "on its commendable broadcast record which more than offsets its comparative disadvantage in the area of diversification of mass media of communication." The commission majority ruled that WHDH-TV and Massachusetts Bay "suffered equal impairment of their comparative status" because of contacts made by WHDH-TV's Robert Choate (president of the tv station and publisher of the Herald-Traveler) and Forrester Clark of Massachusetts Bay.

In comparing Mr. Choate's two meetings with Mr. McConnaughey and the 1957 testimony of Greater Boston General Manager Michael Henry concerning loss of his right to practice law in Missouri in 1941, the FCC said the activities of each reflects adversely on their applications. And, the FCC said, there is "no justification for assessing a larger demerit against one applicant than the other."

Conventional Issues • Thus, the FCC said, the decision must be made on conventional criteria since all three applicants are tarred. WHDH-TV's experience and past broadcast record is of considerable decisional significance, the commission majority determined. The agency gave Greater Boston a clear preference in diversification but said the "significance of this preference is diluted by the presence in the community of very significant numbers of newspapers as well as am, fm and tv stations. ..."

The majority's 6½ page decision, to which only Commissioners Rosel H. Hyde and Robert E. Lee subscribed in

BROADCASTING, October 1, 1962
"I Can Improve Your Bowling"

SAYS DON CARTER

... the biggest name in bowling and the biggest money winner, ever! Won 13 major Championships plus a host of lesser tournaments. Holds world’s record 4-game total (1084)... only bowler to roll 25 “300” games... voted All-American 9 times by Bowlers Journal... and many others.

NEW

5-MINUTE FILM SERIES

MASS APPEAL, for all bowlers, men, women and children. The World’s largest participation sport.

AUTHORITATIVE. America’s “Mr. Bowler” explains problems on camera. Demonstrates corrective tips.

CLEAR, CONCISE, combines live shots with animation, high-speed photography and stop motion. Viewer sees ball action, pin action. There’s new understanding, new enthusiasm... a vital interest for strong repeat audiences.

FLEXIBLE. 65 five-minute shows permit across-the-board, or 15-minute programming. Or a perfect segment for your present bowling show.

MERCHANDISING

Don Carter’s book, his patented bowling glove worn by most bowling champs and other items make excellent merchandising possibilities.

WRITE, WIRE or CALL...

SATURN PRODUCTIONS INC.
207 Delaware Ave., Buffalo, N. Y. Area Code 716, TL 3-7411
Sales Manager, Frank Spiegelman
produced by Holland-Wegman Productions
A pause for reflection at the exit

WHAT CROSS THINKS ABOUT RADIO-TV AND THE FCC HE'S LEAVING

The departing member of the FCC took issue last week with Chairman Newton Minow. Far from being a vast wasteland, said Commissioner John S. Cross, television programming is tuned to the cultural level of the country. And programming will be improved only as the cultural level rises.

Chairman Minow was not among those who supported Mr. Cross for reappointment.

Mr. Cross was interviewed by Broadcasting in his last days of service on the FCC. His successor, E. William Henry, will probably be sworn in this week (see page 50). Mr. Cross, an Arkansas Democrat, was a candidate for reappointment and had the backing of his state's congressional delegation. He lost out to Mr. Henry, a Kennedy campaign worker, and he described himself last week as one "whose own house fell in on him." Among his observations:

- A danger of public utility regulation threatens radio if economic criteria are used to control radio competition.
- Mr. Cross opposes the FCC adoption, as part of its rules, of the restrictions on commercial time in the NAB radio and television codes, but it is probably legal for the FCC to take that action.
- The FCC knowingly uses the "lifted eyebrow" technique of regulation, and it has some usefulness.
- On the whole, the commission does a good job, but it needs more money and manpower.

Following are Mr. Cross's answers to questions asked by Broadcasting:

How do you assess the over-all quality of tv programming? Is it a "vast wasteland"?

I think the over-all quality of tv programming is good and is in keeping with the over-all cultural level of the country. I would, of course, like to see continual improvement of both.

In the final analysis, what do you think will improve the quality of tv programming? Of radio?

Improving the cultural level of the public. The broadcaster can play a considerable role in this by trying to lead his audience and occasionally giving them something a bit different from the regular fare. Of course, the "leading" must be carefully done as otherwise the broadcaster will find his erstwhile followers have become disenchanted and switched over to his competitor's station. Not many people like to have cultural improvement rammed down their throats.

Do you think there is any desire or intent on the part of the FCC (including staff) to change broadcast programming?

I think everyone with responsibility in broadcasting, and this, of course, includes the broadcasters themselves, would like to see a continual improvement in the quality of broadcast programming. However, this is somewhat like saying you would like to see a continual improvement in the morals, education and general welfare of the country. The question is: How do you improve the program fare of this country's broadcasting without at the same time substituting your judgment for that of the public? I for one think the method outlined in the commission's policy statement of July 29, 1960, is the only way this can be done in a democracy.

In a large country like ours where the population is such a heterogeneous mixture, what is one man's meat is bound to be another man's poison. Moreover, even assuming you reached Utopian agreement on what was the perfect program for, say, Boston, there is no assurance that such a program would be even acceptable — much less satisfactory — for say Birmingham.

Accordingly, since the broadcaster himself must operate his station in the public interest, it is up to him to make a diligent effort to ascertain the needs of his service area and then to program his station to meet those needs. This is the essence of the commission's policy statement and in my view, this is as far as the commission (or anyone else) should inject itself into this area.

Does the public really care about the betterment of tv programming and Chairman Minow's campaign?

Here the term "the public" means 180,000,000 people. From the lengthy programming inquiry conducted by the commission, it is very evident that many people are intensely interested in seeing an improvement in the daily program fare. However, I am convinced that many other people are either satisfied or have only a passive, if any, interest in this subject. Which group is in the majority and which in the minority is of course open to question.

Is it proper for a member of the FCC to "suggest" programming to networks or licensees? To comment on individual programs? On types of programs?

I have tried to keep the "likes and dislikes" of John Cross, citizen (where only my personal preferences were concerned), separate from those of John Cross, commissioner (where the overall public interest was concerned). Consequently, I have neither suggested nor commented on specific programming to networks or licensees despite a number of suggestions that I do so.

Was the hearing on local tv programming in Chicago beneficial? Do you predict there will be other hearings of this type?

I voted for that hearing. However, on the basis of the results obtained, I have doubts as to its benefits. I do not know whether or not there will be other such hearings, but my guess is there may be under certain circumstances.

Do you think the tv networks are too dominant over the industry?

How dominant is too dominant? I only wish I knew. I think networks not only perform a useful function, but are an essential part of this country's broadcasting media. The main
criticism I have of the networks is that their affiliates do not have sufficient opportunity to preview proposed programs in detail prior to broadcasting them. The networks are aware of this criticism, and are trying to meet it. However, how to do this without prohibitive expense in both time and money is still quite a problem.

Do you advocate direct regulation of the networks?

I'm on the fence on this one. I doubt that the FCC could accomplish much more with direct regulation than it can now accomplish with its indirect regulation through the owned-and-operated stations of the networks. In any event, I am opposed to licensing the networks because if that should be done, where do you draw the line on such licensing? Do you also license the movie makers, the program packagers, and so on?

What changes do you think should be made in the Communications Act? Is there a need to completely redraft the statute as some recommend?

The present act has had 28 years of operation during which time many amendments have been enacted in an effort to improve it. To scrap all this now and start anew would be an unfortunate and a retrogressive step, in my opinion. Although I make no contention that the present act (as amended) is perfect, I do not think it should be scrapped. Instead, I think it should be under continual study and, as in the past, amended as necessary to keep pace with changed conditions or advancements in the art.

What is the future of tv allocations? Will tv ever be switched to uhf? Will the FCC return to deintermixture after the congressional moratorium expires?

In my opinion, it will take 5 to 8 years to learn whether the all-channel receiver legislation, enacted by this Congress, will do the things it was intended to do. If at the end of this time uhf stations are still unable to compete reasonably well with vhf stations, then a new crop of commissioners must again cope with this difficult and contentious problem. I do not think tv will ever go to all uhf because even then unless some new breakthrough occurs you will still have the uncomfortable situation where changing a station from vhf to uhf leaves around 10,000 square miles that were formerly covered by the vhf station without coverage by the uhf station that replaced it. This usually means that the folks in the rural areas are left without any service in order that the "city folks" can get multiple services.

Will the present NAB-FCC study of radio station over population prove beneficial?

The study has potential benefits provided it is confined to tightening up the engineering standards. If the economic actions are allowed in, I see real difficulty in store for broadcasters in the future. Broadcasters take pride in being a part of the free enterprise system that has made our country great and strong. Free enterprise means competition. If the amount of broadcast competition is regulated on the basis of economics, then broadcasting loses its free enterprise character and enters the domain of the public utility with all the additional regulation on rates, hours and service, and so on which that entails.

Were you ever exposed to any pressures which you considered improper while you were a commissioner?

On two separate occasions (involving separate cases) I was approached by an individual (a different one each time) who attempted to put in a few good words on behalf of "his friend." Although my sharp questioning in each case convinced me that these ex parte attempts were innocently made through ignorance, I nevertheless did not participate in the decision on either case.

Is the FCC doing a good job? In what areas of broadcast regulation should the FCC do differently?

It is doing a fine job considering the tremendous workload and the limited number of people it has. In my view, its remedial actions since the ex parte, quiz, and payola scandals have done much to redeem its respect in the public's mind. My hope is that it will some day have sufficient staff to perform its many functions adequately and also be able to engage in long-range planning. At present, it works in large part on a crisis-to-crisis basis—not from choice but because of personnel and budget limitations. Can the quantity of commercial content be limited as Commissioner Robert E. Lee has proposed?

It probably is within the commission's power to limit the quantity of commercial content. However, I do not favor this proposal because I think that it would be bound to result in inequities and injustice. Here again, I would leave the decision to the broadcaster and the public. There is an old saying that there is a limit to the amount of potatoes you can put in corned beef hash, and beyond that limit the normal public just won't eat it. I think this applies to commercials—beyond so many, the public just won't stand for it and will switch to another station. However, that is not to say that the public's capacity for commercials is identical in all parts of the country.

Does the FCC practice the "lifted eyebrow" technique of regulation? What do you think of this method?

Yes and I think the technique has a certain limited usefulness.

Any last thoughts? Final words? Advice? Warnings?

On "final words," I hope mine are still many years away. I also hope to collect fees in the future for advice so will refrain from indulging myself here. As for warnings, who wants them—especially from someone whose own house fell in on him.
FCC reception honors Cross on retirement

A reception attended by most of the FCC staff Wednesday marked the retirement of Commissioner John S. Cross.

Chairman Newton N. Minow presented a scroll in tribute to Mr. Cross; the staff presented him a Polaroid camera as a farewell gift.

The reception for over 100 persons was held in the reception room of the postmaster general in the Post Office Building which also houses the FCC.

With Commissioner Cross (second from right) are (l to r) Commissioner Frederick W. Ford; Chairman Minow; Commissioners Robert T. Bartley, Rosel H. Hyde, and T. A. M. Craven. Commissioner Robert E. Lee (not shown) was unable to attend the reception.

Commissioner Cross, in accepting the tributes, expressed appreciation to the staff and his fellow commissioners, said he enjoyed his tenure and added, "But as Harry Truman used to say, 'If you can't stand the heat, get out of the kitchen.'"

reason to regularize the status of the present WHDH operation . . . thus affording some semblance of a claim that WHDH is entitled to rely upon its past TV operation as a reason for preferring it to new applicants."

Chairman Minow said he subscribed to the 1960 decision which held that Mr. Choate was guilty of "attempting to establish a personal relationship with a member of the commission with the hope of creating a favorable bias . . ." which might operate in favor of WHDH-TV. He said the present decision does not square with the FCC's views in the Miami chs. 7 and 10 ex parte cases, in which the grants to winning applicants were revoked because of ex parte contacts.

Least Undesirable - In perhaps his last vote on a major issue as a member of the FCC, Commissioner Cross said he concurred in the majority decision "mainly to finalize this case which has been pending for so long." He said that he would have preferred to start a new proceeding and to let new applicants file.

"By concurring in the majority opinion, I am admittedly making a Hobson's choice in favor of the least undesirable of the three demerited applicants," Commissioner Cross said. While the majority decision does not entirely meet his views, it does maintain Boston service on ch. 5 and with a four-month license to WHDH-TV provides an opportunity for new applications, he said.

In a further concurring statement, Commissioner Ford said the 1960 decision which found Mr. Choate guilty of improper conduct is "unwarranted." He said he originally endorsed that decision with "great reluctance" but upon reevaluation repudiates that conclusion. "I cannot conceive of an applicant of Mr. Choate's age, background and experience believing that two lunches and an invitation to a large banquet would establish a personal relationship with a commissioner which would influence his vote," Commissioner Ford said of the contacts with Mr. McConnaughey.

The Choate actions were an error in judgment which must be weighed as a comparative factor, Commissioner Ford said, but that they do not involve a deficiency in his character or significantly affect his qualifications.

The Long Trail - The FCC granted ch. 5 to WHDH-TV in April 1957 on a 5-2 vote, with Commissioners Hyde and Robert T. Bartley dissenting on grounds the decision did not place enough weight on diversification. (Commissioner Bartley, who did not hear the latest oral argument a year ago, and T. A. M. Craven did not participate in last week's decision.)

Greater Boston and Massachusetts Bay (Dumont, a fourth applicant, dropped out) appealed to the courts. The ex parte charges were aired before the House Legislative Oversight Subcommittee in the late spring of 1958. That July, the court remanded the case to the FCC because of the House disclosures. Special Hearing Examiner Horace Stern ruled that Messrs. Choate and Clark's actions had not been improper but this decision was overturned by the FCC in July 1960. In January 1961 the court, which retained jurisdiction of the case, vacated the grant to WHDH-TV and remanded it again for a further comparative reevaluation.

Louisiana hearing set on overlap questions

Louisiana is getting crowded with radio stations, judging from an FCC action last week setting two applications for hearing on overlap issues.

In one case, James A. Noe has applied for a daytimer on 1270 kc in Lafayette, La. Mr. Noe also owns KNOE Monroe, a construction permit for WYNE Baton Rouge, and 89% of WNOE New Orleans, all Louisiana. The commission ordered a hearing to determine whether the station proposed at Lafayette would create a duopoly situation with WYNE and WNOE within those stations' primary service areas.

The second hearing ordered by the FCC is to determine whether the application of Avoyelle Broadcasting Corp. for a daytime station on 1500 kc in New Roads, La., is in duopoly conflict with the company's ownership of KAPB Marksville and WLBI Denham Springs, in that state.

Ivy gets dismissal of ch. 9 application

The FCC has granted a request by Ivy Broadcasting Inc. seeking dismissal of Ivy's application for a new TV station on ch. 9 in Syracuse, N. Y. The grant was made, however, with prejudice to Ivy, and cannot be resubmitted.

The remaining nine applicants, now operating a station (WNYS-TV) on that channel on an interim basis, are retained in hearing status.

Ivy owns WOLF Syracuse, WTKO and WEIV (FM) Ithaca, WOIV (FM) DeRueter, WMIV (FM) Bristol Center, WBIV (FM) Wethersfield, and WJIV (FM) Cherry Valley, all New York.
No Sooner DONE Than HEARD
On WHEC RADIO, Rochester, N.Y.!

- COMPLETE CBS News Facilities!
- A Full-Time SIX-MAN NEWS STAFF!
- Fully-Equipped NEWSMOBILE!
- SIX 15-Minute Newscasts Per DAY!
- Close Tie-In With Gannett
  News Services - Locally And Nationally
  with News Bureaus In Washington,
  Albany And New York

These Are SOME Of The Reasons Why WHEC
RADIO Is One Of The Nation's Most Wide-Awake,
Reliable And Respected Radio Stations!

WHEC
CBS RADIO IN ROCHESTER, N.Y.

BROADCASTING, October 1, 1962
THE 87TH'S RECORD ON RADIO-TV

Three major broadcast bills enacted by Congress in '62 session
radio problems, tv debates among unresolved broadcast matters

Members of the 87th Congress, after nine months of legislating and anxious to get home for the election campaigns now under way, are expected to adjourn this week. But the record of the 87th's second session in legislation affecting broadcasting has already been written, and it's impressive.

Three major bills that could dramatically spur the development of television were passed — requiring manufacture of all-channel-receiving sets, providing federal aid for educational television, and creating a private corporation to own and operate the U. S. portion of the proposed international communications satellite system.

The House also adopted a resolution blocking FCC plans to duplicate 13 of the 25 clear channels. The resolution, which calls on the commission to delay such action for at least a year, also urges it to authorize higher power for the clear-channel stations than the present 50 kw limit.

Daytimer Bill. The House also passed a bill to permit daytime radio stations in single-station markets to go on the air before sunrise and authorize the FCC to grant other daytimers similar privileges at its discretion. The Senate didn't act on it, but the pressure from the House Commerce Committee resulted in a promise from the FCC that it will reconsider daytimers' requests for additional operating hours.

One important gap in Congress' record is in political broadcasting. Despite the enthusiasm over the Kennedy-Nixon debates in 1960, Congress failed to act on bills to repeal or amend the equal-time law to permit broadcast stations to give free time to major party candidates without being required to give equal time to representatives of splinter groups.

 Broadcasters were also disappointed when, early in the session, the new House speaker, John McCormack (D-Mass.), kept in force the long-standing ban of his predecessor, the late Sam Rayburn (D-Tex.), on radio-tv coverage of House committee hearings.

But these disappointments were overshadowed by the affirmative action. The all-channel receiver legislation alone could have a profound effect on television's future development.

New Life for Uhf. The measure, which requires all sets shipped in interstate commerce to be equipped to receive both uhf and vhf signals, is intended to breathe new life into the moribund uhf section of the spectrum and thereby make possible a truly nationwide competitive television system in which all 82 channels will be used.

The FCC requested the legislation, as it has in past Congresses, and FCC Chairman Newton N. Minow described it as the commission's No. 1 legislative proposal. But what really greased its way through Congress was the commission's plan, announced last year, to consider deintermixture of eight markets as a way of attacking one part of the uhf problem.

Congress had been cool to the all-channel-set proposal, but it was dead set against any move to substitute uhf for vhf channels. As a result, it had little choice but to go along with the all-channel bill as an alternative solution to the uhf problem, particularly since the Senate and House Commerce Committees had long demanded that the FCC "do something" for uhf.

The legislation doesn't prohibit the commission from undertaking deintermixture, a prohibition the Association of Maximum Service Telecasters and others had sought. But in passing the bill, Congress exacted a promise from the commission that it would forego any deintermixture for at least five years while the effectiveness of the act in assisting uhf television is measured.

Etv Act. The Educational Television Act should also help eliminate what Chairman Oren Harris (D-Ark.) of the House Commerce Committee calls "the great waste of one of our most valuable natural resources — the radio spectrum."

The act makes available $32 million in matching grants to help states and localities establish evt stations, and its supporters hope it will spur development of a nationwide etv system.

Of 309 assignments to etv, only 64 are in use, and although most are uhf assignments, only 16 etv stations are on channels in that band. Thus, the all-channel legislation, which will put uhf receivers into the hands of the public in increasing numbers, along with the etv program, is being counted on to contribute to a vast expansion of noncommercial uhf television.

If the all-channel receiver and etv legislation is expected to influence the future of television on earth, the Communications Satellite Act will help shape it in space. The corporation provided for in the act is yet to be formed, and the satellite communications system itself is believed to be five years off. In addition, some experts doubt communications satellites will be used extensively for television.

International tv. Nevertheless, the success of the Telstar satellite in relaying television programs between the U. S. and Europe so captured the imagination of people in this country and abroad, that some in Congress feel that communications satellites may be a way to develop tv into an important international force.

Broadcasters took no part in the lengthy congressional fight over the satellite bill. But it was no secret they were relieved when the Senate filibuster waged by liberals opposing private ownership of the satellite system was broken and the administration-backed bill was passed.

The Senate last Friday (Sept. 28) confirmed without objection the nomination of President Kennedy's second appointment to the FCC, E. William Henry, a 33-year-old Memphis attorney, who will succeed John S. Cross. One of Mr. Henry's first tasks as a

Tv ads prey on children—Minow tells 'Look'

"This really is very, very shoddy stuff — preying on a child's innocence and inexperience." That was FCC Chairman Newton N. Minow's opinion about the morality of television advertising aimed at children in an interview published last week in Look magazine.

Mr. Minow said he thinks the worst thing is when an announcer says 'only $9.95,' and then your child comes in and says, "Daddy, it's only $9.95." He emphasized that

"This is really shameful." Mr. Minow said he continues to feel the effects of a "powerful broadcasting lobby," that he hears from the lobbyists more than from the public.

Mr. Minow said Telstar's importance will be in news, great events and great moments of history, rather than entertainment. Economics will probably dictate that it be used for reality, rather than fiction, he said.
HOW CAN A GRAND RAPIDS STATION HAVE A WASHINGTON BUREAU?

The same way a station in Denver, Indianapolis, Minneapolis/St. Paul and San Diego can—through the resources of Time-Life Broadcast. Bill Roberts and Carl Coleman cover Washington for the Time-Life stations. They keep track of home-state senators and congressmen, follow up news leads of special interest to their listeners. Each day they feed each of the group's radio stations the particular news that people in that area care about. They ship exclusive TV film, too. Roberts and Coleman are two reasons why Time-Life Broadcast listeners and viewers stay on top of the important news from Washington. And there are eighteen more reasons—the skilled, specialized correspondents who man the Time Inc. Washington news bureau.

TIME-LIFE BROADCAST, INC.

BROADCASTING, October 1, 1962
The commissioner's trip to Capitol Hill

E. William Henry, who is scheduled to take office this week as an FCC commissioner, had a relatively pleasant morning when he appeared before the Senate Commerce Committee Sept. 21 for the hearing on his nomination.

His wife, Sherrye, shown with him left above, was given no cause to worry during the 35-minute session, in which only two members of the committee participated.

Sen. Strom Thurmond (D-S.C.), shown with Mr. Henry in the center panel, presided, and never pressed a hard line of questioning toward the nominee.

Mr. Henry, a 33-year-old Memphis attorney, who will succeed John Cross, was given a warm endorsement for the FCC post by a fellow Democrat from Tennessee, Sen. Estes Kefauver, shown at the right.

The Commerce Committee unanimously approved the nomination in a poll of members taken Wednesday and Thursday. The Senate followed expectations and confirmed the nomination Friday (Sept. 28).

commissioner will be to investigate reports that radio and television stations are carrying hard-liquor advertising, and submit a report to the Senate Commerce Committee.

Mr. Henry was asked to undertake the task at that committee's hearing on his nomination Sept. 21. Sen. Warren G. Magnuson (D-Wash.), Commerce Committee chairman, has warned that legislation prohibiting stations from carrying hard-liquor advertising might be introduced if stations don't refuse such advertising themselves.

Although Congress did deal with several important broadcast matters, two issues which had been expected to stir considerable controversy during the session never reached the stage of committee hearings. These involved a bill to regulate networks and the investigation of broadcast ratings being conducted by the House Regulatory Agencies Subcommittee.

Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, introduced the network-regulation bill late in the first session at the request of the FCC, indicating that hearings would be held early in the session that began in January. But he later said his subcommittee wouldn't proceed until the commission completed its own investigation of network practices, and this study is still under way.

Ratings Study - The House subcommittee investigation of ratings, which began at the staff level almost a year ago, has amassed a mountain of information. But Rep. Harris, chairman of the subcommittee as well as the parent Commerce Committee, was so burdened with other legislative matters he was unable to schedule hearings. When they are held, either late this fall or during the next Congress, they are expected to produce charges of fraud or ineptitude against some rating services.

Hearings were held, however, by the Senate Communications Subcommittee, on proposals to loosen the bonds of the equal-time law to permit broadcasters greater freedom in covering elections. A number of senators as well as broadcasting officials urged Congress to act on the measures in time for the 1962 campaigns. But Subcommittee Chairman Pastore, who favors a relaxation of the equal-time rule, determined that the legislative signs were not favorable, and let the proposals die.

Favorable action is expected next year, when Congress faces demands for legislation to permit radio-tv to permit radio-tv permits to require broadcast licensees to make hearings on the effects of television sex and violence on children, but has yet to issue a report. Subcommittee Chairman Thomas J. Dodd (D-Conn.), however, has expressed the view that network officials have ordered programs "beefed up" with unsavory material to boost ratings, and he is expected to introduce legislation next year providing for federal control of network practices.

He has also indicated his subcommittee will resume its hearings next January if continued monitoring of the new season's shows bears out his present impression that they are no improvement over last year's (Closed Circuit, Sept. 10).

Appropriations bill to JFK

An appropriations bill containing $14,486,000 for the FCC for the fiscal year that began July 1 was passed by Senate and House last week and sent to the President. The appropriation, a compromise between Senate and House figures, is $131,000 less than the commission requested. The omnibus bill also contains $11,282,500 for the Federal Trade Commission, $564,000 less than the FTC's request.
CHECK OUR FACTS, THEN BUY:

TERRE HAUTE
WITH
Indianapolis

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

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

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

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

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

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

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

*except Indianapolis

BROADCASTING, October 1, 1962
PLAN NOW FOR GLOBAL TV—MINOW

FCC head cites obligations of U.S. broadcasters at IRTEs

All broadcasters must work together to meet the grave new industry responsibilities imposed by international television, FCC Chairman Newton N. Minow told the International Radio & TV Executives Society in New York last week.

"It is time to make plans now," he stressed. "Time to recognize the great trust that the nation will place in your hands... Whatever your own role in communications, you and every firm represented here will be affected by this new technology.

He said the government will not and cannot censor international programs but warned the penalty for irresponsibility will "be more serious for the nation than the revocation of a station license."

At the FCC, the challenge of space communications has been given top priority over all other matters, he said, and has given the agency a number of important new responsibilities. (A new FCC office on space communications was established 10 days ago (Broadcasting, Sept. 24).

Among the things he is proud of, the chairman mentioned activities in educational tv, the all-channel bill and New York uhf experiment, network hearings, advertising restrictions, interim tv services, the Chicago tv hearing, pay tv experiment, anti-trafficking rules, the new fm rules, the study of am overcrowding and fm stereo.

"We have both preached and practiced station responsibility for fulfilling program promises to the public," Chairman Minow said. "We have done more than lift an eyebrow. Where warranted, we have lowered the boom."

Noting that the FCC has been criticized for some of its actions, he said that what some of these critics "seem to want is an FCC which mechanically rubber-stamps license renewals every three years—an FCC which sees no evil, hears no evil and speaks no evil. This kind of criticism is the best evidence that we are doing our job... in the light of the public, not the private interest."

The chairman pointed out that in his speech to IRTEs a year ago he suggested the tv networks rotate a daily program for children. He said his proposal "disappeared" and that two networks have a children's show at the identical time on Saturdays.

News Conference — Following his speech, Chairman Minow held a news conference during which he said there are signs of improvement in tv programming, especially in news and children's shows. He maintained the industry does not program on a cultural level as high as that of its audience.

FCC adds one month
for fm rule comments

Time to file comments on the FCC's proposed overhaul of its fm rules was extended by the commission last week. The agency took note of its previous announcement that no further time would be given "barring unforeseen circumstances."

However, the commission decided, granting a comment deadline extension from Oct. 1 to Nov. 1 would not "materially delay the final resolution" of its fm proceeding.

Furthermore, the FCC agreed to note comments against proposed reductions of fm station power, particularly in California. "In view of the widespread publicity already given this matter in that area [California], and the tremendous amount of mail the commission has already received therefrom, it appears that an additional month should
WPEN
PHILADELPHIA

is now nationally represented by...

AM RADIO SALES COMPANY

Other leading radio stations represented by AM Radio Sales Company are:
WBZ, Boston; WIND, Chicago; KYW, Cleveland; WCAR, Detroit; WOWO, Ft. Wayne;
KMPC, Los Angeles; WLOL, Minneapolis; WINS, New York; KDKA, Pittsburgh;
KEX, Portland; KSFO, San Francisco; KVI, Seattle.
be sufficient for the preparation and submission of further comments, the
FCC said.

Thirteen California fm stations met in August and agreed to file individual
comments opposing any power reduction. A number of stations broadcast
announcements informing listeners of the FCC proposal and soliciting inquir-
ies about the plan. Those listeners responding to the announcements were
couraged to write the FCC, citing their expenditures for fm equipment,
the problems of reception they now experience and how a general power re-
duction would aggravate these problems.

5,000 Requests • J. B. Kiefer, president
of KMLA (FM) Los Angeles, who
helped organize the campaign, reported
last week that over 5,000 requests for
information have been received by the
participating stations, with indications
that most of the people who received the
information also wrote the FCC. At Mr. Kiefer’s instigation, the Los
Angeles City Council and Los Angeles
County Board of Supervisors passed
a resolution protesting any move to
reduce the power of the area’s fm sta-
tions.

The new fm rules were effective Sept.
10, but the FCC has pending several
requests for reconsideration.

The request the FCC granted for a
deadline extension was made by Tri-
gle Stations.

Reply comments are due Nov. 16.

Mobile radio users seek uhf chs. 14, 15
GROUP TO ASK REALLOCATION OF 6 MC BANDS

A group of mobile communications
companies is preparing to ask for tele-
vision uhf channels 14 and 15.

Seeking reallocation of the two 6-mc
bands is the Land Mobile Section of the
Electronic Industries Assn. The group is acting independently of EIA
or of the EIA Industrial Electronics
Division of which it is a part.

Among the companies represented in
the section are General Electric, Philco,
and Motorola—all of which are also
heavily interested in selling tv receivers
to the public. Other members of the
land mobile users group are Bendix,
Collins Radio, Raytheon, Lockheed and
Western Electric. RCA, although a
member of the section, is opposed to
the move.

The petition will ask that the FCC
reallocates 470-482 mc to land mobile
use. Mobile users now have 35-40 mc
of frequency space in the 25-50 mc
area, the 150-174 mc band and the 450-
470 mc band.

"The present land mobile frequencies
are saturated," Robert M. Johnson, GE,
chairman of the mobile users FCC li-
aison committee, said last week. "We
simply must have more space."

Land mobile transmitters have
grown, Mr. Johnson pointed out, from
700,000 transmitters in 1958 to 1.7
million transmitters today.

The use of 470-482 mc would give
the land mobile users a continuous band beginning with 460 mc, he noted.

It is also feared, it was explained,
that tv operations on ch. 14 will spill
over into the mobile frequency space
and interfere with mobile com-
munication systems in the adjacent 460-
470 mc band.

The petition will suggest, Mr. John-
son said, that existing ch. 14 and 15
grants be protected by forbidding any
communications system to commence
operations at less than 150 miles from
the stations' transmitter sites.

Sixteen Tvs Affected • There are five
tv stations licensed or authorized on
ch. 14 and 11 on ch. 15.

Those on ch. 14: WOOK-TV Wash-
dington, D. C.; WIFE-TV Evansville,
Ind.; WWOR-TV Worcester, Mass.;
WIET (TV) Ithaca, N. Y. (educational);
WMUB-TV Oxford, Ohio (educational).

Ch. 15: WOWL-TV Florence, Ala.;
WPFA-TV Pensacola, Fla.; WBLN
(TV) Bloomington, Ill.; WANE-TV
Fort Wayne, Ind.; WFPK-TV Louisi-
ville, Ky. (educational); KPOB-TV
Poloar Bluff, Mo.; WICA-TV Ashuba-
la, Ohio; WLYH-TV Lebanon, Pa.;
WHRO-TV Norfolk-Portsmouth-New-
port News, Va.; WTAP-TV Parkers-
burg, W. Va.-Marietta, Ohio; and
WMTV (TV) Madison, Wis.

Among the services using the land
mobile frequencies are police, fire, for-
estry and other public safety services,
railroads, taxicabs, citizens radio and
other business and industrial users.

William J. Weisz, Motorola, is chair-
man of the land mobile section of EIA.

Atheist argues godless
should have equal time

Does an atheist have a right to "equal
time" under the FCC's rules on fairness
in treatment of controversial issues?
In 1946 the FCC said yes to Robert
H. Scott, an atheist. Mr. Scott argued
that the FCC's fairness doctrine "the topic
is without any particular topicality or
applicability to our service area and we
have not broadcast other programs
which have been directed against you
or the beliefs you hold," Mr. Scott said
he was told.

The doctrine that equal time must be
given atheists has never been reversed
but broadcasters violating it have never
been punished, Mr. Scott said.

KLOR-TV sale approved
as educational outlet

The transfer of KLOR-TV (ch. 11)
Provo, Utah, a commercial outlet, to
Brigham Young U. as an educational
station was approved by the FCC last
week. The station has been inoperative
and in bankruptcy since March 1960.

It is licensed to A. Dean Jeffs, trustee
in bankruptcy.

Brigham Young U. (an arm of the
Mormon Church) is paying a total of
$150,000 for KLOR-TV, including
$10,000 for expenses of the previous
owner and $140,000 for equipment.
The sale was pursuant to a court order.

The commission restricted KLOR-
TV's future operation (the station's
license also was renewed last week) to
non-commercial because of overlap with
KSL-TV Salt Lake City, which is also
controlled by the Mormon Church.

Rumraking to reserve ch. 11 Provo for
tv will be announced later, the FCC
said.

In addition to KSL-TV, the Church
owns controlling interest (64%) in
KSL-AM-FM Salt Lake City and minor-
ity interests in KID-AM-TV Idaho
Falls, Idaho, and KBOI-AM-FM-TV
Boise, Idaho, all commercial operations.
Mr. V. J. Kasper, Owner-Manager of Station WILG, Frankfort, Indiana, reports on the New Gates "Cycloid" FM Antenna:

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

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

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

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

Cycloid is the newest and most advanced FM ring antenna on the market today. For complete engineering data, write for Brochure No. 111 – yours for the asking.
FCC examiner favors WHYY Inc. for ch. 12

Hearing Examiner Walther W. Guenther issued an initial decision last week favoring the application of WHYY Inc., over that of Rollins Broadcasting Inc., for a new tv station on ch. 12 in Wilmington, Del.

The deciding factor was the area's definite need for non-commercial educational programming such as WHYY offered, according to the examiner. Mr. Guenther found "the record establishes that there is a distinctly greater need for the educational-instructional programs proposed by WHYY than for the additional entertainment programs proposed by Rollins. In so concluding no judgment is passed on the value of entertainment programs, but where there is a choice to be made as in the instant proceeding the public interest would be better served by a preponderance of programs which educate and instruct and, as to the latter, likewise entertain."

Preference was given to the WHYY broadcast and public service record over that of Rollins. WHYY was described as having faithfully fulfilled its proposed programming on WHYY-FM-TV (ch. 35) Philadelphia. The examiner took the opposite view concerning Rollins, charging WAMS Wilmington in particular with misleading newscasts and other violations. A question raised as to WHYY's proposal to maintain studios in both Wilmington and Philadelphia was held by that station to be not significant if a studio is maintained in the principal city.

Ch. 12 is the only vhf assignment in Delaware. Storer Broadcasting Co. formerly operated WVUE (TV) on that channel.

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

WTVW(TV) wants FCC to drop channel move

WTVW (TV) Evansville, Ind., has asked the FCC to drop proceedings to require WTVW to shift from ch. 7 to ch. 31. The deintermixture case has been in hearing for several years. The Broadcast Bureau has recommended that ch. 7 be shifted to Louisville, Ky., making the Evansville area all-uhf.

When the FCC terminated rulemaking to delete eight vhf stations in eight markets (Broadcasting, Sept. 17), the commission said it did not feel "selective deintermixture" is a general or long-range solution to the tv allocations problem, WTVW said. The commission promised Congress that a moratorium on deintermixture would be allowed in order to assess the effect of the all-channel set legislation.

If the FCC will not terminate the WTVW proceeding, the agency should at least reserve final action for the period of the moratorium, five to seven years, to see how all-band set legislation works out in Evansville, the station said.

Daytimers back plan for emergency hours

Daytime Broadcasters Assn. told the FCC last week it supports a commission proposal to provide for fulltime operation during emergencies for daytimers but offered one modification.

DBA asked that a proposed prohibition against broadcasting music during emergencies be eliminated. The FCC had suggested a low level attention signal such as a "tone." Since keeping listeners' attention during an emergency is imperative, DBA said, a monotonous tone would frustrate this intention but music would keep an audience.
WFBC-TV SALUTES THE 22ND SOUTHERN TEXTILE EXPOSITION, OCT. 15-19, 1962

The 1962 Southern Textile Exposition in Greenville, S. C., “Textile Center of the World” will attract exhibitors and buyers of machinery and equipment from the Americas, Europe and Asia. The biennial Exposition is unique in the field of textile manufacturing...a market place for new ideas and improved methods for making the world’s fabrics.

WFBC-TV's own market embraces the largest concentration of textile manufacturing, with 350 mills which employ 250,000 people. They make the fabrics for America’s apparel, household goods and industry.

WFBC-TV Dominates The Greenville-Spartanburg-Asheville Market of 2 Million People, With $3 Billions in Incomes.

For complete data about the market, the ratings and availabilities, contact the Station or Avery-Knodel.

The Giant of Southern Skies

WFBC-TV
GREENVILLE, SOUTH CAROLINA

CHANNEL 4
SERVING GREENVILLE, SPARTANBURG, ASHEVILLE
Represented Nationally by Avery-Knodel, Inc.

Affiliated with WBIR-TV, Knoxville, Tenn.
Democrats inquire about tv cutaways

The Democratic National Committee has told the three television networks that if there’s any way of working out a five-minute cutaway for local affiliates to handle political broadcasts it would like to sit down and talk about it.

The letter of inquiry last week to the networks from Democratic National Chairman John M. Bailey said that the national committee had been receiving inquiries about the availability of 5-minutes during prime time and that if there is a possibility of securing these periods, the Democrats would like to confer about it.

The Democratic move came a week after all three networks informed the Republican National Committee that there is no way of working out such a move (Broadcasting, Sept. 17). This was based on the GOP’s second suggestion—that networks tailor their prime time programs to permit affiliates to cut away during the last five minutes for local political programs.

The Republicans last week announced the results of a survey made at two shopping centers in New York area suburbs which showed, it was stated, that most people would not object if network variety shows were bobtailed to permit the last five minutes to be

HEW to distribute KABC-TV film

Elton H. Rule, ABC vice president and general manager, KABC-TV Los Angeles (1), presents a master print of a 30-minute film urging teenagers not to drop out of school to Anthony J. Celebrezze, Secretary of the Department of Health Education & Welfare, in Washington, D. C., Sept. 20.

HEW will make prints of the film for each of the fifty states. Produced by the ABC o/c, the film features ABC-TV personality Soupy Sales who presents the message to youngsters in an entertaining, though serious, manner.

Eliminate Propagation Fades From Your TV Signal

Now you can end fades and washed-out fringe-area signals simply by inserting a Micromeg preamplifier between your relay receiving antenna and the mixer. Micromeg has the effect of boosting your transmitter power four to ten times or of increasing the size of a six-foot diameter antenna to one of 12 to 15 feet. In new installations, a Micromeg will allow you to space your repeater stations farther apart without deterioration of signal-to-noise ratio.

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

Micromega Corporation
4134 Del Rey Ave., Venice, Calif. / EXmont 1-7137
Creator of advanced microwave systems and components for U. S. space and defense projects.
What market do you want to sell on Main Street? **To reach Main Street U.S.A., turn at Mutual.**

Whatever your market — teen age, young marrieds, blue-collar, executives — you'll find a buying audience on Main Street U.S.A. And who owns Main Street? Mutual Radio. With 453 listenable affiliates in Big Town, Littleville, Everywhere. Want some action? Pick your market and head for Main Street U.S.A. Check the signpost and turn at Mutual Radio. **LANDMARK: Mutual Radio delivers 97 of the top 100 markets in America.** Mutual Radio| 3M A Service to Independent Stations.
is “compelled to seek a license before this commission, he is required to answer all material and relevant questions of counsel, and that refusal to answer is tantamount to refusal to answer questions of the commission.”

The applicant in question is Rockland Broadcasting Co., seeking an am station in Blauvelt, N. Y., mutually exclusive with Rockland Radio Corp. and Rockland Broadcasters Inc., both seeking a Spring Valley, N. Y., station. Sidney Fox a principal of the first-named, has been accused in New Jersey District Court of conspiring to sell confidential information of Cyanamid Corp., of which he was an employee.

Questioned about this suit in the FCC hearing, Mr. Fox refused to answer on constitutional grounds.

FCC grants etv permit, assigns new channels

The FCC last week, through separate actions, granted a new educational tv station and made new uhf channel assignments.

San Mateo Junior College District, San Mateo, Calif., was granted a construction permit for a new non-commercial educational tv station to operate on uhf ch. 14 in that city. The station is to have a power of 14.7 kw.

In channel assignments: the FCC reserved ch. 49 Rutland and ch. 30 St. Johnsbury, both Vermont, for educational use (those channels had been assigned commercial.); In Burlington the reservation was shifted to ch. 22 from ch. 16 and Windsor was assigned ch. 26 by deleting that channel from Hanover, N. H., and New London, Conn.

The FCC called attention to its plans to examine the present assignment table and allotment methods so as to enhance the use of uhf channels. There was no final decision, but the commission stated that the action it did take was so that etv plans of the U. of Vermont would not be delayed.

In addition to the above actions the commission received a petition from the Board of Regents of Eastern New Mexico U., Portales, that educational ch. 3 be shifted from Roswell to Portales.

Interference lack noted by Class IVs

Operation of Class IV local stations on 1 kw during the daytime has not produced objectionable interference on adjacent channels nor has this increased power brought foreign complaints, the Community Broadcasters Assn. executive committee was told Sept. 24 at a meeting in Washington. The Class IV stations are seeking extension of the 1 kw power provision to night and pre-sunrise operation. Originally they were allowed only 250 w day and night.

Members of the executive committee are F. Ernest Lackey, WHOP Hopkinsville, Ky., CBA board chairman; Robert T. Mason, WMRN Marion, Ohio, president; John R. Henzel, WHDL Olean, N. Y., secretary-treasurer.
NOW ON WMAL-TV
A NEW CONCEPT IN LATE NIGHT PROGRAMMING!

Audience-tested ONE HOUR action, adventure, mystery SHOWS
Plus Hollywood's FINEST FIRST-RUN FEATURE FILMS, and
BROADWAY'S FINEST PLAYS

SUN. 11:15 P.M.
PLAY OF THE WEEK

THUR. 11:30 P.M.
ADVENTURES IN PARADISE

MON. 11:30 P.M.
THRILLER

FIRST RUN MOVIES

FRI. 11:30 P.M.
SAT. 11:15 P.M.
"Mogambo," "Don't Go Near the Water," "Summer Stock," "Bhowani Junction," "Above and Beyond," etc.

BROADCASTING, October 1, 1958

Evening Star Broadcasting Company
represented by H-R Television, Inc.
NEXT MOVE IN ASCAP TIFF

Industry committee report explains court action, cites anti-BMI attitude during negotiations

ASCAP's insistence on elimination or regulation of its chief competitor in the music-licensing business has been—and promises to remain—one of the critical elements in efforts to get new TV music licenses from the society.

This is evident in a review of negotiations and litigation to date, submitted to the All-Industry TV Station Music License Committee's subscriber-stations last week by Hamilton Shea of WSWA Harrisonburg, Va., committee chairman.

Mr. Shea said final breakdown in negotiations for a settlement of the committee's lawsuit came when ASCAP took the position that it would seek an increase in rates unless the settlement provided for "divestiture or regulation" of Broadcast Music Inc., its only major competitor.

Moreover, the report continued, ASCAP has let it be known that it will "oppose any reduction" in ASCAP rates "by litigating BMI's legality" and charging that a rate cut would make the BMI-broadcaster relationship even more "illegal" than now.

For years ASCAP has attacked BMI's ownership by broadcasters and demanded its divestiture. Last spring in a settlement plan submitted to the presiding judge, ASCAP agreed to a 17% cut in TV stations' music-license rates if broadcasters would give up BMI. The All-Industry committee rejected the deal (BROADCASTING, March 12 et seq.).

Judge Ruled = When negotiations toward an amicable settlement broke down two weeks ago, Judge Sylvester J. Ryan of the U.S. Southern District Court in New York, who is presiding over this case and heard many of the settlement negotiations, found ASCAP could not be forced to issue the clearance-at-the-source form of license demanded by the All-Industry Committee (BROADCASTING, Sept. 17).

This, noted chairman Shea, left the committee with a choice either to forget about source-clearance and ask the court to fix rates under the same types of license now in use, or appeal Judge Ryan's ruling. He continued:

"As to the first alternative, ASCAP has indicated that it intends to seek a rate increase and to oppose any reduction by litigating BMI's legality and claiming that a rate reduction would strengthen the alleged illegal relationship between the broadcasters and BMI at ASCAP's expense."

"We desire, if possible, to avoid being in the middle of a lengthy court fight involving charges between ASCAP and BMI, particularly in a proceeding to which BMI is not even a party. Furthermore, we can offer no assurance of a substantial rate reduction in such a proceeding.

"Our committee believes that the right to license based on the principle of clearance at the source offers a sound solution to the problem with which we are faced, and that we should not give up the fight without seeking an appeal to the Supreme Court."

Unanimous Vote = Accordingly, he said, the executive committee has voted unanimously to use the authority granted earlier by the full committee and file an appeal. The full committee, he recalled, voted last March to give the executive committee authority to appeal if the judge's opinion were adverse, as he had indicated it would be.

"The appeal is due to be filed shortly by the New York law firm of Donovan, Leisure, Newton & Irvine, counsel to the committee.

"I sincerely hope you will now keep a couple of things in mind," Mr. Shea said in his report to the approximately 370 stations contributing to his committee's support.

"First, we are not going to the Supr

preme Court rashly. We feel that this committee has exercised every possible effort, short of collapsing, to bring about a fair settlement through discussion and negotiation. The fact that we have so far been unsuccessful is due to factors outside of our control.

"Second, your committee continues to feel that the television stations of this country are really entitled to the relief for which we are asking, and that this is the time when we ought to put up an all-out battle to get it. Many station operators whom we see or hear from indicate that they agree with this feeling."

"His report said it was "chiefly as a result of the work of Chuck Tower"—Charles H. Tower of Corinthian Broadcasting, vice chairman of the All-Industry Committee—that informal discussions between committee members and ASCAP were resumed after the committee's rejection of the March settlement plan.

Solve 'Overall' Problem = The report also confirmed that in subsequent meetings Judge Ryan "indicated that the objective should be to solve the overall problem," including the so-called Schwartz case "and regulation of certain practices and activities on the part of BMI challenged in that suit" (BROADCASTING, July 16, June 18).

The Schwartz case is a $150-million suit filed 10 years ago by 33 ASCAP songwriters seeking divestment of BMI from its radio-TV ownership. There have been recurrent rumors that it might be settled out of court.

In settlement conferences during the summer, Mr. Shea reported, "careful consideration was given by the Judge and counsel for ASCAP and BMI to formulation of provisions regulating BMI's practices that might be adopted in lieu of divestiture and incorporated in a decree which could then be entered in the Schwartz suit.

"Hopes for this approach grew when BMI's counsel, Judge [Samuel] Rosenman, offered to abide by a three-point policy statement submitted by him. ASCAP, however, wanted more, and at a meeting of all parties in Judge Ryan's chambers on July 9, settlement talks collapsed when ASCAP's counsel insisted on a list of detailed provisions that were unacceptable to BMI. Incidentally, at the same meeting efforts on the part of the Court and CBS counsel to obtain a separate settlement of the Schwartz suit were equally fruitless," said Mr. Shea.

The chairman's report did not further describe the "three-point policy statement" offered by BMI counsel in the settlement talks.

Minimum Terms = The committee
Now it can be told: the 'Emmett Kelly' filming saga

On Sept. 21 the last film footage was wrapped up on The Emmett Kelly Show. The conclusion of filming for the Seven Arts Associates' new children's tv series at the New York studios (on the west side of 45th street) also represented-a saga of logistics and a unique film production.

The series will consist of 39 one-half hour programs. Each will have three Looney Tune cartoons from the Warner Bros. package to which Seven Arts has the rights. The former Ringling Bros. circus clown does the lead-in, middle and ending for each episode. This meant 117 different acts filmed over the Sept. 10-21 period.

Each of the acts represented a different characterization. A total of 117 different scripts were written for the filming by Eric Albertson, producer for Seven Arts, and Mende Brown, director of the series. (Executive producer: Donald Klauber, vice president and national sales manager of Seven Arts.)

The scripts were written, approved by Mr. Kelly and rehearsed over a five-month period. Mr. Kelly was then appearing at Harrah's Lake Tahoe (Nevada) so that the scripts were sent to him.

In addition, the great circus clown filmed a series of "I'll-be-back" acts (gets a penny weight card that promises he'll be right back, or holds up a fortune tab he finds in a Chinese cookie).

Animal Kingdom — Each of the acts is different and original, although one of his all-time "greats"— sweeping up of the spotlight—is included. Of the 117 acts, 51 spots were made with Mr. Kelly and an animal (30 different animals). Some 85 backdrops were stashed away in a second floor space in the studio, each labeled in relation to the scripts.

Mr. Brown said that the secret of the filming chore was "preparation." This paved the way for economy, speed and "studio personality."

Mr. Kelly said this was his first tv series (he noted it takes him nearly an hour to make up his clown "face" for the camera—he wears it through the working day of 8:30 a.m.-5 p.m.). But he has appeared in television (network tv appearances and a few appearances in tv commercials).

Director Brown believed he would be spending a couple months more editing the film and the series would be "in shape" by about Jan. 1. The typical "act" had footage equaling about 8-10 minutes of film (this is cut to 2-4 minutes). It was estimated that the 10-man crew ("hand picked," said Mr. Brown) shot 10,000 to 15,000 feet of film each day. In feature movies, the production pace is about 1,000 feet of film shot for 2 minutes per day, it's said.

Opticals used, according to Mr. Brown, included "every trick in the book." Among these were split screen techniques: Mr. Kelly is seen shooting himself off the screen; telephoning himself and playing checkers against himself.

Pantomime & Sound — All action is pantomime, with elaborate sound effects to be used. The different "acts" relate to the point in the cartoon when the reel starts to roll so that the kid viewers can be "injected" into the action, so to speak. The new syndicated series will be offered for sale to advertisers and to stations around the country.

Shown in the picture (l to r): Mr. Kelly; Eric Albertson, producer, wearing the genuine gorilla overcoat; and Mende Brown, director.

chairman said his group had insisted on minimum terms that would include a "substantial" reduction in license fees, retroactive to expiration date of the old licenses last Jan. 1; willingness to sign a 10-year license agreement with ASCAP, contingent on approval by the Justice Dept.; and, if ASCAP accepted such a license, an undertaking to get the same sort of license for the same term and with the same relative reduction from BMI.

In the final negotiation, Mr. Shea said, the committee offered to forego retroactivity and "make the proposed substantial reduction" in ASCAP rates "effective only as to future payments."

But this offer, too, was rejected in ASCAP's insistence on some sort of regulation over BMI, he asserted.

Mr. Shea meanwhile sought and received NAB permission to have All-Industry Committee representatives participate in the coming NAB fall conferences.

He said the representatives would be Robert H. Smith of WCYB-TV Bristol, Va., at the Atlanta meeting; Charles H. Tower of Corinthian at the New York and Washington meetings; Joseph A. McDonald, associate counsel to the committee, at the Chicago conference; Mr. Shea at the Dallas and Kansas City sessions, and William Grant of KOA-TV Denver at the Denver and Portland, Ore. meetings.

Three CBS stations still hot for movies

There's no doubt that three CBS-owned tv stations plan to continue their heavy use of feature motion pictures. WCBS-TV New York, WCAU-TV Philadelphia and KMOX-TV St. Louis announced Wednesday (Sept. 26) that they had purchased 93 Warner Bros. and 20th Century-Fox feature films just released to tv by Seven Arts Assoc. (Broadcasting, Sept. 24). This purchase is in addition to 73 post-'54 Columbia Pictures' features bought from
CBS-TV blocks 'Reports' in Miss. area

CBS-TV withheld a CBS Reports telecast Sept. 26 from three tv stations in the South. The show that night (7:30-8:30 p.m. EDT) carried films shot in Mississippi on the day-to-day battle of the Southern Negro to assert his voting right. The program was entitled "Mississippi and the 15th amendment."

Stations which were not fed the program are all in the Mississippi coverage area: WTKO-TV Meridian; WWL-TV New Orleans; WREC-TV Memphis.

The network did so, apparently on advice of its legal staff, because the program was adjudged to include matter dealing with current judicial proceedings in Mississippi (and thus might be construed as prejudicial). Current proceedings are pending in courts there regarding alleged irregularities in registration for voting in the state.

Screen Gems earlier this month (Broadcasting, Sept. 17.)

It is conservatively estimated that WCBS-TV alone is paying an average of over $25,000 for each of the 166 features involved in the two deals (or over $4.15 million). This reportedly is the highest per picture price paid yet by any tv station.

DRYSDALE OR SCHIRRA?
World series, space shoot collide on NBC-TV schedule

NBC-TV's schedule makers learned last week what "an embarrassment of riches" means. The National Aeronautics & Space Administration rescheduled its six-orbit manshoot of astronaut Walter Schirra for Oct. 3—the day the World Series starts.

Since NBC has World Series rights, its problem is to schedule its coverage of these two events so they won't conflict.

Late last week, NBC officials were beginning to have some idea of what they may do. They expect, first, to start pre-launch coverage at Cape Canaveral at 7 a.m., just as the other networks do. None of the tv networks plan to stay with the flight throughout the day, assuming the flight proceeds normally, but all plan to give periodic reports and return for protracted coverage during the re-entry and recovery operations.

The series opens this year in the National League winner's park, and that means Los Angeles or San Francisco and a starting time of 4 p.m. NYT, an hour or so before astronaut Schirra's re-entry might commence.

Between Innings Reports • Although coverage plans are not definitely set, it is expected that if the space flight were going normally, NBC-TV would carry the baseball game but offer reports on the flight between innings. In addition, the network was considering carrying constant manshoot reports in a "crawl" at the bottom of the screen during the baseball pickups. In case of unusual developments in the space probe, NBC officials said, series coverage would be interrupted to the extent necessary.

Three glimmers of salvation meanwhile could be discerned. One was that the manshoot might again be rescheduled. Another, not recognized in California, was that the opening game might be rained out. A third was that the National League race might end in a tie that would result in a playoff that would be decided in the first two play-off games.

Baseball authorities ruled that if the race between the Los Angeles Dodgers and the San Francisco Giants ended in a tie, the World Series would be postponed from Oct. 3 to Oct. 4 to make room for a playoff series on Oct. 1, 2 and, if necessary, Oct. 3.

Home Entertainment revises structure

Reorganization of Home Entertainment Co. as Home Entertainment Co. of Los Angeles and formation of Home Entertainment Co. of America to program and license franchise agreements of Home Entertainment's system of pay tv were announced last week by Oliver A. Unger, chairman of the board and chief executive officer of the Los Angeles company and chief executive officer of the new national organization.

William Sargeant, inventor of the system of pay tv the company is promoting, was elected vice president of the new company, in charge of technical development and operations. Home Entertainment Co. of America has acquired all the patents formerly held by the Los Angeles company, whose stockholders accepted an offer to exchange all of their shares for an equal number of shares in the new company. Home Entertainment Co. of America will grant Home Entertainment Co. of Los Angeles an exclusive franchise and license for the metropolitan Los Angeles area, including Santa Monica, where arrangements for installation of the company's pay tv system have been completed. General Telephone Co. has agreed to provide facilities for this service, with construction to start early next year to meet the target date of Sept. 1, 1963, for the beginning of pay tv program service in that seaside city.

Simplicity and low cost are the outstanding features of the HEC pay tv system, according to the company. Heart of the system is the master control center, the size of a hi-fi tuner and costing $1,000 compared with $30,000 for the nearest other system, the company statement says.

The stockholders of the reorganized Home Entertainment Co. of Los Angeles elected nine board members, headed by Mr. Unger. Other directors are: Mr. Sargeant, vice president; Windell Corey, president of the Academy of Motion Picture Arts & Sciences; Alfred Crown, motion picture executive; Aaron Frosch, Maurice Hibbert and Leon Kaplan, attorneys; Herbert Steinman, financier, and Henry C. Rogers, president of Rogers & Cowan, HEC's public relations firm.

RCA doubles room of West Coast units

The film recording and west coast operations department of RCA's Broadcast and Communications Products Division is doubling the size of its facilities with its move from 1560 N. Vine St. in Hollywood to 2700 Olive St., Burbank, a few blocks away from NBC's West Coast headquarters building.

The Burbank building, leased from Loson Brothers Realty Co., contains approximately 30,000 square feet of floor area and has an adjoining lot with parking space for 150 cars. The department designs and produces film sound recording equipment, tv film and tape recorders, tv mobile units and audio systems for movie and tv studios.

It also maintains a tv systems engineering group to design, assemble and installation supervision. Increased work load necessitated the move, according to Adron M. Miller, manager, who said the new quarters will be fully occupied by Nov. 1.

Internal Revenue freezes receipts of title bout

Internal Revenue agents seized all receipts in the Sept. 25 title fight between Floyd Patterson and Sonny Liston. Acting to satisfy tax claims against the promoters, the government last week froze proceeds estimated at more than $5 million from 260 theatre tv locations and gate receipts at the fight in Chicago.

The crackdown was against Championship Sports Inc., promoter of the
TOM: “Supermarket” it is, then, erstwhile opponent! And a more fitting appellation for the rich and verdant 72 counties served by our station WSAZ-TV, I know not!

JOHN: “Appellation,” sir? It is a metaphor which I should like to extend. Could we not think of ourselves as proprietors of this magnificent market by virtue of the fact that we manage the one best means of reaching it?

TOM: A most fruitful application, sir! And could we not, by the same principle, point to our market’s $1,900,000,000 in retail sales as evidence of well-stocked shelves?

JOHN: Droll, Mr. Garten, droll! And I, in my turn, should like to point to the well-heeled customers of Supermarket—those two millions who enjoy some 4 billion dollars in annual income. There is the wherewithal to fill many a bag and cart!

1. Vice President, General Manager, WSAZ-TV

TOM: We have, Mr. Sinclair, constructed an allegory of breath-taking proportion! So let us once and for all leave off this carping and quibbling about whether Charleston or Huntington is heart and hub. Rather, let us once again declare the advertiser winner! He who, for a single price, probes well beyond both metropolises!

JOHN: Agreed, sir! We are in business. The business of selling Supermarket. And to that end, might we not say, “We deliver!”

TOM: And who is being droll now, Mr. Sinclair? But you have a point! We do deliver. A point which the Katz Agency man will happily document!

WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

1. Manager, Charleston Operation, WSAZ-TV

TOM: And who is being droll now, Mr. Sinclair? But you have a point! We do deliver. A point which the Katz Agency man will happily document!

WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.

2. Manager, Charleston Operation, WSAZ-TV
RADIO-TV COURT COVERAGE

Texas judge abets electronic journalism,
adsuits radio-to Billie Sol Estes trial

The burst of radio and television into the national scene last week as courtroom journalists at the Billie Sol Estes trial in Tyler, Tex., provided temporary encouragement to the industry's campaign against widespread courtroom bans against radio and television.

All the nation had an intimate view of proceedings Sept. 24-25 as the Pecos, Tex., defendant faced a Texas district court at which Judge Otis D. Dunagan presided. Over defense objections, the court ruled any objection to offset industry satisfaction over Judge Dunagan's grant of permission for broadcast coverage. Now Radio Television News Directors Assn., NAB and other industry groups are working on ways of pooling facilities to show that trials can be covered without a forest of equipment.

When court opened Sept. 24 broadcasters were there with their tripods set up and cameras focused. Word had gone around some time ago that broadcast coverage would be permitted—at least until the court ruled on any objection by defense counsel. WFAA-TV had two live cameras in the front of the courtroom. These fed a WFAA-TV van stationed outside the courthouse. The van supplied a signal to the station in Dallas, about 90 air miles to the west.

Objection. As the trial opened counsel for the state said it was ready to proceed with the trial. John D. Cofer, Mr. Estes' chief counsel, promptly objected to the broadcast equipment, saying it would interfere with proper conduct of the trial and asking that all tv, movie and still cameras be removed.

Judge Dunagan replied in detail, giving the background for his ruling that cameras could remain in the courtroom. Mr. Cofer said he realized he was "getting cranky" with advancing years but felt the "grinding cameras made it almost impossible for me to attend to the case and properly represent my client." He pointed around the courtroom to the cameras and referred to the WFAA-TV van outside "like at a football game."

Judge Dunagan is understood to have been considering the merits of broadcasting in the Estes trial for two months. He has permitted equipment in his court in the past and has not "encountered any difficulty with it" or any detention from the witnesses or attorneys, he said in overruling Mr. Cofer.

Citing tv's growth as a news medium, he did not see "any justified reason why it shouldn't be permitted to take its proper seat in the family circle." In the court, he explained, tv would be under strict supervision. He noted he had viewed in his home the day before, a sermon from the First Baptist Church in Dallas. "There wasn't any circus in that church," he commented.

"They won't be creating a circus in this courtroom," he said, calling the importance of a fair and impartial trial the paramount issue.

Live TV. Judge Dunagan laid down rules prohibiting cameras inside the bar, except the two live cameras. He asked a KRLD-TX Dallas film camera to leave his position but withdrew the request when it was explained there was insufficient mike cord.

"Under proper supervision I am unable to see how it would prejudice the defendant for the public to actually look in and get an eye view of what's actually going on," Judge Dunagan continued. "They're going to be reading about it in newspapers; going to be hearing about it on radio. I do not care to discriminate between the news mediums." He banned cameras on the second floor of the courthouse outside the courtroom to protect the defendant.

Recognizing the responsibility of news media to the public, he said they also have a responsibility to cooperate with the court and not upset decorum. At defense request, media men removed their courtroom identity badges and put them in their pockets. The

fight, and Graff, Reiner & Smith Enterprises Inc., which owned ancillary rights to the bout (radio, films closed circuit tv, etc.). The seizure could delay payment of purses estimated at $282,015 for winner Liston and $1,185,253 for loser Patterson.

The revenue service explained that all the theatres will be required to surrender the promoters' share of their receipts to the government until all tax liabilities involving the two production firms have been settled. GR&S estimated that at least 700,000 theatre seats were sold at an average price of $6, or $4.2 million. The promoters said gross gate receipts were $655,420.

TelePrompTer Corp., New York, which supplied large screen projection equipment and subleased lines to GR&S, said it was not involved in the tax claims and that it had already been paid by GR&S. TelePrompTer also purchased the catv rights from GR&S and distributed the fight to 12 sails serving about 250,000 sets. A broadcast the bout.

Film sales...

I Search For Adventure (Banner Films): Sold to WJAC-Televisionstown, Pa., and WKBT (TV) La Crosse, Now in 51 markets.

Bold Journey (Banner Films Inc.): 68 (PROGRAMMING) BROADCASTING, October 1, 1962
court threatened to withdraw media privileges if the right of access were abused.

The courtroom was a small one, the court noted, adding, "There would be hundreds of people I think trying to get in this courtroom to witness this trial and I believe we'd have less confusion if they can stay at home and stay out of the courtroom and look in on the trial than it would with all those people trying to crowd in and push...."

Two post-trial developments added a note of encouragement to broadcasters:

- The board of directors of the Junior Bar Assn. of Texas unanimously recommended Sept. 26 that Texas trial judges retain full authority over their courtrooms, including still and live photographers.

- Homa S. Hill, Fort Worth, chairman of the Texas Bar Assn. public relations committee, recommended that Texas judges ban Canon 35 from their ethical document.

Available Light: All photographing at the Estes trial was done in a small courtroom by available light. KRLD-TV Dallas had an Auricon sound-on-film camera near one of the WFAA-TV live cameras. It was equipped with Dupont 931A film, 160 ASA rating doubled to 320, and an f 2.2 zoom lens.

Pictures were good, according to Bill Duke, KRLD-TV newsman. KSLA-TV Shreveport, La., had a sound-on-film camera. NBC and CBS had standby sound-on-film cameras though their pickups were taken from WFAA-TV's live pickup. WBAP-TV Ft. Worth, had a film camera.

Marshall Pengra, KLTV (TV) Tyler, was credited by Mike Shapiro, WFAA-TV, with the major role in making possible the presence of cameras at the trial. Both had advocated stricter rules for equipment, contending pools should be set up for live and for film coverage to keep the amount of equipment to a minimum.

William G. Garry, WBMM-TV Chicago, newly elected president of RTNDA, was in touch with members of the association's board and the networks last week and with Howard H. Bell, NAB vice president. They are considering ways to provide coverage with minimum pooled equipment if cameras are allowed in the courtroom when the case is heard Oct. 22. Mr. Shapiro said WFAA-TV pickups are available to anyone. Both emphasized the problem was aggravated by the large number of still photographers in the courtroom and the way they ganged up on the defendant outside the court house.

Mr. Bell said he was hopeful ground rules for courtroom radio-tv pickups would be strengthened for any future coverage. This, he added, would provide an answer to critics of broadcast courtroom reporting.

"Giant Step" Mr. Shapiro described Judge Dunagan's ruling as "a giant step in gaining proper recognition of television as a bona fide news medium."

Texas and Colorado are the only two states that refuse to accept ABA's Canon 35. Both states have been the scene of historic trials at which broadcast media provided full coverage.

In a resolution adopted Sept. 24 at the San Francisco convention RTNDA emphasized its concern for the citizen's right to a fair trial but expressed deep concern at American Bar Assn. delay in conducting court-coverage experiments using radio and tv. RTNDA has been seeking modification of ABA's Canon 35 ban against broadcast coverage from the courtroom.

Unless ABA shows good faith in the proposed experiments, RTNDA said officially, it will be impelled to tell the public of the bar's lack of cooperation in efforts to demonstrate that use of broadcast reporting tools and fair administration of justice are compatible.

---

Columbia Post-50 Feature Films (Scrath Gems): Group of 73 feature motion pictures sold to WGAN-TV Portland, Me. Now in five markets.

Cavalcade of the '60s, group I (Allied Artists TV): Feature film package sold to WLOS-TV Asheville, N. C.; WPRO-TV Providence, R. I.; WOKR (TV) Rochester, N. Y.; WSAV-TV Savannah, Ga., and WTAF-TV Marion, Ind. Now in 53 markets.


Army's 'Big Picture' bigger than ever

WITH 4 HASH MARKS, IT'S SET TO COMPETE WITH NETWORK THEME

The fall television season is beginning with six new programs on military themes (see box), but the hoary grand-daddy of all such television shows, *The Big Picture*, is starting its 12th season with a new look.

Produced by the U. S. Army at its studios in Long Island City, N. Y. (the old Paramount Pictures site), *Big Picture* will be featured this year on about 360 stations here in the U. S. and at military installations overseas.

This year, *Big Picture* is being offered with a new attitude—new for the Army, that is. The Army's official tv program is in direct competition with popular network and syndicated features; therefore its producers say it should be promoted and regarded, now that it almost saturates the top 100 markets, as professionally-produced and meaty tv fare, something stations can sell around, although not within.

The program began as a local experiment on WTOP-TV Washington, when producer Lloyd W. Dennis Jr. (now vice president and general manager of WTOP-AM) okayed an idea offered by then-1st Lt. Rusty Brunton, who had been recalled to the Army in July 1951 for the Korean crisis and stationed at the Pentagon. Mr. Brunton, now production manager of WSB-TV Atlanta, recalled in an interview that he thought television hadn't been doing "as good a job on Korea as I thought it should at that time."

Mr. Brunton suggested a program to WTOP-TV which would use 20 minutes of footage shot by the Army during the Korean War, to be followed by in-studio interviews with servicemen who had been in the combat area shown on film. Begun under the title The Blue Badge, the series featured then-Col. W. W. Quinn (now a lieutenant general and deputy director of the Defense Intelligence Agency) as host-narrator.

WTOP-TV had agreed to a 13-week series, Mr. Brunton said, but after about three episodes, he was summoned to the office of Secretary of the Army Frank Pace.

Command Performance • Puzzled, the young lieutenant recalls his surprise when Secretary Pace asked him if it would be all right if the Army were.

Lt. Col. Ellington
After saturation, then what?

has in the can programs with Craig Stevens, Gregory Peck, Henry Fonda, James Arness, Dick Groat, Bud Wilkinson and Louis Jourdan. The Army says Bob Hope has agreed to appear and said Bing Crosby would, too. Arrangements are being worked out with other personalities.

"We have been very fortunate lately in securing the services of many celebrities as host-narrator . . . performing virtually for nothing, accepting a small mandatory fee," said Lt. Col. William T. Ellington, chief of the Tele-Radio Branch in the Army information office, who formerly was a film producer for the Department of Defense.

Tint Coming Up • Color is another innovation in *The Big Picture's* competitive effort this season. Up to eight episodes will be shot in color, and will be made available to stations with color equipment.

A committee of Army information chiefs meets quarterly to draft program ideas and set up shooting budgets. (Officially, about $15,000 per show, but some have well exceeded that figure.) The Army Pictorial Center takes over from there, assigning story themes to project officers and to civilian writers. A pool of directors and camera teams composed of both civilians and GI's then produces the programs from script to print at a rate of one every nine days. Crews shoot much film on location (and may work on several shows at once to save money), but the Army's library of combat film is frequently examined for pertinent footage.

No episode is distributed without a final okay from the Pentagon. Some shows have been held up for significant revision.

The program is viewed now by more persons than at any time in its 11-year history, said the Army. "We are discovering a renewed interest in *The Big Picture*," said Col. Ellington. "The American people want a complete, factual report on what the U. S. Army soldier is doing as he takes up his station along the frontiers of freedom across the world," he explained. There has been a steady increase in station requests for the show since the Berlin crisis and the reserve call-up.

The Army prints 124 copies of each episode, about one print for each three stations. A print shortage is overcome by a re-run schedule. Shows for regular summer re-runs are chosen by an Army committee which selects the 13 best episodes of a concluding season. The program is in all of the top 100 U. S.

Network tv offer six series in martial mood

Network tv programmers are serving up an assortment of new shows with military themes this season. Three are on ABC-TV, three on NBC-TV; CBS-TV has none at this time.

The entrees:

On ABC-TV: *Combat* (Tuesday, 7:30-8:30 p.m.), about World War II; *Gallant Men* (Friday, 7:30-8:30 p.m.), also about World War II; and *McHale's Men* (Thursday, 9:30-10 p.m.), a comedy about a PT boat commander in the Pacific, also during World War II.

On NBC-TV: *Don't Call Me Charlie* (Friday, 9:30-10), adventures or misadventures of an Army lieutenant who is a veterinarian and stationed in Paris; *McKeever and the Colonel* (Sunday, 6:30-7 p.m.), a comedy about a retired Army officer who is commandant of a military school; and *Ensign O'Toole* (Sunday, 7 p.m.), a comedy about a Navy officer's antics on a destroyer in the Pacific.
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CAMERA EQUIPMENT CO., INC.
KHJ-TV's programming strategy pays off in billings

Faces are wreathed in smiles at KHJ-TV Los Angeles these days. A look at the station's September business indicates a gross of about $470,000 for the month, or possibly more, a gain of roughly 40% from the same month last year. National billings of about $225,000 are some 60% ahead of a year ago; local billings of $245,000 or more run roughly 30% ahead of September 1961.

This auspicious start of a new season coincides with some program innovations that represent the third phase of a continuing plan for survival instituted by Mal Klein, when he took over at KHJ-TV in May 1960. Having come to the West Coast seven-station TV market from the other one, New York, on the East Coast, where he had managed WNTA-TV, Mr. Klein knew the need for a workable plan to keep an independent station alive and on its feet in a seven-station battle royal.

KHJ-TV had already established itself as the movie station of Los Angeles with a library of theatrical motion pictures that provided most of its programming. Mr. Klein promoted this with a vigorous MAYFE (Movies are your finest entertainment) campaign. He offered special packages of movies with special appeal to special audience segments which certain types of advertisers wanted to reach (Shirley Temple pictures for a toy manufacturer is one example) and sales started to climb.

Phase Two was sports and specials. KHJ-TV got the tv rights to the Los Angeles Angels to give it 26 big league baseball games each summer and to the Los Angeles Lakers to round out the sportscast schedule with professional basketball during the winter months. The specials have ranged from getting old-time movie stars to conduct the KHJ-TV showings of their greatest hit pictures to a two-hour symphonic "Concert Under the Stars" at Hollywood Bowl (Broadcasting, July 30).

More to Come • Now comes Phase Three. Essentially, this is to get the city's children to tune in KHJ-TV at 4 each afternoon and watch kid shows until 7 p.m., when Art Linkletter's People Are Funny is supposed to hold them on KHJ-TV and add their parents, who are then (the theory goes) ready to let the dial stay at ch. 9 while they watch a one-hour re-run of a program with a proved audience appeal. There's Adventures in Paradise on Monday, Maverick on Tuesday and Sugarfoot on Thursday, all fresh in syndication after lengthy runs on ABC-TV; First Night, a dramatic anthology series originally on Canada's CBC, on Wednesday, and The Bowery Boys, comedy movie series especially edited for tv. By this time it's 8:30 p.m., when the Million Dollar Movie begins.

Mr. Klein and Don Balsamo, general sales manager, have been spreading the story of KHJ-TV's new programming far and wide, starting with summer cruises abroad the good ship MAYFE for New York timebuyers (Broadcasting, Aug. 27) and including "Tv's Shortest Pitch" to San Francisco buyers (who were given stopwatches to time it) in mid-September. In Los Angeles, huge moving vans, labeled "The Big Shows Move to Channel 9," and a six-foot-six brunette model, Linda Abertano, helped radio spots and newspaper space to pass the news along to potential viewers.

In the picture, Milt Klein, KHJ-TV salesman (no relation to Mal), kneels in front of Miss Abertano, who gets a little support from Sales Manager Balsamo.

Former MCA talent agents now operate as IMA-UTM

United Talent Management Ltd. and International Management Assoc., both formed shortly after MCA dissolved its talent agency this summer (Broadcasting, July 30), began operating as a joint enterprise Sept. 26, according to Edwin K. Greene, UTM president, and Herbert T. Brenner, IMA president.

Some 26 former MCA employees are associated in the IMA-UTM amalgamation. Talent areas covered by the two firms include tv, radio, motion pictures, personal appearances, concerts, supper clubs, fairs and special events. New talent brought into either agency will be covered jointly by various departments in each company.

The companies' personnel will share office space in New York (Time & Life Bldg.) and on the West Coast (office space is being sought in Beverly Hills), UTM will maintain present offices in Chicago and Las Vegas and will service both agencies' clients.
NOW...CUT YOUR TV TAPE COSTS IN HALF!
pack twice as much programming on a reel!

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

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

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

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

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

RCA The Most Trusted Name in Television
FCC calls radio birth-control study

DEC. 5-6 SET AS DATES AFTER CONFERENCE WITH NAB GROUP

The mutual search of FCC and NAB for an answer to the overpopulation problem plaguing radio stations culminated last week in agreement for an open hearing scheduled Dec. 5-6, with Dec. 7 available if extra time is needed.

Dates for the hearing were described by NAB as tentative because of a conflict with NBC radio and tv affiliates sessions set for Dec. 4-5 in New York.

Agreement on an open hearing in December was reached Tuesday at a joint luncheon meeting of staff groups representing the commission and association. The two had met last month in New York. In previous hearings, the Commission gives its regular Wednesday (Dec. 5) meeting agenda. Sitting en banc and flanked by staff people, the FCC will hear witnesses selected by NAB to present many aspects of the overpopulation problem.

Both FCC and NAB are conducting staff research into such matters as engineering standards, history of frequency usage, white noise, and adherence to operating policies helpful to the public. The Commission has no interest whatever in seeking to alleviate any of the troublesome situations encountered in some areas if the price for relief would be some form of utility-type regulation.

Besides its staff studies, Mr. Meagher said, NAB may retain consultants to help prepare material for the hearing. One study alone, he said, involves five weeks of time for two people.

A call for action to relieve radio's overpopulation was sounded April 2 at the NAB convention by President LeRoy Collins (BROADCASTING, April 9). He called attention to a point of diminishing returns in station incomes as the radio spectrum becomes more crowded.

Minow proposal - The next day Chairman Minow proposed "an informal, face-to-face shirtsleeves working conference" to discuss the present art of radio broadcasting. "We are so busy grinding out grants of new licenses that we need to step back and take a look at why we're doing it," he added.

Gov. Collins promptly termed the chairman's idea "a splendid suggestion" and promised NAB's cooperation. NAB officially endorsed the Minow proposal in a formal convention resolution.

Among topics suggested by the chairman for mutual study were tightening of engineering standards, station mergers, the future of radio networks, the number of commercials and financial qualifications of applicants.

A detailed analysis of radio's competitive problems was given in BROADCASTING's Perspective 1962 report (BROADCASTING, Feb. 9). It showed examples of important markets and the amount of revenue available to growing numbers of radio stations.

Retiring FCC Commissioner John S. Cross believes the FCC-NAB study may produce helpful results if it centers on tighter engineering standards. But he sees a problem for broadcasters if they let economic factors get into the studies, noting that free enterprise means competition (See Cross interview page 44). He pointed to the hazards of letting public-utility type factors enter the study.

Representing the FCC at last week's conference were Chairman Minow and Commissioners T. A. M. Craven, Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford; Kenneth A. Cox, chief, broadcast bureau; James E. Barr, assistant chief, broadcast bureau, and James O. Junilla, assistant to Mr. Cox; H. H. Goldin, chief, research and education; John Cushman, assistant to chairman; Henry Geller, associate general counsel.

For NAB: President LeRoy Collins; Mr. Hatch; Carl Lee, Fetzer Stations, representing NAB Radio Development Committee on engineering problems; Douglas A. Anello, general counsel; James H. Helbert, manager, broadcast personnel and economics; Vincent T. Wasilewski, executive vice president; Paul Comstock, government relations vice president, and Mr. Meagher.

Sowell opposes government economic controls

"We want no 'soil bank' program such as the farmer has been saddled with and no plowing under of existing stations," said F. C. Sowell, vice president and general manager of WLAC Nashville, in a state-of-the-industry message to the Tennessee Asn. of Broadcasters last week.

Mr. Sowell, an outspoken critic of government interference in radio and tv, suggested that the broadcasting industry's ills can best be cured by a natural economic elimination of stations in overcrowded markets.

He said this can be effective only if the FCC refuses to grant licenses to applicants for stations that have gone off the air "for one reason or another" in areas already saturated with stations.

To demonstrate that broadcasting is suffering economically from overcrowding, he noted the addition of nearly 1,700 radio stations to the total over the past decade, coupled with the ever growing number of tv stations.

He said station incomes have increased but not to a degree commensurate with expenses, so that individual operators are not realizing a reasonable profit.

In his stand against government subsidization of the industry he said, "The FCC could very easily solve the problem of overcommercialization on existing stations by paying for the spots we don't broadcast. But again I say we want no part of subsidies."

WDNT (TV) back to air, but strike continues

A performers union strike against WDNT (TV) Newark-New York continued last week (BROADCASTING, Sept. 24), but the new ch. 13 tv station returned to the air Sept. 24 for the first time since its inaugural program on Sept. 16.

There were indications a formal pact, ending the jurisdictional dispute, would be signed late last week. Representa-
KONO-TV's new tower, 33 feet taller than the Empire State Building, will give wide area coverage. It is estimated that 185,000 additional homes will be covered.

THE KLINE "TOWER PACKAGE"

One contract with one responsible firm covers —
Tower, Lights, Erection (elevator if desired)
— that's the Kline "tower package".

Towers are designed to meet all conditions and RETMA specifications are strictly followed.

If you want to go up.. up.. up, call on

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KIMCO TOWERS FOR THE BROADCASTING INDUSTRY

P. O. Box 1013    Phone ALpine 4-0301    Columbia, S. C.
WBAL's Broadcast Center opens in Baltimore

WBAL-AM-FM-TV, Baltimore dedicated its Broadcast Center last week (Sept. 26) amidst a gathering of industry and political dignitaries.

The $2 million structure is located on a 4 1/2 acre hilltop site near the city's population center and consolidates within its four levels all the station's studios and equipment.

Former Maryland governor and Baltimore mayor, Theodore R. McKeldin, was toastmaster at a dedication dinner in one of the Center's three TV studios. NBC Newsman Chet Huntley and David Brinkley joined the station vice president and general managers, Brent O. Gunts, WBAL-TV and Thomas S. Carr, WBAL-AM-FM for the ceremonies.

Top executives of the Hearst Corporation, station licensee, also were there: Richard Berlin, president of the corporation; William Randolph Hearst Jr., chairman of the board; George Hearst Sr., vice president; and D. L. Provost, vice president and general manager of the radio and television division.

Vice presidents and general managers of five Hearst stations attended, as did FCC Commissioner Rosel Hyde, Broadcast Bureau Chief Kenneth Cox, NAB President LeRoy Collins, Executive Vice President of NBC Radio Wm. K. McDaniel, NBC-TV Vice President and Director of Sales Dan Durgin, Maryland Governor J. Millard Tawes, Gen. J. Glenn Beall (R-Md.) and a long list of other notables.

The center is fully equipped for color TV and contains 70,000 square feet of studio and office space.

Other features: one TV studio contains two bowling lanes; an electric dumbwaiter speeds delivery of film and tape between floors; two million-watt transformers supply Center power; a film and video-tape delegation system permits use of six film projectors or four videotape units in any combination.

Architect for the building was Fulmer & Bowers, Princeton, N. J.; Lewis C. Bowers & Sons Inc., Princeton, was contractor and technical design was by John T. Wilner, vice president and director of engineering, The Hearst Corp.

Governor Tawes, Mr. Carr, and Mr. Gunts

NOTES OF THE WEEK

Donna Pauley, WTVJ (TV) Miami, Fla.; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. The company also owns theatres in Miami and West Palm Beach, the Miami Seaquarium, vending operations in Florida, Panama and the Bahamas, and holds the Pepsi Cola and Canada Dry franchises in the Bahamas.

ABC Radio Network signs nine more radio stations

ABC Radio last week announced the addition of nine new stations and the increase of a 10 kw affiliate to 50 kw.

KWJJ Portland, Ore., becomes the network's 12th 50 kw outlet and is the sixth announced in the past three months. Robert R. Pauley said the new high-power stations put it closer to being a "balanced network," which he defined as one with a "certain number of 50 kw stations to umbrella its coverage from within" by lower-powered stations.

New ABC Radio affiliates: WDSM Duluth, Minn.-Superior, Wis. (710 kc, 5 kw); CFKH Toronto, Ont. (1430 kc, 10 kw); WDKS Cleveland, Miss. (1410 kc, 1 kw day); WAGN Mount Clemens, Mich. (1340 kc, 250 w day, 250 w night); WTPS Charleston, W. Va. (1240 kc, 1 kw day, 250 w night); KORK Las Vegas, Nev. (1340 kc, 250 w); WJBS Deland, Fla. (1490 kc, 250 w); WMAP Monroe, N. C. (1060 kc, 250 w day); and KDOL Molave, Calif. (1340 kc, 100 w).

ABC Radio now has 424 affiliates.

Happy with internship, WDBJ-TV urges others

WDBJ-TV Roanoke, Va., which has just completed its first news internship program, is looking to next year for possible expansion of the idea into other station departments.

The station selected Clarence Renshaw, who with his classmates at the Lee Memorial Journalism School, Washington & Lee U., Lexington, had been commuting 54 miles to the station for weekly classes. During the summer Mr. Renshaw was integrated into the WDBJ-TV news department, where he eventually handled assignments normally assigned to regular newsmen of the staff. He also aired a daily five-minute newscast.

Wometco Inc. income up: new quarterly report

Wometco Enterprises Inc. reported its net income for the third quarter of 1962 ending Sept. 8 was $400,834 (36 cents per share), up 34.8% over the $297,462 (27 cents per share) net income for the same period last year.

Wometco's gross for the 12-week period was $4,184,814, compared to $3,797,053 in the same period in 1961.

Wometco's net income for the first 36 weeks of 1962 was $1,317,031 ($1.19 cents per share) compared to $889,472 (80 cents per share) for the 1961 three quarters. Per share earnings are adjusted for the 10% stock dividend paid last January. Gross income for the 36-week period was $13,099,915, up 23.5% over the $10,610,656 in 1961. The interim report shows that $933,551 (71%) of earnings has been retained, and $383,480 (29%) has been paid out in dividends.

Wometco owns WTVJ (TV) Miami, Fla.; WLOS-AM-FM-TV Asheville, N. C.; KVOS-TV Bellingham, Wash., and 47.5% of WFGA-TV Jacksonville, Fla. The company also owns theatres in Miami and West Palm Beach, the Miami Seaquarium, vending operations in Florida, Panama and the Bahamas, and holds the Pepsi Cola and Canada Dry franchises in the Bahamas.

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6,000 Hr. Warranty!

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Available now from your Sylvania Industrial Tube Distributor—a full complement of high-reliability reflex Klystrons for local oscillator and transmitter applications featuring:

Warranted prorated life of 6,000 hours' actual operation when tubes are operated within specified ratings. (Coverage extends to 1½ years after manufacturer's shipping date. Replacement, if required, with prorated credit will be made through your Sylvania Industrial Tube Distributor.)

10,000 hours' life expectancy. Utilizing improved materials and seals, Sylvania SK-220, 221, 222 undergo exceptionally high bake-out temperatures to eliminate gas-developing contaminants, extend useful life.

Reduced maintenance requirements. Improved pre-tuning methods minimize initial field adjustments. Extraordinary electrical stability combined with low temperature coefficient reduce frequency adjustments throughout long life. Further, the requirement of one hour's operation every six months of storage is eliminated.

Gain the advantages of long life, reduced maintenance, reduced cost per hour of operation offered by Sylvania SK-220, 221, 222 series. Delivery and price information are no more than a phone call away at your Sylvania Industrial Tube Distributor's. For the FREE BOOKLET, Sylvania Microwave Products, write to Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main Street, Buffalo 9, N. Y.

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Available at O.E.M. prices in quantities of 1-99 from your Sylvania Industrial Tube Distributor.
New educational fm network starts today

EIGHT-STATION LINEUP HOPES TO GO NATIONWIDE

The new fm radio network operated by the National Educational Radio & Tv Center starts its first formal program service today (Oct. 1). Educational Radio Network, a division of the center, will start broadcasting seven hours of programs a day.

The fm network, which presently includes eight non-commercial stations from Boston to Washington, may expand to become eventually a national service for am and fm non-commercial stations, according to the center.

Educational Radio Network operates as an interconnected system that was developed a few months before the new network joined the center under the terms of a grant by the Ford Foundation (Broadcasting, July 9). Stations are interconnected for a two-way broadcast using fm multiplexed subchannels, land lines and off-the-air relay.

Donald Quayle, director, last week said the program service will stress the interconnected stations' capability of getting authorities in Washington, Philadelphia, Boston and New York "sound each other out on the meaning behind the day's news in their field and let the radio audience hear the discussion." To emphasize the significance of this type of service, Mr. Quayle said "many radio stations restrict coverage of news from Washington to no more than 40 seconds out of a five-minute broadcast once each hour."

The new network's programs will include a nightly news broadcast from Boston by Louis Lyons, curator of the Nieman Foundation for Journalism; talks (during the first week) by Willy Brandt, Max Lerner, and Ralph Bunche; discussions of classic and current books; the President's news conference; weekly reviews of science and business news and UN developments. Also featured will be music and news background programming from abroad, produced by the Broadcasting Foundation of America (international division of NETRC).

Stations in the network: WGBH-FM Boston; WFCR (FM) Amherst, Mass.; WAMC (FM) Albany, N. Y.; WRVR (FM) New York; WHYY (FM) Philadelphia; WAMU (FM) Washington; WSCR (FM) Hartford, Conn., and WAER (FM) Syracuse, N. Y. Network studios at 10 Columbus Circle, New York, will originate a few programs, but most will be produced by the stations.

Mr. Quayle said that "by the end of 1963, we should be able to know whether or not there is a place for a national network of this type, a service . . . calling on outstanding newsmakers in all fields from coast to coast."

WPEN gives sales story lowdown

A weekend series of workshops sessions was held by WPEN Philadelphia to inform executives of Am Radio Sales Co., a New York radio representative firm, about the station's sales story. The firm starts work for WPEN today (Oct. 1) (Broadcasting, Sept. 24).

Leading the discussion (standing): Erwin Rosner, WPEN general sales manager. Seated at the table directly in front of Mr. Rosner are (l-r) Wilmot H. Losee, president of the sales firm, and William H. Sylk, president of William Penn Broadcasting Co., WPEN licensee.

WIS licensee buys Florida catv system

Broadcasting Co. of the South made its first move into community antenna system ownership last week when it bought a system in Ocala, Fla., for approximately $250,000.

The 1½-year-old catv system has 650 subscribers, but has a potential of 4,000. The Jerrold-built five-channel system utilizes a 300-foot tower and more than 4 miles of coaxial cable. It picks up WJXT (TV) and WFGA-TV Jacksonville; WDBO-TV and WLOF-TV Orlando, and WESH-TV Daytona Beach.


G. Richard Shaffer, executive vice president of the BCS stations, earlier this summer acquired a personal interest in catv systems at Myrtle Beach, Conway and Georgetown, all in South Carolina (Broadcasting, June 25).

AP editors honor 3 broadcast groups

Associated Press Managing Editors Assn. has awarded citations to several radio and tv stations for their outstanding cooperation in the coverage of news events.

KNBC San Francisco was named for News Editor Bill Reddy's tip on the escape of three convicts from Alcatraz. WCYB-AM-TV Bristol, Va., received credit for consistent and thorough day-to-day coverage of news in southwest Virginia, under the direction of Robert H. Smith, president-general manager, and Walter Crockett, news director. KRLD-AM-TV Dallas received a citation for News Director Edmund Bark er's series of interviews with Vernon Spears, a convict, who admitted that a confederate probably carried a bomb aboard an airliner which crashed into the Gulf of Mexico.

Media reports...

Now on air = KLOM Lompoc, Calif., a daytimer, is to begin broadcasting today (Oct. 1) with 1 kw on 1330 kc. Clifford Trotter, president-manager, formerly an account executive with KCBS San Francisco, noted his station is the first new one in his area since the development of missile testing at Vandenberg Air Force Base, resulting in rapid growth for the Santa Barbara County market.
Who helps you put superior spots before your sponsors' eyes?

Better local spots mean more money for you. And now you can produce them with your VTR. It's possible with the Ampex Electronic Editor operating with Ampex Inter-Sync. The Electronic Editor allows you to assemble, insert, add effects or make changes electronically until you get just what you want to see—all without cutting an inch of tape. Add a Special Effects Generator and you have every conceivable transitional effect at finger-tip control. There's no need for specially trained film crews. Your own staff can handle every job. Another Ampex accessory for better programming: Amtec—an automatic time element compensator that gives you geometrically perfect pictures. For more information write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Sales, service throughout the world.
FALL CONFERENCES READY

NAB meetings, 1 1/2 days each, start in mid-month; delegates permitted to pick sessions nearest them.

NAB's annual Fall Conference series, comprising eight meetings starting Oct. 15 at the Dinkler-Plaza Hotel in Atlanta, will be expanded into 1 1/2-day programs instead of the one-day-only format tried out last year.

The conferences are scattered around key transportation centers in all parts of the country. NAB members can pick the most convenient location, since the meetings no longer follow arbitrary geographical lines (see schedule in Datebook).

A 14-man NAB headquarters team will make the conference circuit, which winds up Nov. 19-20 in Portland, Ore. The staff will be aided by member broadcasters representing the radio and tv boards as well as Television Information Office and all-industry radio and tv copyright committees.

Two new NAB staff officials will be making their first fall conference loop—Paul Comstock, vice president for government relations, and Melvin Goldberg, new research director. President LeRoy Collins will be participating in his second autumn series.

The opening meeting at Atlanta will set the pattern for the series. The first morning consists of a general assembly; Gov. Collins will address a luncheon; separate radio and tv meetings will be held in the afternoon; a reception winds up the day (no dinner is scheduled).

General Assembly • A general assembly meeting the second morning will end up in a question-and-answer roundtable. Adjournment is at noon, with no second-day luncheon scheduled.

Entirely separate from NAB's Atlanta meeting will be a tv meeting at the Dinkler-Plaza, the Southeastern Radio-Tv Seminar on tv community antenna problems. The seminar will open at 1:30 p.m., an hour-and-a-half after the NAB conference closes (Broadcast, Sept. 17).

Members of the NAB circuit-riding squadron will include, besides Gov. Collins, Mr. Goldberg and Mr. Comstock: Vincent T. Wasilewski, executive vice president; Robert D. Swiezey, director, Code Authority; John F. Meagher, radio vice resident; James H. Hulbert, broadcast personnel-economics manager; Douglas A. Anello, general counsel; Howard H. Bell, vice president for planning and development; John M. Couric, public relations manager; William Carlisle, vice president for station services; Hollis Seavey, assistant to government relations vice president; William L. Walker, assistant treasurer, and Arthur D. Stamler, audio-visual assistant.

The opening assembly will include a discussion of NAB's new research project by Mr. Goldberg, with emphasis on its significance to the industry. Mr. Couric will speak on radio and tv prestige from the station viewpoint and review NAB public relations projects. His topic is "A Rubber Hose Approach." Mr. Bell will review news and information problems, including access to public and courtroom proceedings. He will explain NAB's role in coverage of the Billie Sol Estes trial in Tyler, Tex.

Mr. Comstock, Mr. Swiezey and Mr. Anello will outline legislative and regulatory developments, tell about plans for the future and discuss the broadcaster's role in government relations.

Collins Speech • Gov. Collins will be the principal conference speaker, appearing at the opening day luncheon.

The afternoon radio session opens with a review by Mr. Meagher of the progress made by NAB's Radio Development Committee, headed by George C. Hatch, KALL Salt Lake City. The committee was formed earlier in the year after FCC Chairman Newton N. Minow had proposed an industry-FCC open discussion of radio overpopulation problems. The committee has been directing preparation of economic and engineering reports in preparation for the open hearing, tentatively set for Dec. 5-7 in Washington (see story page 72).

Mr. Swiezey will lead a discussion of the radio code and the need to bring more members into the code structure. He will review the underlying causes of code inertia. With Mr. Swiezey will be Richard H. Mason, WPTF Raleigh, N. C., member of the Radio Code Board. The quaint title of their presentation is, "The Road From Whangdoodlepanenawah."

Other radio events will include talks by Mr. Meagher, "Radio, A Time for Appraisal"; by Mr. Carlisle, "Training New Employees"; by Mr. Hulbert, "Keeping Good Employees"; by Robert T. Mason, WMRN Marion, Ohio, chairman of the All-Industry Radio Copyright Committee, on radio music licensing, and a national defense discussion by Mr. Meagher.

The opening TV session includes: "They'll Listen, If You Talk," Roy Danish, director, Television Information Office; tv code discussion by Mr. Swiezey and George B. Storer, head of the

---

Outstanding Exclusive Broadcast Properties

A multiple station situation covering the nation's richest suburban market. Fair earnings, superior fixed assets, and unlimited potential. $200,000 cash required, with unusually attractive financing on the balance.

Absentee owned daytimer in an excellent 2 station market. Reasonable earnings and fine potential. Has FM. 29% down.

Powerful daytime AM, fulltime FM, with only one competitor. Inexpensive operation, grossing $90,000. 29% down.

BLACKBURN & Company, Inc.

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Crestview 4-8191

EAST
$500,000

EAST
$175,000

EAST
$150,000

(THE MEDIA)

BROADCASTING, October 1, 1962
SBCol: Storer stations and member of the TV Code Board; “Television Service, 1970,”
Mr. Wasilewski, Mr. Anello and Mr. Seavey; a uhf tv talk by Mr. Hubert,
“Whatever It’s Worth.” Final tv event
will be a review of the tv music licensing
negotiations by Robert H. Smith,
WCYB-TV Bristol, Va., member of the
All-Industry TV Station Music Licensing
Committee. The committee is
engaged in lengthy negotiations and litigating involving copyright fees for tv
(see story, p. 62).

Political issues and candidates plus
editorializing and controversial issues
will be discussed at the joint session
to be held the second morning of the
conference. A member of the NAB
Editorializing Committee, not yet selected, will appear along with Mr. Anello. A roundtable will wind up the conference with noon adjournment. No luncheon is scheduled the second day.

WCIV (TV) to go on air
in Charleston today

WCIV (TV) Charleston, S. C., was
scheduled to go on the air today (Oct. 1) as an NBC-TV affiliate and as the third station in the market. The president of the new station is H. E. (Hap) Anderson; William E. Lucas is the station manager and Everett Martin is sales manager. Advertising Time Sales is the rep firm.

The new station, assisted by its rep,
was host at a preview party Sept. 26 for the New York timebuyer corps at The Charleston Gardens restaurant operated by Altman’s department store. Some 200 agency people were invited.

Pulse researchers
begin new profiles

The Pulse Inc., market research firm,
will begin interviews for the company’s sixth Pulse TV Audience Profiles next month.

To be issued in January, the report
will describe audiences for each tv network program according to these demographic terms: age, family size, income, education, occupation, family cycle and housewife occupation status.

Five products reports will be available showing audience profiles in these categories: cigarettes, drugs, automobiles, cosmetics and soaps and detergents.

The interview sample will be composed of 1,750 U. S. homes. Closing date for new subscriptions is Oct. 15.

Sacramento sale off

Riley Gibson, president of KXOA
and KCNW (FM) Sacramento, has announced that negotiations for the sale of the stations to Norwood Patterson, KSAN San Francisco, for $750,000 (CHANGING HANDS, July 23), has been discontinued and that the stations are not for sale. Mr. Gibson also owns KLIV San Jose, Calif.

Narragansett buys two
more

Narragansett Capital Corp., Providence, R. I., small business investment company, has bought two more community antenna systems. Both in Texas and bought by Texas Video Inc., a Narragansett subsidiary, were the 2,000-subscriber system in Graham, and the 1,400-customer catv operation in Palestine. Charles Williams will continue as manager of the Graham property, and Chic Williams, of the Palestine operation. Narragansett already has controlling interests in catv systems in Barstow and Laguna Beach, Calif.

5 of top 15 radio markets now fm

Five of the top 15 radio markets in the U. S. are fm (if am and fm are considered separately), according to new figures released by The Pulse Inc. and Robert Richer Representatives Inc., both New York.

Los Angeles am, formerly number
two, is number three, behind New
York am, number one, and New
York fm, number two, the
firms said.

San Francisco-Oakland, formerly
sixth has dropped to eighth.

“Not only does fm offer the
circulation,” said Robert E. Richer, president of the fm representative firm, “but repeated surveys indicate the fm
audience has greater purchasing
power and influence than practically
any other segment of today’s market.” The figures:

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<tr>
<th>Market</th>
<th>% of FM Penetration</th>
<th>Set Count</th>
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<tr>
<td>New York AM</td>
<td>54.3</td>
<td>4,672,200</td>
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<tr>
<td>New York FM</td>
<td>54.3</td>
<td>2,594,400</td>
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<tr>
<td>Los Angeles AM</td>
<td>49.4</td>
<td>2,228,400</td>
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<tr>
<td>Chicago AM</td>
<td>44.3</td>
<td>2,062,754</td>
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<tr>
<td>Philadelphia AM</td>
<td>39.1</td>
<td>1,264,194</td>
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<tr>
<td>Los Angeles FM</td>
<td>49.4</td>
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<td>Boston AM</td>
<td>56.8</td>
<td>968,972</td>
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<td>San Francisco AM</td>
<td>48.4</td>
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<td>44.3</td>
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<td>Pittsburgh AM</td>
<td>30.5</td>
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<td>St. Louis AM</td>
<td>23.2</td>
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<td>Cleveland AM</td>
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<tr>
<td>San Francisco FM</td>
<td>48.4</td>
<td>445,000</td>
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SOUTHWEST STATIONS FOR SALE!

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

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

Hamilton-Landis
AND ASSOCIATES, INC.
John F. Hardesty, President
America’s Most Experienced Media Brokers
NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

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Tribune Tower
Chicago 7-2754

DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1717
Stebbins
New Orleans

SAN FRANCISCO
John F. Hardesty
Don Beal
111 Sutter St.
Ekbrock 2-671

BROADCASTING, October 1, 1982

79
BROADCAST ADVERTISING

John L. Southard, account supervisor at Papert, Koenig, Lois, joins Lennen & Newell, New York, as senior vp and management supervisor on Colgate-Palmolive account. Before joining PKL, Mr. Southard was management supervisor on Procter & Gamble account at Benton & Bowles.

Adrian Brown, creative director of McCann-Erickson, Los Angeles, promoted to chairman of plans board and member of board of management. Jonis Gold, associate creative director, moves up to creative directorship.

Richard McClenanhan, on Frigidaire account at Dancer-Fitzgerald-Sample, New York, joins Guild, Bascomb & Bonfigli, San Francisco, as media director for Foremost Dairies account.

Ted Baker, manager of Tacoma office of The McCarthy Co. of Washington, Seattle, resigns to assume newly created post of advertising manager of United Pacific Insurance Co., effective today (Oct. 1). The McCarthy Co., Los Angeles-based advertising agency, is closing its Tacoma office Sept. 30 to consolidate that office with its parent Seattle branch. Mr. Baker had been with agency since January 1959, when office was opened.

Mrs. Sylvia Dowling, vp and copy group head at Benton & Bowles, New York, has been cited as "Outstanding Businesswoman of the Year" by Abbe Institute, New York philanthropic organization in adult education.

Robert N. Harris, former executive vp and director of marketing for Wrisley Soap Co., division of Purex Corp. Ltd., joins North Adv., Chicago, as vp and director of business consultation services.

Alfred A. Whittaker, vp and director of marketing of Bristol-Myers Products Div., Bristol-Myers Co., named chairman of committee on planning and evaluation of Assn. of National Advertisers, New York.

John W. Twiddy, senior media buyer at MacManus, John & Adams, New York, appointed director of media relations of Brand Names Foundation, that city. Mr. Twiddy was media buyer with Foote, Cone & Belding from 1955-59.


Shirley McWilliams, director of advertising and promotion of Rose Marie Reid, Los Angeles manufacturer of women's swimwear, elected vp in charge of advertising, promotion and publicity. Miss McWilliams joined company in 1952 as assistant sales promotion manager. She was named advertising manager in 1956 and director of advertising and promotion following year.

Peter Finney, formerly of ad agency bearing his name in Miami, joins executive staff of Miami office of J. M. Mathes Inc.

David M. Johnstone, for past year senior account supervisor and creative director of Herbert M. Kraus & Co., Chicago-based pr firm, elected vp.

Francis X. Callahan, advertising director of United States Life of New York, appointed national advertising manager of Nationwide Insurance Co., Columbus, Ohio. Mr. Callahan began his advertising career as member of market research staff of Grace Lines in New York. He later joined Mutual Benefit Life Insurance Co. in New Jersey as copywriter and in 1959 joined United States Life.

Lawrence Incandela named national sales manager of contract appliance manufacturing of Norge Div. of Borg-Warner Corp., Chicago.

Fred F. Ebener, recently retired national sales manager of WOW-TV Omaha, elected president of Bock Omaha Travel Agency.

Patti Wilkus, former general manager of Academy Film Productions, and Teresa White join radio-tv staff of R. Jack Scott Inc., Chicago advertising agency.

Carl Levin, former vp of Schenley Industries, forms his own Washington pr firm, Carl Levin Assoc., at 1632 K St., N.W. Mr. Levin, who resigned his post with Schenley effective today (Oct. 1) but will continue to represent firm in Washington, is former Washington and foreign correspondent of New York Herald Tribune.

John McKee Jr., vp and supervisor on Dodge account at BBDO, Detroit, appointed assistant manager of Detroit office. Mr. McKee, now second ranking vp in Detroit office, will assist Robert E. Anderson, Detroit manager, vp, and director of BBDO's international advertising agency, in general administration of all advertising activities for company's locally based clients including Dodge passenger cars and trucks, Pepsi-Cola Bottling Co. of Detroit, and Sheraton-Cadillac Hotel.

Hal Rorke, after 15 years in Chicago as tv department head of J. Walter Thompson, and as account executive with McCann-Erickson and Keys, Madden & Jones, opens office at 6255 Hollywood Blvd., Los Angeles 28, to perform part-time services for advertisers on assignment basis.

Richard H. Seeler, former pr manager of McCulloch Corp.'s Scott Div. (Scott outboard motors), joins media department of Knox Reeves Adv., Minneapolis. Along with media duties, Mr. Seeler will administer agency's public relations program.

Miles J. Turpin, advertising, promotion and pr manager of Avery Label Co., division of Avery Adhesive Products Corp., Monrovia, Calif., joins Los Angeles office of Grey Adv. as manager of marketing services. Earlier, Mr. Turpin was western division sales promotion manager of Tidewater Oil Co.

THE MEDIA

Douglas S. Cramer, broadcast supervisor on major tv accounts at Ogilvy, Benson & Mather, New York, joins ABC-TV, that city, as director of program planning. Before joining OB&M 3½ years ago, Mr. Cramer was program supervisor of Procter & Gamble Productions, where he supervised that company's nighttime programs and many of P&G-owned daytime serials. He is also former assistant to Leon Leonidoff, of Radio City Music Hall, New York.

BROADCASTING, October 1, 1962
Station manager-emissary

Cecil Woodland, station manager of WEJL Scranton, has been commissioned by Governors Lawrence of Pennsylvania and Rockefeller of New York to deliver letters from them to Mayors Willy Brandt of West Berlin and Hans-Jochen Vogel of Munich, Germany. The notes will be presented at receptions in the German cities during an inspection tour of facilities of Radio Free Europe early in October. Mr. Woodland represents WEJL on the European trip as a result of the station’s winning a national competition for promotion of Radio Free Europe for the third time.

The tour will include visits to Lisbon and Geneva as well as the German cities.


Jack Michael, WREC-AM-TV Memphis, elected president of Tennessee Assn. of Broadcasters at organization’s meeting late last week in Nashville. Regional vps elected: Carroll Wilson, WIRJ Humboldt, west Tennessee; Virgil Trimm, WMTS Murfreesboro, middle Tennessee; Arthur Kelsey, WETB Johnson City, east Tennessee. Alex Bonner, WHBQ-TV Memphis, elected secretary-treasurer. Board members chosen: Charles W. Brewer, WHIN Gallatin; W. H. Linebaugh, WATE-AM-TV Knoxville; Stacey Mott, WHUB Cookeville, and F. C. Sowell, WLAC Nashville.

Robert D. Kasmire, coordinator of corporate information at NBC, New York, appointed director of corporate information. Mr. Kasmire joined NBC in 1959 as coordinator of special projects in company’s corporate planning department. Merryle S. (Bud) Rukeyser Jr., director of news information at NBC, Washington, appointed director of program publicity for NBC Press Dept., New York. He will supervise all publicity for NBC tv and radio programs originating in New York. Mr. Rukeyser succeeds Milton Brown, who has been named coordinator of NBC News information services, New York. Malcolm H. Oettinger Jr., staff writer with BROADCASTING magazine, Washington, has been designated coordinator of news information for NBC, Washington, effective Oct. 8.

William A. Merrick, manager of KBMN Bozeman, and Robert E. Davis, manager of KCAP Helena, both Montana, elected vps and general managers of respective stations. Both outlets are owned by Western Broadcasting Co. Mr. Merrick joined Western in 1956 as sales manager. He was appointed station manager of KBMN in 1958. Mr. Davis joined KCAP in 1961 in present capacity.

Tennis

Lee S. Abbott, for past eight years

New!

B&W

INSTRUMENTS
for AUDIO
MEASUREMENTS

MODEL 410 DISTORTION METER
- Measures audio distortion, noise level and AC voltages
- Also a versatile vacuum tube voltmeter.
- Distortion levels as low as .1% can be measured on fundamental frequencies from 20 to 20,000 cps. Indicates harmonics up to 100,000 cps! Distortion measurements can be made on signal levels of .1 volt to 30 volts rms. The vacuum tube voltmeter provides an accuracy of ±5% over a frequency range from 20 cps to 2000 KC. For noise and db measurements, the instrument is calibrated in 1 db steps from 0 db to 15 db, the built-in attenuator provides additional ranges from -60 db to -50 db in 10 db steps.

MODEL 210 AUDIO OSCILLATOR
- Provides a sine wave signal from 10 cps to 100 kc.
- Output level within ±1 db when working into 600 ohms (reference 5 kc).
- Power output, variable to above 150 mw.
- Hum and noise, —70 db at 5 volts output. Distortion is less than .2% at 5 volts output from 50 to 20000 cps, slightly higher at higher output and frequency extremes.

These instruments are supplied with many B.C. station installations for FCC Proof-of-Performance tests.

BRINKER & WILLIAMSON, Inc.
Radio Communication Equipment Since 1932
BRISTOL, PENNSYLVANIA • STILLWELL 8-5551
Teacher and former pupil get reacquainted

A Syracuse broadcaster whose radio station celebrated its 40th anniversary last month was surprised when he received a good wish from his kindergarten teacher, whom he hadn't seen for more than 50 years.

E. R. (Curly) Vadeboncoeur, president and general manager of WSYR-AM-TV, received a note at his home wishing “a happy 40th anniversary from your old kindergarten teacher,” Mrs. George W. Gray, shown here.

Mrs. Gray, invited to the station’s anniversary open house, met Mr. Vadeboncoeur and said her “kindergarten pupil had learned his lessons well.”

account executive with KRMRG Tulsa, Okla., joins KRAV (FM), that city, as sales manager. KRAV (FM) is new stereo station reportedly scheduled to begin operating in November from studios in First National Bldg.

James Parks, sales director of NBC-owned KRCA (TV) Los Angeles, promoted to station manager. Mr. Parks joined KRCA in 1953 as sales manager and was appointed to his present post in 1961. Previously, he was for 12 years (1941-1953) president of James Parks Co. and packaged such radio programs as The Quiz Kids, Abie’s Rose’s and Arch Oboler series.

Charles (Bud) Kennedy, formerly with Advertising Assoc., Ft. Wayne, Ind., appointed station manager, WONE-AM-FM Dayton, Ohio.

Don Colee, vp and general manager of WTTG (TV) Washington, accepts appointment as Washington chairman of 1962 March of Muscular Dystrophy.

Ron Gallina, former sales manager of WDZ Decatur, appointed manager of WIOK Normal, both Illinois. Thom Brown, WAZY Lafayette, Ind., and Roger Williams, WRAM Monmouth, Ill., join WIOK as chief announcer and disc jockey, respectively.

Del Markoff, Todd Branson, Charles Dyer and Maury Levin join WYNR Chicago as account executives.

Richard A. Feleppa, member of advertising and promotion department of WOR-AM-FM New York, named coordinator of sales service for WOR-TV, that city.

Douglas L. Manship, president and general manager of WBRZ (TV) Baton Rouge, La., elected president of Baton Rouge Chamber of Commerce. Mr. Manship, part vp of chamber’s executive committee, assumes office today (Oct. 1).

Peter R. Allen, sales executive in Detroit office of John Blair & Co., transfers to rep firm’s New York sales staff in similar capacity. Robert J. Ward, former member of sales staff of WCAR Detroit, succeeds Mr. Allen in that city.

Neil E. Derrough, salesman with Western Fibrous Glass Co. distributor of electronics equipment), San Francisco, joins sales staff of KCBS-AM-FM, that city, as national sales representative.

Howard Dorsey, formerly with WGN-AM-TV Chicago, joins WXLW Indian-

apolis as program director.

Joel Rose, former news director of WCUE-AM-FM Akron, and recently with WHK-AM-FM Cleveland, both Ohio, returns to WCUE as program director.

Volney Lamb Jr., former program director of WIRL Peoria, Ill., and for past 10 months on active military service, returns to station in former civilian capacity.

Ben Tracy appointed program director of KGON Oregon City, Ore.

Bob Cooper, program director of KV1 Seattle, appointed program director and assistant general manager of KEX-AM-FM Portland, Ore. Both stations are owned by Golden West Broadcasters. Dave Valentine, for past two years with KV1 news staff, named news director of KEX-AM-FM, replacing Pat Wilkins, who resigned to join news department of KATU (TV) Portland.

Wallace F. Wurz, chief engineer of WTVH (TV) Peoria, Ill., transfers to KMBC-TV Kansas City, in similar capacity, succeeding Henry Goldenberg, who resigned. Both stations are licensed to Metromedia Inc. Mr. Wurz entered broadcasting with Milwaukee Journal Stations and served as chief engineer of KXGI Fort Madison, Iowa, before joining WTVH as chief engineer in 1953.

Louveer E. (Lou) Stantz, former chief engineer of WNBF Binghamton, N. Y., appointed chief engineer of WBIA-TV, that city. Since 1960, Mr. Stantz has been in radio-audio-visual consulting and constructing business.

Norvell Gillespie, writer-broadcaster on gardening subjects and one-time garden director of NBC-TV, named host of the Green Thumb Sunday noon series on KRON-TV San Francisco.

Ruth Ashton, formerly for seven years reporter-commentator with KNX Los Angeles and CBS Radio Pacific Network, has rejoined KNX. Her first assignment is to interview guests of particular interest to young housewives on Question Please—A.M., Mon.-Fri., 11:40 a.m.-12 noon.

Anne Blair, former Washington correspondent of Canadian Broadcasting Corp., joins broadcast division of Triangle Publications Inc. as hostess of Window On Washington, weekly 15-minute Sunday review and preview of personalities and events in Nation’s Capitol.

Jerry Dexter, disc jockey at KMPC Los Angeles, moves his The Dexter
Affair radio show to KLAC, that city, with Pepsi-Cola Bottling Co. of Los Angeles signing as sponsor. Program will be heard from 9:05 p.m.-12 midnight, seven days a week.

Don Friedman, former producer-director with WNEP-TV Scranton, Pa., named production manager of WOKR (TV) Rochester, N. Y.

Dolores Wagner appointed head of rating research department of KHJ-TV Los Angeles. She was formerly with A. C. Nielsen Co., Chicago.

Varner Paulsen, program director of WIP Philadelphia, appointed program director for WNEW-AM-FM New York. Mr. Paulsen joined WIP in 1946 as production manager. He was named program director in 1955. Both stations are owned by Metropolitan Broadcasting, New York.

Morton Stern, account executive with Allied Outdoor Adv., appointed merchandising manager of QXR Network. Prior to joining Allied, Mr. Stern served as marketing director of The Getschal Co., New York advertising agency.

John J. O'Leary, former film manager of WNEV-TV New York, joins WOKR (TV) Rochester, N. Y., as film director.

Bill Shafer, formerly with KERV Kerrville, joins staff of KBOP Pleasan ton, both Texas, as salesman, news director and air personality.

Bob Vanche, program director of KTAR-TV Phoenix-Mesa, Ariz., appointed director of station's newly created sports and special events department. Dick Covey, sales representative, named program director, replacing Mr. Vanche.

John E. Hinkle Jr., former chief accountant of Hearst Corp.'s WISN - AM-FM-TV Milwaukee, appointed business manager of Hearst's WTAE (TV) Pittsburgh, replacing James Gormly, who becomes chief accountant of Hearst magazines in New York City. Mr. Hinkle, treasurer of Television City Inc. (licensee of WTAE [TV]) and WCAE Inc. (WRTY-AM-FM Pittsburgh), was also elected to WTAE board of directors.

Pat Trese, member of New York NBC News unit that developed Huntley-Brinkley Report, joins KYW-TV.

AWRT lists moderators


Cleveland, effective today (Oct. 1), as news director.


Thomas E. Paro, sales director of WRC-TV Washington, promoted to station manager. Mr. Paro, formerly with NBC-TV Spot Sales in New York, joined Washington TV outlet in his present capacity March 1, 1960. He began his broadcast career in sales promotion department of Mutual Broadcasting Sys- tem, Chicago, in 1948.

Bob Schieffer, former newscaster with KXOL Fort Worth, Tex., and until recently on active duty with U. S. Air Force, returns to station's news department. Ben Laurie, d.j. with KONO San Antonio, joins KXOL, in similar capacity.

Jimmy McClain, for past eight years with WLAQ Rome, Ga., and former host of radio-TV show, Dr. I.Q., joins WLWD (TV) Dayton, Ohio, as host of The Jimmy McClain Show, new morning program to begin Oct. 15, 9-10:15 a.m.


David A. MacFee, program director of WROW Albany, N. Y., appointed director of program operations of WPAT-AM-FM Paterson, N. J. Before joining WROW, Mr. MacFee was assistant program director of WPRO Providence, R. I. All three stations are owned by Capital Cities Broadcasting Corp., New York.

Arthur F. Kane, production supervisor at CBS News, New York, named manager of live and video tape production. Gerald Slater succeeds Mr. Kane.

Robert Camford, film control officer, named director on CBS News staff. He is succeeded by Edward L. Lawson. Frank Fitzpatrick, supervisor of film traffic, appointed manager of administration for CBS News in Washington. He has been succeeded by William Covell. Clyde Bennett was designated assistant supervisor of film traffic.

Sam Balter, sports commentator and columnist, joins KGMB Los Angeles personality staff to host five-times weekly sports show at 8:10 a.m. In addition to his daily show on KGMB, Mr. Balter will continue with his sports col-
GAC president resigns to enter biophysics field

Lawrence W. Kanaga, president of General Artists Corp., New York, has resigned as chief executive officer of talent agency. He plans to enter graduate school of as yet undisclosed eastern university to pursue advance studies in field of biophysics (branch of physics dealing with living matter). Mr. Kanaga will continue as a director of GAC and will serve in advisory capacity.

Herbert J. Siegel, chairman of board, assumes additional duties of president and chief executive officer. Mr. Kanaga has been president of GAC since 1957. Before that he was with RCA for 10 years and served as vp and general manager of RCA Victor Records.

Mr. Kanaga commented on his resignation: "This is a step I have long desired. I find myself challenged by new assaults on the unknown and unhappy I know so little when there is so much to learn."

Johnny Green, Leith Stevens, Hugh Friedhoffer, George Dunning and Richard Markowitz have been commissioned to score new Empire series at Screen Gems. At the same studios, Van Alexander, Emil Cadkin, William Loose and Jack Cookerly will score Hazel, The Donna Reed Show and Dennis the Menace, and Frank DeVol is providing music for My Man Higgins. Composers were assembled by Irving Friedman, president of The Primrose Co.


Buddy Faber, assistant to director of operations, Seven Arts Assoc. Corp., New York, named tv contact manager. He succeeds Jeremy Hyman who has been transferred to Seven Arts' London office. Before joining Seven Arts in February 1961, Mr. Faber was with United Artists and United Artists Assoc. since 1957. He entered tv film distribution with Guild Films in 1958.

Stirling Silliphant, writer-producer for Herbert B. Leonard Productions (Route 66 and Naked City), reaches agreement with Columbia Pictures and its tv subsidiary, Screen Gems, to write and produce feature films for Columbia and create and supervise writing of tv series for Screen Gems.

Reder Boss awarded "Fig Leaf" award of Motion Picture Costumers (IATSE Local 705, Hollywood) at union's seventh annual Adam 'n' Eve dinner dance Sept. 22 as best male tv costumer for his work on The Dick Powell Show. Harry Hagar received statuette as best female designer for Bonanza costuming and Ray Aghayan won costume award in live tv category for his contributions to tv spectacular, Arthur Fred's Hollywood Melody.

EQUIPMENT & ENGINEERING

Thomas G. Lampich Jr. elected to newly created post of vp in charge of corporate planning of Raytheon Co., Lexington, Mass. Before joining Raytheon, Mr. Lampich was president of Fairbanks, Morse & Co., division of Fairbanks Whitney Corp.

Serge Bergen, former senior engineer of Kear & Kennedy, Washington, opens his own consulting office at 103 Fairfaxer Drive, Fairfax, Va. Phone: 273-2191.

Robert Y. Nevius, William T. Ellis and Thomas H. Creighton III named to
Lee Hastings Bristol is dead at 69

Lee Hastings Bristol, 69, board chairman of Bristol-Meyers Co., New York, died Sept. 22 in Point Pleasant Hospital, Point Pleasant, N. J. Mr. Bristol joined company's advertising department in 1924, was elected vp in 1928, executive vp in 1945, president in 1949 and chairman in 1958. At time he joined company it was small ethical pharmaceutical company, and in eight-year period, from 1920-28, became, in words of Mr. Bristol's older brother Henry, "one of the largest manufacturers of proprietary [drugs] products in the U. S. and the miracle was accomplished basically through advertising."

In his first four years as advertising manager, Bristol-Meyers spent $4 million on advertising and was one of first companies to advertise on radio, first using medium in 1925.

Mr. Bristol was chairman of The Advertising Council, United Community Campaigns of America and national brotherhood chairman of National Conference of Christians and Jews. In 1961, he was first recipient of Paul B. West award of Assn. of National Advertisers.

On day of his death, Mr. Bristol was to receive award as "citizen of the year" in Sea Girt, N. J. Award was accepted by his son, Lee H. Bristol Jr., who recently resigned position as director of public relations department of Bristol-Meyers Products Div., to become president of Westminster Choir College, Princeton, N. J.

Allied Fields

Dr. Bernarr Cooper, Florida State U., granted year's leave of absence to join state education department of The University of the State of New York, Albany, as associate in educational tv.

Government

Norman Shavin, Sunday editor of Atlanta (Ga.) Journal-Constitution, named special assistant for radio-tv in public information office of Peace Corps, Washington. His function will be to coordinate radio-tv programming designed to convey accomplishments of Peace Corps volunteers. Mr. Shavin, former radio-tv editor of Journal-Constitution, appeared regularly on radio as panelist and host and, for more than a year, appeared weekly on Sunday night segment of NBC's Monitor series.

Bernard Strassburg, assistant chief of FCC's Common Carrier Bureau, named director of newly created Office of Satellite Communications (Broadcasting, Sept. 24). Mr. Strassburg, who joined FCC's law department as attorney in 1943, has for past two years been principal participant in both legislative and regulatory programs relating to communication satellites.

Deaths

Bob Mann, 41, news director of WQXI Atlanta, died Sept. 23 of heart attack. Mr. Mann had been news director for past 18 months and had been on WQXI's staff for past seven years.
$5 MILLION SLASH FOR CBC
Budget cutback for balance of fiscal year stops numerous expansion projects within Dominion

The Canadian government's austerity program is cutting the capital and operating budget of the Canadian Broadcasting Corp. by $5 million for the remaining six months of the CBC's fiscal year, ending next March 31. The budget cut means postponement of a wide range of projects intended to improve and extend the national broadcasting service, CBC President Al Ouimet announced on Sept. 21.

A part of a $1 million operating budget cut is the elimination of the fm network of CBL-FM Toronto, CBO-FM Ottawa, and CBM-FM Montreal, suspension of the CBC emergency broadcasting plan, and a slowdown in filling normal vacancies.

Cuts in the capital budget will reduce building plans for the CBC headquarters at Ottawa and cut plans for consolidation of broadcasting facilities at Toronto and Montreal from the numerous studios now scattered about both cities. This accounts for another $1 million. The budget for replacement of obsolete facilities and additions and improvements has been cut by $1.75 million. The remaining $1.25 million budget cut will affect projects planned or underway across the country.

At Ottawa work has been lessened on the new headquarters building for which construction contracts have already been awarded. Planning of a new French-language radio station at Ottawa has been temporarily suspended.

At Montreal planned power increases for CBF-FM and CBM-FM have been suspended. In western Canada new 50 kw broadcast transmitters at Edmonton and Calgary ordered to replace CBX Edmonton, Alta., will be delayed.

International ad competition underway

Invitations to participate in the third annual International Broadcasting Awards are in the mail to more than 12,000 advertisers, advertising agencies, tv and radio stations, producers and production companies in every country in the world in which commercial broadcasting is authorized.

Signed by Thomas W. Sarnoff, West Coast vice president of NBC, this year's IBA chairman, the brochures of invitation list the 14 categories in which entries are sought and awards will be given, and sets forth the objectives of the IBA as follows:

"To focus attention on the value of the two broadcast media and the service they render as an aid to advertising.

"To give proper credit to those who have shown ingenuity and creativity together with honesty, propriety, and taste in broadcast advertising.

"To encourage continued improvement in the use of broadcast media for advertising with the resultant increase in efficiency and effectiveness in moving goods and selling services, which are the primary purposes of commercial advertising.

"To promote the values of broadcast advertising in order to gain wider acceptance of television and radio as effective marketing tools among current as well as potential users of these media.

"To recognize the international aspect of advertising as an indispensable tool in a free economy, and to encourage the

The expanding world of the tv film salesman

The tv film salesman of today needs to know Munich as intimately as he does Denver, to be as familiar with the situation in Manila as he is with that in Des Moines, according to Richard Dinsmore, vice president and general manager of Desilu Sales Inc., syndication subsidiary of Desilu Productions. In the nine months since the formation of Desilu Sales, it has done business totaling $2.4 million.

Mr. Dinsmore announced at the organization's first international sales meeting held in Hollywood Sept. 24-26. And, he stated, 50% of the organization's total sale of tv films has come from markets outside the United States.

"The tight situation at home forces us to look for markets abroad," Mr. Dinsmore noted, commenting that "fortunately the growth of tv in other lands today is like that in the U. S. five or six years ago. There are now, or there soon will be, two new networks in the United Kingdom, one new network in France and another network in Germany. Manila now has five tv stations on the air, will soon have seven—and keep your eyes on Ireland, Greece, Cyprus, Singapore and the Malay Peninsula." Africa and India will be tremendous tv markets, once they overcome some of their immediate problems,

Mr. Dinsmore believes, "Look at those land masses; look at that population; how can they miss?" He is also optimistic over the future of South America, once the current wave of political unrest subsides. "Southeast Asia is already a good market," he said. He commented that with 15 offices already established in only nine months, Desilu Sales is prepared to give solid sales coverage of all the markets for tv films the world offers now or in the future. "Within a year," he stated, "there'll be a Desilu salesman visiting every tv market in the world every six to eight weeks."

Funds Galore • Operators of the nine tv stations in West Germany are in the unusual position—at least, it would be unusual for most U. S. tv broadcasters—of having almost more money for programs than they need. That's how George von Block, Desilu Sales representative there, summed up the situation. There are some 6.75 million tv sets in the country, he said, each paying a license fee of five marks a month, which with the income from commercials, gives each station about $1 million a month to

INTERNATIONAL
use of broadcast media by creating an atmosphere of good will and an opportunity for the exchange of information and ideas among advertisers and broadcasters throughout the world.”

Mr. Sarnoff also pointed out that the competition is “unique because it is the only worldwide competition for television and radio advertising.” Last year, he reports, the second IBA drew 1,648 entries, including 160 commercials from 14 countries outside the U. S. Seven of the IBA trophy awards (top award in each category) went to advertisers whose commercials were broadcast in one or more of these foreign countries: Argentina, Australia, British Guiana, Canada, Germany, Great Britain, Israel, Japan, Malaya, Mexico, the Netherlands, New Zealand, Spain and the Union of South Africa.

The event is sponsored by the Hollywood Advertising Club as a contribution to the improvement of advertising the world around. Entries received at HAC administration offices—3632 Hollywood Blvd., Hollywood 28, Calif.—will be judged by industry professionals in major cities such as London, Toronto, New York, Chicago and Hollywood, where the final judging will take place the day before the awards banquet, Feb. 26, 1963, at the Hollywood Palladium.

spend on programming. The result is lots of local live programming, he said, and pretty good programming too, with expenditures of $100,000 for a single program not unusual.

There are no quota restrictions on the import of tv programs nor on the amount of time they can have, Mr. von Block said, but the majority of all programming on German tv is German-produced, probably 76% to 75%, he estimated. U. S. tv filmed programs account for most of the rest, another 20% of the total German air time, with the final 5% split up among others.

Commercial time on the German tv stations is limited to 12 minutes a day, all spots, with no program sponsorship, and all confined to the hour of 7-8 p.m. This follows a couple of hours of local programming and precedes the network programs which start with a newcast at 8 each evening. There are two network program services, giving the viewer a choice of two programs, theoretically of contrasting nature—e.g. “a comedy opposite a dramatic program—but it doesn’t always work that way,” he reported.

CANADIAN RADIO NETWORK STARTS

CBC English programs to be aired by total of 79 stations

A new Canadian Broadcasting Corp. English-language radio network of 79 stations begins operating today (Oct. 1) with 112 hours of programming weekly. The new CBC Radio Network replaces the former CBC Trans-Canada and CBC Dominion networks, which for several decades have been the only national English-language radio networks. The new network includes 24 CBC-owned stations and 55 privately owned stations. Only 47 of the affiliates had signed contracts as of last week, but the other eight were expected to sign by today. They are also 81 CBC low-power unattended repeater stations carrying the network programs. Coverage is expected to give CBC programs to 90% of all English-speaking Canadians. The affiliates will be required to carry a guaranteed minimum of 26 hours and 7 minutes of national programs, some sponsored. They can carry as many other programs as they desire from the 112 hours the CBC provides weekly to its own stations.

Much of the programming will be live from Toronto and other CBC production centers. CBC has retained a number of actors, artists and producers, some employed full-time, others on a freelance basis. Many of the daytime programs are of light entertainment. Evening programs deal more with serious music, public affairs talks, and some university educational programs.

The programming will be on a standard basis, most programs to be aired at the same time in each of the seven time zones. Thus programs will be delayed in the various western time zones to go on at the same hour they are aired in Toronto. They will be aired earlier in eastern areas. Thus national news will be heard everywhere at 10 p.m. local time; similarly, programs of all types will be broadcast at the time chosen for maximum audience at the Toronto program headquarters. The only exception will be major sporting events or special programs of national and international importance.

CBC is selling as many of its entertainment and cultural programs as possible for use on the network. It does not sell news or public affairs programs for sponsorship. Among advertisers this season on the new network will be Texaco Co. of Canada, with Metropolitan Opera from New York; Imperial Oil Ltd., with national hockey broadcasts; Colgate-Palmolive Ltd. and St. Lawrence Starch Co., with the Tommy Hunter Show; the Grey Cup football classic sponsored by the Canadian Army, Mennen Co., Carling Breweries, and Shick Razor Co.; World Series baseball by Chrysler of Canada Ltd. and Gillette Safety Razor Co. of Canada; Championship Fights by Dominion Seven-Up Co.; and (on CBC-owned stations only) the five-minute Bob Goulet Show for Du Maurier Cigarettes, and Portrait of a Star for Canada Packers Ltd.

Rates are for a minimum of 5 minutes, and include quarter-hour, half-hour and hour shows. CBC has arranged its schedule mainly for half-hour shows, a few one-hour programs. CBC’s radio network programs, both entertainment and public affairs type, are in demand by U. S. educational stations, some fm stations and a number of commercial stations.

Broadcasters to take RFE trip to Europe

A group of American broadcasting officials and other businessmen will start a 10-day inspection tour on Oct. 13 of Radio Free Europe’s facilities in West Germany and Portugal.

Radio Free Europe Fund (private, non-profit organization that seeks funds to support RFE’s broadcasts to Iron Curtain countries) said the group (25 people) will arrive in Lisbon for an inspection tour of the Gloria, Portuguese, shortwave transmitter site, and will be in Munich on Oct. 18 to look at RFE headquarters.

Among the broadcast officials scheduled for the flight: Donald Albritton, WBUR Boston; Phyllis J. Arian, administrative assistant to the president, Westinghouse Broadcasting Co., New York; Henry Cassidy, foreign news analyst, WNEW New York; John Cosgrove, director of publications, Broadcasting magazine, Washington; Charles H. Crutchfield, executive vice president, Jefferson Standard Broadcasting Co., Charlotte, N. C.

Also, Donald B. Curran, director of advertising and publicity, ABC-owned stations, New York; Mrs. Lee Jeter, co-owner, KFLJ Walsenburg, Colo.; James Lavenstein, administrative manager of network programs, CBS-TV, New York; Evans Nord, general manager, KGW-O-TV Sioux Falls, S. D.; Ray Ruester, news director, WLOF-TV Orlando, Fla.; Russell Tornabene, manager of operations, NBC News, New York; Cecil Woodland, general manager, WEIL Scranton, Pa.

RFE Fund staffers on the trip: Alexander J. Buttice, radio and tv director (New York); John A. De Chant, special representative (Washington); A. O. Martin, regional director (Atlanta); John P. MacBean, press director (New York).
Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; coop., cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING
10-11 a.m.
ABC-TV No network service.
NBC-TV No network service.
11-12 noon
ABC-TV No network service.
CBS-TV 11-12 Camera Three, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON
Noon-1 p.m.
ABC-TV No network service.
NBC-TV No network service.
1-2 p.m.
ABC-TV 1:30-3 No network service; 1:30-2 Mother, the Professor, sust.
CBS-TV 1:30-4 No network service; 1:45-2 NFL Kickoff, part.; 2:30-4 NFL Football, part.
NBC-TV 1:30-2 Religious Programs, sust.
2-3 p.m.
ABC-TV 2-2:30 Directions '63, sust.; 2:30-3 Adiel Stevenson Reports, sust., alt. with Edith Knight, Choice, part.
CBS-TV Football.
NBC-TV No network service.
3-4 p.m.
ABC-TV 3-3:30 Issues & Answers, sust.; 3:30-4 AFL Football, part.
CBS-TV Football, cont.
NBC-TV No network service.
4-5 p.m.
ABC-TV Football, cont.
CBS-TV No network service.
NBC-TV 4-4:30 No network service; 4:30-5 This is NBC News, sust.
5-6 p.m.
ABC-TV No network service.
CBS-TV 5-5:30 Amateur Hour, J. B. Williams; 5:30-6 GE College Bowl, GE.

6-7 p.m.
ABC-TV 6-6:15 No network service; 6:15-6:30 All-Pro Scoreboard, part.; 6:30-7 The Valiant Years, part.
CBS-TV 6-6:30 Foundation, Centennial, California, Prudential; 6:30-7 Password, part.
NBC-TV 6-6:30 Meet the Press, Wheeling Steel and Company; 6:30-7 McKeever and the Colonel, part.
7-8 p.m.
ABC-TV 7-7:30 Father Knows Best, part.; 7:30-8 The Jetsons, part.
CBS-TV 7-7:30 Lassie, Campbell Soup; 7:30-8 Dennis The Menace, Best Foods, Kellogg.
NBC-TV 7-7:30 Ensign O'Toole, L&M, Ford; 7:30-8-10 Walt Disney's Wonderful World Of Color, RCA, Eastman Kodak.
8-9 p.m.
ABC-TV 8-8:15 Sunday Night Movie, part.
CBS-TV Ed Sullivan Show, Colgate, Revlon, P. Lorillard.
NBC-TV 8:30-9 Walt Disney Show, cont.; 8:30-9 Car 54, Where Are You?, P&G.
9-10 p.m.
ABC-TV Movie, cont.
NBC-TV Bonanza, Chevrolet.
10-11 p.m.
CBS-TV 10-10:30 Candid Camera, part.; 10:30-11 Lassie, part.
NBC-TV Du Pont Show of the Week, du Pont.
11-11:15 p.m.
ABC-TV No network service.
NBC-TV No network service.

MONDAY-FRIDAY MORNING
6-7 a.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV Continental Classroom, sust.
7-8 a.m.
ABC-TV No network service.
CBS-TV No network service.
NBC-TV Today, part.
8-9 a.m.
ABC-TV No network service.
CBS-TV Cotter & Kangaroo, part.
NBC-TV Today, cont.
9-10 a.m.
No network service at all.
10-11 a.m.
ABC-TV No network service.
CBS-TV 10-10:30 Calendar, part.; 10:30-11 I Love Lucy, part.

Monday-Friday Afternoon, Early Evening and Late Night
Noon-1 p.m.
ABC-TV 12-12:30 Jane Wyman Presents, part.; 12-12 Father Knows Best, part.
CBS-TV 12-12:30 Love Of Life, part.; 12-12:45 Search For Tomorrow, P&G; 12:45-1 Guiding Light, P&G.
1-2 p.m.
ABC-TV No network service.
CBS-TV 1-1:30 College Of The Air, sust.; 1:30-2 As The World Turns, part.
NBC-TV No network service.
2-3 p.m.
ABC-TV 2:25-3:30 Day In Court, part.; 2:25-3 News, sust.; 2:30-3 Seven Keys, part.
CBS-TV 2-2:30 The Friendly Art, part.; 2:30-4 Art Linkletter’s House Party, part.
NBC-TV 2:30-3 Metro Griffin Show, part.; 2:30-3 News, part.
3-4 p.m.
ABC-TV 3-3:30 Queen For A Day, part.; 3:30-4 Who Do You Trust?, part.
NBC-TV 3-3:30 Loretta Young Theatre, part.; 3:30-4 Young Dr. Malone, part.
4-5 p.m.
CBS-TV The Secret Storm, part.; 4:30-5 Edge Of Night, part.
NBC-TV 4:30-5 Mike Rowe For Daddy, part.; 4:30-5 Here’s Hollywood, part.; 4:35-5 News, Gen. Mills, Bristol Myers.
5-6 p.m.
ABC-TV No network service.
CBS-TV 5-6:10 News, sust.; 5:10-8 No network service.
NBC-TV No network service.
6-7:30 p.m.
ABC-TV 6-6:15 News, part.; 6:15-7:30 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 News, part.; 7-7 News, part.
NBC-TV 6-6:45 No network service; 6:45-7 News, part.

Specials scheduled for October, November & December

ABC-TV:
Nov. 6: 7:30 p.m.-concl.
Election Returns, sust.
Nov. 25: 6:30-7:30 p.m.
Peter and the Wolf, sust.
Dec. 29: 8:30-10 p.m.
Year End Review, sust.
Dec. 31: 9-10 p.m.
Orange Bowl Parade, sust.

CBS-TV:
Oct. 26: 10-10:30 p.m.
Miss Teenage America, Colgate, Coty.
Nov. 6: 7-7:30 p.m.
Election Returns, part.
Dec. 9: 6-8 p.m.
The Wizard of Oz, Procter & Gamble.
Dec. 27: 1-3 p.m.
Blue-Bonnet Bowl Bowl Game, P. Lorillard (1/2).

NBC-TV:
Oct. 14: 5:30-6 p.m.
Pre-Election Special, Savings & Loan Foundation.
Oct. 21: 6-7 p.m.
The Auto Show, Reynolds Metals.
Oct. 24: 9-10 p.m.
Bob Hope Show, Texim, Chemstrand.
Oct. 28: 8-9:30 p.m.
Hailmark Hall of Fame, Hallmark.
Oct. 28: 8-9:30 p.m.
Pre-Election Special, Savings & Loan Foundation.
Oct. 29: 8-9:30 p.m.
World of Jacqueline Kennedy, Pusey
Nov. 5: 10-11:30 p.m.
Pre-Election Special, Savings & Loan Foundation.
Nov. 6: 7 p.m.-concl.
Election Returns, part.
Nov. 11: 9-10 p.m.
Danny Kaye Show, General Motors.
Nov. 17: 7-9 p.m.
Peter Pan, Procter & Gamble.
Nov. 18: 2:30-4:30 p.m.
Boris Godunov, sust.
Nov. 22: 10 a.m.-concl.
Thanksgiving Day Parade, Lionel, Remco.
Nov. 22: 5:30-6:30 p.m.
Pat Boone Special, Mohawk Carpet.
Nov. 29: 8-9:30 p.m.
Bob Hope Show, Texim, Sara Lee.
Dec. 10: 10-11 p.m.
World of Benny Goodman, Pusey.
Dec. 18: 7:30-9:30 p.m.
Christmas Concert, Texim.
Dec. 23: 3:30-4:30 p.m.
Amahl and the Night Visitors, sust.
Dec. 25: 1:45-4:45 p.m.
Blue-Gray Game, Gilette, Chrysler.
Dec. 26: 4:45-6 p.m.
East-West Shrine Game, Savings & Loan Foundation, R. J. Reynolds, Colgate.
Dec. 30: 11-2 p.m.
TBA

Ford, Philip Morris, American Oil.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Sept. 20 through Sept. 26 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundups of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, EBF—effective radiated power, hfh—high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kW—kilowatts, w—watts, mc—megacycles, D—day, N—night, LE—local sunset, mod.—modification, trans.—transmitter, unl.—unlimited hours, kc—kilocycles, SCA—subsidiary communications authorization, SSA—special service authorization, SH—special temporary authorization.

New tv stations

**APPLICATIONS**


**Existing tv station**

**ACTION BY FCC**

by memorandum opinion & order, commission denied request of Eugene Tv Inc., for modification of license of KEOS, to increase daytime power; install new trans. and DA, daytime to make changes in antenna site, and equipment and reduce ant. height from 2,400 ft. to 1,476 ft., and denied opposing petition by Liberty Tv Inc., for WFOR, Miami. Bartley not participating; Comr. Ford concurred in result. Action Sept. 25.

**New am station**

**APPLICATION**


**Existing am station**

**APPLICATION**

by order, commission waived Sec. 1.354 of rules and accepted filing application of WHHY-FM, Lawrence, Mass. (KUDU) to delete Oxnard from its present city designation of Ventura-Oxnard. Action Sept. 27.

by memorandum opinion & order, commission denied request by Rollins Bestg., Inc., for waiver of Secs. 1.108(b) and 1.134 of rules and commission policy against accepting contingent applications, and returned its tendered application to change facilities of station CPW, Fort Worth, Tex. Commission retained authority to change trans. site, ant., and ground system. Action Sept. 25.

KOKS, Plateau Bestg., Inc.; Fidg., Ariz.—by order, commission granted transfer of ownership from Mr. Donald H. W. Ross to Jack P. Bird; transaction involves sale of 100% stock to Mr. Bird for 5 acres of land valued at $35,000. Action Sept. 18.

KSX-Fresno, Calif.—Granted new non-commercial educational tv station uhf ch. 26 (564-568 mc); ERP 302.19 kw vis., 109.22 kw aur. Ant. height above average terrain 415 ft. above ground 445 ft. Estimated construction cost $300,000; first year operating cost $7,000, P.O. address: Fresno, Studio and trans., location Inlandispos. Geographic coordinates 39° 59' 57" N. Lat., 120° 10' 16" W. Long. Type trans., RCA TRU-12A; type ant., RCA TRU-34L. Legal counsel Johnson and Weaver, San Mateo. Applicant John L. Krom. Principals are Board of Directors of U. Ann. Sept. 8.

**New fm station**

**APPLICATION**


**Existing fm stations**

**CPS DELETED**


**CALL LETTERS ASSIGNED**


**FCC**

Manteiiclo, Fla.—By application for hearing. Action Sept. 27.

**EDWIN TORNBERG & COMPANY, INC.**


government contractors for the 

radio and television 

stations

**Negotiators For The Purchase And Sale Of Radio And Tv Stations**

**Appraisers - Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242.
West Coast—1357 Jewel Ave., Pacific Grove, Calif. • FR 5-3164.
Washington—711 14th St., N.W., Washington, D. C. • DI 7-6831.
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 26

ON AIR

AM
Cps.
Lic.
TV
6,592
3,934
2,638
75

CPS
Not on air for new stations
150
17
88

TOTAL APPLICATIONS

AM
FM
TV
6,300
3,712
99
59

COMMERCIAL TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 26

VHF
UHF
Total

Commercial
471
91
15

522

Non-Commercial
42
17
59

5

COMMERCIAL STATION BOXSCORE

Compiled by FCC August 31

AM
FM
TV

Cps.
1,270
130
1,400

1,300

59

Licensed (al) on air
3,712
969
490

Cps on air (new stations)
55
60
62

Cps not on air (new stations)
135
86
85

Total applications
3,934
1,085
637

Applications for new stations (not in hearing)
379
15
58

Applications for new stations (in hearing)
185
15
65

Total applications for new stations
564
23
123

Applications for major changes (not in hearing)
91
4
11

Applications for major changes (in hearing)
61
9
4

Total applications for major changes
435
13
56

Licenses deleted
0
1
0

Cps deleted
0
0
1

*There are in addition, 10 tv stations which are no longer on the air but retain their licenses. Includes one STA.

KFTW Fredericktown, Mo.—Seeks assignment of cp from Robert F. Neathery (100%) to Robert F. Neathery Jr. (100%). Consideration that assigns pay to assignee cost incurred during construction of station. Willow Springs, KALM, Thayer and KANS Independence, all Missouri. Ann. Sept. 25.

WNZB Saranac Lake, N. Y.—Seeks assignment of license from Jacques and Jeanne DeMattos (each 50%), d/b/a Upstate Best, Inc., to Jacques Rogers III, sole owner, tr/as WNZB Inc. Consideration $110,000. Mr. Rogers is salesman and announcer. WNZB Inc. Affirming its petition for consolidation of station. Comr. Hyde disapproved. Action Sept. 25.


WAZK (FM) Cleveland, Ohio.—Seeks assignment of cp from William O’Neill (75%) and James E. William (25%), d/b/a Ohio Music Corp., to Xenophon Zapisi, Robert L. Stumpf, Joseph F. Bauer, and Ohio Music Corp. (each 25%), tr/as The Trans World Best. Corp. Mr. Zapisi is attorney. Mr. Stumpf is owner meat processing firm, Mr. Bauer owns advertising agency, Ohio Music is 50% owner WSKF Miami, Fla. and Mr. O’Neill, 75% owner of Ohio Music and is sole owner of WOZT Charlotte Amalie, St. Thomas, V. I. Ann. Sept. 25.

KAGI Grants Pass, Ore.—Seeks acquisition of present control of licensee corporation by Southern Oregon Best, Corp. (63.5%) through purchase of stock from N. Paul Hall (presently 33%). Consideration $11,000. J. Edwin Arnold will hold remaining 16.66% of stock. Southern owns KGPO (FM) Grants Pass Ann. Sept. 25.

KWFA Merkel, Tex.—Seeks assignment of cp from David W. Batiff, sole owner, d/b/a as Taylor County Best, Corp., to company that will name tr/ass corporation. No financial consideration involved. Approved. Action Sept. 25.

WNON-FM Norfolk, Va.—Seeks assignment of cp from Louis H. Peterson, sole owner, d/b/a as Norfolk Best, Corp., to person that will name tr/aa as WNON-FM Inc. Assignment is for purposes of facilitating accounting and no financial consideration involved. Mr. Peterson is owner of WNON that city, Ann. Sept. 24.

Hearing cases

STAFF INSTRUCTIONS

Commission on Sept. 21 directed preparation of document looking toward affirming Feb. 11 initial decision which would grant applications of Samuel H. Non-Princeton, Ill., for three new uhf tv translator stations on channel 25, 27 & 33 to signing of contract with Bloomfield Highway and Huerfanoo-Bloomfield Highway areas, New Mexico, from trans. licensees on Huerfanoo-Bloomfield Highway programs of Albuquerque stations KGGM-TV (ch. 19), KOB-TV (ch. 4) and KOAT-TV (ch. 7). Announcement of this preliminary does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision. Action Sept. 21.

DESIGNATED FOR HEARING


James A. Nee, Lafayette, La.—Designated for hearing application for new am station to operate on 1580 kc, 1 kw. Issues include Sec. 335 multiple ownership and concentration of control determination. Action Sept. 25.

Averyes Bestg., Corp., Portland, Ore.—Designated for consolidated hearing on applications for new am station to operate on 1500 kc, 1 kw. Issues include Sec. 335 multiple ownership and concentration of control determination. Action Sept. 25.

Other actions

By memorandum opinion & order, commission denied petition “for temporary relief” filed by Southwest States Inc. (KOSA-TV), Odessa, Tex., requesting stay of July 31 action granting application of TV-Stites, Inc., to move station WTHI-TV from Monahans, Texas, to about 28 miles north of city of Stites, Texas. This would reduce population of Texas, result in increase average and height to 1,270 ft., and maximize concentration of FMs in area. Action Sept. 25.

It was ordered that petition be dismissed, with tender RBP 1200 kc. KOSA-TV has pending petition for reconsideration of the KVKK-TV assignment. Action Sept. 22.

By decision in Boston tv ch. 5 proceeding, commission, supplemented, modified and to initial decision in proceeding of May 1977, the commission denied petition of Greater Boston TV Corp. and Massachusetts Bay Telecasters Inc., Action Sept. 25.

By decision in Boston tv ch. 5 proceeding, commission, supplemented, modified and to initial decision in proceeding of May 1977, the commission denied petition of Greater Boston TV Corp. and Massachusetts Bay Telecasters Inc., Action Sept. 25.

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By decision in Boston tv ch. 5 proceeding, commission, supplemented, modified and to initial decision in proceeding of May 1977, the commission denied petition of Greater Boston TV Corp. and Massachusetts Bay Telecasters Inc., Action Sept. 25.

OTHER ACTIONS

Florida. The commission will rule on application by Greater Boston TV Corp. to transfer ownership of station WTHI-TV to another party, as requested by the station’s station manager, to permit operation of station on ch. 5. Action Sept. 25.

Rutheh round-up

ACTIONS BY REVIEW BOARD


2. Granted petition of Broadcast Bureau,

- Granted petition by General Communications Inc. (IKKXW), Lafayette, La., and extended time to Sept. 15 to reply to petition by South Mississippi Bestg. Co., Mobile, Ala., to delete issues in proceeding on their am applications. Action Sept. 21.

**ACTION ON MOTIONS**

**By Hearing Examiner Bass P. Cooper**

- Granted motion by Ruiden Allen Lyon and his co-subsidiaries to extend time to date to be specified after commission has accepted their application and refused to date to be specified on am applications of merger agreement on proceeding on his application and that of York-Clover Bestg. Inc., Big Horn, Wyo., and York, S. C. Action Sep. 19.

**By Hearing Examiner Charles J. Frederick**


**By Hearing Examiner Millard F. French**


**By Hearing Examiner Walther W. Guenther**

- Scheduled certain procedural dates and continued Oct. 16 hearing to Nov. 28 in proceeding on am application of Hudson Valley Bestg. Corp. (WEOK), Poughkeepsie, N.Y. Action Sep. 20.

**By Hearing Examiner H. Girard Itron**


**By Hearing Examiner Jay A. Kyle**


**By Hearing Examiner Chester F. Naumovics Jr.**

- Formalized by order certain agreements already in existence, on date to proceed in conference and at subsequent discussion between parties to hearing examiner, exhibitsOct. 7 proceeding on applications of Edina Corp. and Telesis Corp., for new am stations in Edina and Minnetonka, Minn., exhibited certain procedural dates, and continued Oct. 24 hearing on its application to proceed. Action Sep. 24.

**By Hearing Examiner Charles J. Frederick**

- Granted motion by Birch Bay Bestg. Inc. (KABJ), Blaine, Wash., and extended time to Oct. 5 to Nov. 16 to file reply briefs in proceeding on its am application. Action Sep. 21.


**By Hearing Examiner Herbert Sherman**


- By Hearing Examiner Herbert Sherman.


- Granted joint petition by Broadcasting Bureau and further extended from Sept. 21 to Oct. 5 time to file proposed findings and from Oct. 5 to Oct. 15 to proceed on application of KNPF Bestg. Corp. (KDFN), Shenandoah, Iowa. Action Sep. 20.

**BROADCAST ACTIONS**

- By Broadcast Bureau

**Applications of Sept. 25**

- KIPA, Big Island Bestg. Co., Ltd., Hilo, Hawaii-Granted license for new station to install new transmitter; conditions. Action Sep. 25.

- KSDA, Big Horn County Musicians, Havre, Montana-Granted license to install new antenna. Action Sep. 25.

- KISD, Park Rapids, Minn.-Granted motion of cp to change frequency to ch. 10 for vhf tv translator station. Action Sep. 25.

- WFOA, Kalamazoo, Mich. - Granted motion to change ERP to 2.4 kw and change frequency to ch. 4 for new am station in Kalamazoo, Mich. Action Sep. 25.

- WKMP, KOMCO Sutton, Utica, Sunnitrans, all Alaska-Granted motion of cp to change frequency to ch. 4, type tm and make changes in ant. system. Action Sep. 25.

- WJSP-AM-1, Columbia, Ga.-Waived Sec. 3.605 and 3.613 of rules and granted cp of change ERP to 144 kw vis. and 10 kw Definitions and make changes in ant. structure and height of 120 ft. Action Sep. 25.

- WJSP-AM-2, Virginia City, Nev.-Granted motion of cp of change ERP to 144 kw vis. and 10 kw Definitions and make changes in ant. structure and height of 120 ft. Action Sep. 25.

- WWJF (TV) Jackson, Miss.-Granted motion of cp of station to change to auxiliary ant. system (auxiliary trans. and ant.). Action Sep. 25.


- Granted cp to replace expired permits for following new vhf tv translator stations: KOCU Virginia City Tv Booster Club; VOGA Virginia City; VMV TV Valley Inc., Lumar, Colo., specify type trans. and make changes in system; and specify antenna and height of ERP to 14 kw. Action Sep. 25.

- Granted cp for vhf tv translator station in Alamosa, Colo., and specify antenna and height of ERP to 14 kw. Action Sep. 25.
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED: 25¢ per word—$2.00 minimum • HELP WANTED: 25¢ per word—$2.00 minimum.
- DISPLAY ads $20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

Avuncular: If transcriptions or bulk packages submitted, $1.00 charge for mailing (forward remittance separately). All transcriptions, phone, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

WANTED: Sales Manager for California 250 daylighter. Experienced and who can lead men, set up merchandising, promotions, and contests, and who can sell. Box 830P, BROADCASTING.

WANTED: Station manager and sales manager, for northeast 500 W daytimer. Must have local sales experience. Send complete resume, all information and photo in first letter to Box 740P, BROADCASTING.

Announce dj with firstfone, dominant 600 watt coast-to-coast audience as sales qualifying announcer. Fast pace morning opening, top picture, top dollar. Resume, $100 per week. Radio Station KNPP, New Port, Oregon.


Sales

Christmas promotion. Amazing 8 ft. full size mechanical talking Santa Claus. Becomes customers inside stores and to property. "Voice" gives sales pitch. Use year-round in other locations as clown, chef, etc. Only $200.00. Box 533P, BROADCASTING.

Tape recorder bargains. Brand new recorder model #2000, $65.00. In factory carton, only $43.00. C.O.D. Box 533P, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write to Mr. Amos, Radio KOCL, P. O. Box 374, Fort Collins, Colorado.

Eastern Pennsylvania, salesmanager main, full time station, resume and performance pertinent to job opening. $10,000 per year plus profit sharing. Box 832P, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Kansas small growing market radio station needs young, but mature salesman. If you would like to sell radio and the median not as a gimmick, and off of a legitimate need; this is it. Draw against commission plus extra. Send resume to Box 695P, BROADCASTING.

Circa bama opening for experienced radio salesman. Station is first class, competitive opportunity in major southwest market with leading format operation. Send resume to Box 715P, BROADCASTING.

Top radio salesman for Rochester, N. Y. Send experience, references, Box 715P, BROADCASTING.

Have an immediate opening for an experienced professional salesman. Unlimited opportunity for promotion and attractive financial arrangements for the right man. Call the owner, Mr. Lester, at NO 8-9569 or WOIA-AM & FM, Ann Arbor, Michigan.

Attention, disc jockeys who sell your own shows... . . . put it on channel EL, independent, progressive. Fresno market station with rates to compare with radio. Late night or after hours—extremely rewarding commissions. Resume and pics to Harold Gann, KGFN, Salinas, California.

Earn extra money, sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also features (1) 2 minute films, (2) 5 minute shows. Write, . . . Creative Services, Inc., 73 East Wacker Drive, Chicago 1, Illinois.

Announcers

Top Chain continually on lookout for top announcers with format experience. Believable personality, and not only talent qualified for specific situations. To be considered send tape and resume to Box 804K, BROADCASTING.

Announcer-salaries, management, experienced, East Coast. Box 401P, BROADCASTING.

Excellent opportunity for experienced announcer with first ticket. Send tape and resume to Box 804K, BROADCASTING.

Will you be our funny morning showman for $6,800 a year? Send complete resume, photo, and airtape. Midwest. Box 831F, BROADCASTING.

Top rated station in medium-large market in upper Midwest requires bright, fast morning man. Middle-of-the-road semi-formal radio, but must be on top of the hits with bright standards. Prefer man with rating and drive and who has a solid listener base. If you have adult appeal . . . thrive on gimmicks and contests, but keep a thorough knowledge of music, you may be our man. Rusk tape, complete resume, and salary history to Box 676P, BROADCASTING.

Help wanted, announcer, engineer, 1st class ticket. Engineering ability. Desirable area. Good salary, stable operation. Operating immediately. Send tape and resume to Box 919P, BROADCASTING.

Experienced capable announcer with national voice, needed by Maryland independent, station. Send tape and complete resume including references. Box 817P, BROADCASTING.

Montana middle road NBC station needs.experienced announcer first ticket desired, but not necessary for right voice. We require audio and visual references. Opportunity to join solid and creative station. Call collect Stan Stephens, 255-7661, KJOM, Havre, Montana.

Are there some top grade announcers with showmanship who wants to go into a small market in return for good money? New Columbus, Nebraska station, to hit the air about November 1st, wants complete staff with 1st ticket. Send tape, resume, photo to Ken Kilmner, RFXO, Nampa, Idaho.


WIOK needs good sounding first ticket dj that swings. Send tape, resume, and salary requirements to Tom Brown, Box 1466, Normal, Illinois.
Help Wanted—(Cont'd)

Technical

Need experienced first class phone for leading eastern station with old ownership. Desire a man capable of maintaining, installation, production, and repair of all equipment. Address Box 6834, BROADCASTING.

Good Winner, South Dakota."

First phone engineer, some announcing experience. Contact Manager, WVMC, Box 450, Mt. Carmel, Ill.

Wanted chief engineer, some announcing. Good opportunity. Contact manager, WEAS, Greer, South Carolina.

Qualified fm stereo multiplex chief engineer. Top opportunity! Excellent living conditions. Apply to Barry J. Hill, WQMO, Greenboro, N. C.

Wanted: Chief engineer for Class IV AM and 3400 watt fm facility. Excellent working conditions. Announcing if you want. Write WAIR, Winston-Salem, North Carolina.

Wanted chief engineer; some announcing. 1960 license. Michigan Bank Building, Battle Creek, Michigan.

First phone engineer, some announcing experience. Mr. Zucker, WBZB, Torrington, Conn.

Chief Engineer-Announcer. Must have fine voice and personality. Practical engineer for new equipment. Abilities in programming, sales and news given careful consideration. Above average salary for good man. Plural wage and living conditions. One kilowatt, middle and pop programs, news, sports and special events. 68 miles west of Washington, D. C. Send complete resume, photograph and application to Director of Programming, WVIT, Front Royal, Virginia.

Production—Programming, Others

News director for leading Montana network station. Must be experienced in radio news, non-directional, looking for such a man as chief. Send photo, tape, complete resume and references to Al Clark, KWTY, Winner, South Dakota.

Traffic clerk, Radio major Midwest station. See your files. Must have automotive history, references to Box 684F, BROADCASTING.

Ohio prestige station wants news and special events man. Must be good newsman. Expense on his travels will be generous with development of news, car spot news, reports, and audio tape features. Send resume of handling events, local and national, plus sample of script with interview and development of 2 minute monitor type features. Box 684F, BROADCASTING.

TRAFFIC

Traffic assistants (2) girls experienced in handling equipment and technical work. Plush office, many extra benefits. Write or call H. T. Murphy, 309 W. 42nd St., New York, N. Y. 10036, to K. Caldwell.

Traffic girl woman's director must do air show daily. Salary commensurate with ability. Must be available by October 15. Only experienced need apply to Jerry Granger, Program Director, Radio Station WVWC, Gary, Indiana.

RADIO

Situations Wanted—Management

General sales manager. Pushing sales curves upward 14 years at local regional national level. Creative sales producer presently employed. Top notch client and agency contacts. Box 143F, BROADCASTING.

Outstanding record in management with emphasis on sales desires change to medium or small market. Increase in sales with new opportunity. Box 605P, BROADCASTING.

For sale: Rare species of thoroughly experienced radio station manager, the selling manager. Has asking price ownership in a station. Tired of making money for everyone but himself. Willing to negotiate, however, will not consider anything. Box 800P, BROADCASTING.

Manager will consider majority stock and payout to build medium market station. Solid experience. References. Box 656P, BROADCASTING.

Manager, strong personal sales. Twelve years management. Top character and owner references. Highly qualified. Box 652P, BROADCASTING.


General Manager, fm. Strong on creative quality programming, public relations, civic leadership. Aggressive, idea man with faith in quality and good taste. Fm stereo experience. Box 866P, BROADCASTING.

Ready for management. Prefer two or three station market in south. 4 years as sales manager and radio or television experience. Young, family man. Box 689P, BROADCASTING.

New 1963 model salesman never offered before. Fully proven. Developed during test months. Available for delivery in 30 days. Send check, box 711F, BROADCASTING.

Enlightened, experienced executive will manage station(s) for incentive minded multi-person ownership. Top 100 markets. Box 702P, BROADCASTING.

Presently employed program director large chain. Fifteen years experience includes staff, AA baseball and college sports, acting manager. Desire management as sober and conscientious as I am expected to be. Married. Top 14 medium market. Box 712F, BROADCASTING.

General manager, presently employed in large metro area. 12 years of successful radio experience, including ownership. Emphasis on sales and economy. Seeking complete responsibility in radio only, with opportunity for stock interest. Available immediately. Box 715F, BROADCASTING.

General and/or sales manager. Experienced, creative, professional, 38, college, married. Box 736P, BROADCASTING.

Working pair will take over entire management. 25 years advertising and promotional experience. First class ticket engineering capable of air show. Must be able to have man in sales to have established operation. Guarantee plus bonus on increase sales. South preferred. Box 962, Wildwood, Florida.

Help Wanted—(Cont'd)

Production—Programming, Others

Traffic assistants (2) girls experienced in handling equipment and technical work. Plush office, many extra benefits. Write or call H. T. Murphy, 309 W. 42nd St., New York, N. Y. 10036, to K. Caldwell.

Traffic girl woman's director must do air show daily. Salary commensurate with ability. Must be available by October 15. Only experienced need apply to Jerry Granger, Program Director, Radio Station WVWC, Gary, Indiana.

BROADCASTING, October 1, 1962
Announcers

Format top 4 personality job. Six years experiences with Plough, Bartell, Storz. Past year morning man Storz. Number one hopper and pulse. Also automation program- ming expert. Strong on ideas, strong on production. Box 784P, BROADCASTING.

First class license, available at once. Utah, Arizona, New Mexico. Box 681P, BROADCASTING.

Now available to you, Negro announcer dj. Former professional player college graduate, 22, author of book and articles, experienced in all sports pro- duction. I have been trained to do news, copy writing, d.j. and sales. Available immediately. Tape and excellent references on request. Don Weinkopf, 211 S. El Molino, Pasadena, Cali- fornia.

Announcer, personality dj, news, play by play. All sports. 4 years experience. Top reference, college, veteran. Box 727P, BROADCASTING.

Announcer dj, crisp authoritative sound, tight board production. Will relocate. Box 738P, BROADCASTING.

Announcing school graduate. Excellent sound quality. Dependable, worker, veteran. Will relocate. Box 729P, BROADCASTING.

Disc Jockey wishes to relocate. Big sound, tight board, dependable, married, not a floater. Radio station's delight. Box 730P, BROADCASTING.

Swinging dj, crisp news, tight board, fast play, available immediately. Box 731P, BROADCASTING.

Top rated deejay in southwest major mar- ket, married. $125 minimum. Box 741P, BROADCASTING.

First phone personality, showmanship matu- rity, college, 5 years experience, No. 1 rating, draft free. Minimum $160. Box 742P, BROADCASTING.

Wanted big station. No screamers. Just cool radio, as it was in 47. New York state preferred. Box 744P, BROADCAST- ING.

Top sportscaster, play by play, air per- sonality. Will relocate. Available soon. Listen to all. Prefer north or west. Solid background. Box 745P, BROADCASTING.

The new radio big audience nights will be for private life advice, what Michael Jackson's doing with Il Fontana can be done for you (South or SW preferred) by wise, witty, charming Robert Shafto. He's in Europe. Get him thru Bill Maher e/o Mutual Broadcasting, 1440 Broadway, New York 18, New York.

1st phone announcer, experience, play by play, broadcasting school, college. Prefer Rocky Mountain area. Available now. 3286 Geneva, Aurora, Colorado. EM 6-1711.

Announcer, 1 year experience, single 23 service obligation completed. Write 219 St. Louis, Missouri. For $2,000 after six. David R. Spence.

Top man wants top Job. Rick O'Shay, Box 3852S, Dallas.

Personality, top 40 dj. Have swinging opera- tion, remote, record hop. Let's talk years experience. Married. 27. Box 862P, BROADCASTING.

Trained deejay. Third phone. Would like smaller market, any area. L. R. Smith, 2806 S. Denver Ave., Indianapolis 6, Indi- ana.


Announcers

Play by play baseball. Former professional player college graduate. 22, author of book and articles, experienced in all sports pro- duction. I have been trained to do news, copy writing, d.j. and sales. Available immediately. Tape and excellent references on request. Don Weinkopf, 211 S. El Molino, Pasadena, Cali- fornia.

Announcer, d.j. some experience. Desire community minded small market middle of the road or location. Box 869, North Highland Avenue, Rockford, Illinois.

Houston Fam'er wants back in am. Two years, experience heavy news. Jimmy Dean, HI 2-2169, Houston, Texas.

First phone deejay offers a lot of talent, will travel. Box 735P, BROADCASTING.


Technical

Chief engineer-am/fm, construction, opera- tion maintenance of directionals $175.00 minimum. Box 760P, BROADCASTING.

Young family man with first phone, over 3 years experience in radio engineering and announcing. Experience as Electronics Proj. Eng. & Lab work, plus military service as radio instructor, is looking for a future in broadcasting. Familiar with all phases of radio. Will consider late night show. Box 761P, BROADCASTING.


Conscientious Chief Engineer, Ten years radio and television installations, mainte- nance, directionals. Box 732P, BROADCAST- ING.

Engineer; 1st phone, Kansas City area, available immediately, Call GJ 2-5669.

Production—Programming, Others

Experienced program director desires reloca- tion. I can combine broad-banding experi- ence, proven record, ability, organizational knowhow all phases; air trick included. Good musician, and announcer. Prefer east. Box 605P, BROADCASTING.

Qualified man, 12 years experience, good studio production and mixing at top 40 station. Box 680P, BROADCASTING.

Program director, Young and aggressive, will work hard. Have programmed top 40 station for 8 years. Jump market two years. Good on production, run tight board, good ideas, wanting to move up. Box 694P, BROADCASTING.

In need of a good working p.d. or an- nouncer? I have over 7 years experience in radio and television. I’m rock and roll to the classics. Currently have a #1 rated show by 15 points (pulse) in a 16 station metro market. Box 706P, BROADCASTING.

Top rated news director, caster, 15 years experience in radio and tv journalism. Also top camera, B-fm and Austin. Box 735P, BROADCASTING.

Versatility anyone? Former pr man, tv di- rector, announcer seeks challenging posi- tion in writing, producing, directing per- sonality. Find out yourself. Write Ideas Unlimited, 16 Codman Street, Boston 24.

Nine years California. Eight with one out. All phases broadcasting. Solid references. Age 32, family, college, Bill Begeau, 121 Januli, Chula Vista, California.

Television

Help Wanted—Sales

Excellent opportunity for self starting sales- man willing to work hard and sell local ac- counts. Guarantee with commission set-up with protected account list. Oldest UHF in country. Men with radio experience consi- dered. Send resume to Dave Berlin, WSBA TV, York, Pennsylvania.

KDAS-TV (Indy) looking for two salesmen to handle football, teenage, western and special events, studio and live remote pro- grams. F. O. M area all UHF market. Ex- tremely rewarding commissions against liv- ing expense draw. Contact Harold Gann, Channel 21, Hampton.

Opening for experienced broadcast sales- man as member of television sales team, WTVI, channel 10, Terre Haute, Indiana. Salary plus override. Contact George A. Faulkies, Vice President, Sales.

Announcers

If you are a top flight on the air television newscaster, we want you! Send resume and SOP or audio tape to Reid Gardner, General Manager, KCNG TV, Cedar Rapids, Iowa.

Personable, dependable announcer for large Texas station. Box 596P, BROADCASTING.

Announcer, mature voice, presentable appear- ance for southwest VHF. Box 602P, BROADCASTING.

A CBS affiliate in sunny San Antonio, Texas, seeking versatile staff announcer, radio or video. Send resume, letter and history to, Program Director, KENS TV, Box #2171.

Technical

Immediate opening for experienced engi- neer. Must have first phone. Must be ex- perimented with directional array system and all phases of the FCC technical require- ments. This placement is open in Montana's first city, number one station— with number one fishing, hunting and living facilities. Contact, Mr. R. B. Radio Sta- tion KOOK, Radio Manager, Billings, Montana.

250 kw UHF has need for engineer strong on maintenance. Must have sufficient ex- perience to assume full responsibility for maintenance shift. Box 707P, BROADCAST- ING.
Situations Wanted—Management

Sales promotions and research manager, presently employed by network & Dtv station major market. Box 661P, BROADCASTING.

Four years tv operations—assistant general manager. Started all phases television operation, large and small stations. Sales minded, highest references. W. H. Bailey, 510 Pinto Lane, Amarillo, Texas. Fleetwood 5-1707.

Sales

Successful general sales manager looking for larger market and more responsibilities. If you appreciate a need in foreseeable future technical liaison, you'll correspond with me. New college graduate angling for same station seven years. Box 710P, BROADCASTING.

Announcers

Employed, seasoned announcer seeks staff position plus host assignment on live children's and/or teen's show. Extensive commercial experience in both. My good taste, youthful appearance and intelligent attitude are valuable to prestige station searching for cleaner image to complement station's image. Box 435P, BROADCASTING.

Weather girl experienced in major market. Professional member American Meteorological Society, BROADCASTING.

Announcer—completely experienced news, weather, commercials, booth. Ten years radio and tv. Available immediately. Will travel, tape, resume, photo, references available upon request. Box 665P, BROADCASTING.

Announcer/writer, 34 years old, married. Good production background. Reliable, energetic, professional. Box 701P, BROADCASTING.

On camera newswoman with experience as reporter, and writer. Masters degree, tech school training, B. E., Metas, DeSoto, Wisconsin. E. J. Williams, General manager, BROADCASTING.

WANTED TO BUY

Equipment

Wanted aresles. 16 mm bkins new or used. Contact Box 625P, BROADCASTING.

1 kwatt am transmitter in good condition. RSJB, Jamestown, North Dakota.

General radio am frequency monitor, any condition. John Randolph, WISE TV Ashe- ville, North Carolina.

Wanted, four bay antennas (105.7). Three kwatt tv transmitter. Have one kilowatt for sale. Box 679P, BROADCASTING.

WILL buy 1 kwatt late model fm transmitter if immediately available. Send price, description, to: WLAG FM, Drawer 38, LaGrange, Georgia.

One used Alitonic background music tape complete, in excellent condition. Price and condition. WWNS, Inc., Statesboro, Georgia.

12.5 kwatt transmitter for UHF v. Calv Will- 11 am, Turner-7460 or write Benzon East, Jenkintown, Pa.

WILL buy or trade tape and disc record- ing equipment—Ampeex, Concertone, Magneto- tone, etc. All good equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.
ATTENTION CLASSIFIED ADVERTISERS

Effective November 5th, all WANTED TO BUY STATION advertising will require DISPLAY SPACE. FOR SALE STATIONS, as already indicated in our masthead, also requires display space.

WANTED TO BUY

Equipment

Recent model 5,000 watt fm transmitter and associated remote control and monitor equipment. Reply Box 749P, BROADCASTING.

Need immediately used 12 kw transmitter UHF. Specify age, previous use and channel. Box 747P, BROADCASTING.

Business Opportunity

Want working partner to invest $10,000.00 to $20,000.00. Up to 50% of potential 1000W full time station in good intermountain market. Indicate financial ability and experience. Box 739P, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Broadcasting, 3125 Gilham Road Kansas City 9, Missouri.


Elkins Radio License School of Chicago—Six weeks of intensive laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.


Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1150 Spring St., N.W., Atlanta, Georgia.

San Francisco's Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active and new, September class open. 289 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 35kw station. One price includes everything, even room and board. American Academy of Electronics, 305 St. Francis St., Mobile, Ala.


RADIO

Help Wanted—Management

Wanted: Production Manager, also "Top 40" DJ's with production experience. Southeast Metro market. Send tape, brief resume and salary require to: Box 717P, BROADCASTING.

Sales

EXECUTIVE-SALES

Here's where your successful background in radio-television management or sales management will pay off. Need (2) executive type proven salesmen to manage and travel Mid West and West Coast territories for old line radio-TV firm.

Primary consideration to residents of areas. No ceiling on earnings—we pay top money to top men.

Home weekends. Send resume and all particulars with photograph first letter to: Box 736P, BROADCASTING.

Announcers

RADIO NEWSCASTER

Group radio-television station in major Eastern market has immediate opening for mature experienced writer-broadcaster for AM news periods. Future can include supervision of radio news and public affairs, TV opportunities. Substantial starting salary, outstanding benefits to right man. Air mail tape and resume to: Box 653P, BROADCASTING.

Wanted Announcer Salesman for metro Virginia AM station, must have good voice and good sales record. Base salary and commission. This is a good opportunity for someone. Send tape and reference and resume to Box 678P, BROADCASTING.

Technical

Northeast 50 kw clear channel needs studio technician. Quality programming, large staff, new modern facilities and prestige position in this large market make this an outstanding opportunity for the right man. First phone required. Good pay and company benefits. Send complete resume and recent photo to: Box 654P, BROADCASTING.

Production—Programming, Others

WANTED experienced radio producer, by 50,000 watt station in Major Northeastern market. Excellent working conditions in modern studios with best technical equipment. Superb employee benefits. Send complete resume, including minimum salary requirements to: Box 722P, BROADCASTING.

Microphone salesmen, send resume and references to: Box 727P, BROADCASTING.
**Production—Programming, Others**

**IRISH TELEVISION—TELEFIS EIREANN INVITES APPLICATIONS FOR THE POST OF CONTROLLER OF PROGRAMMES**

The Controller of Programmes will be expected to assist the Director-General in the formulation of programme policy, and will be responsible for the planning, production, supply and presentation of television programmes. Candidates must also possess proven administrative and executive capacity of a high order.

Desirable qualifications for the post would include a wide educational and cultural background, with special emphasis on entertainment and the arts, a knowledge of Ireland and Irish affairs, practical experience in television programming and administration, and a comprehensive appreciation of programme requirements.

Salary will be commensurate with the qualifications of the successful candidate, but very attractive terms would be available to the right person. Removal and re-settlement expenses are also payable.

Typewritten applications, marked "Controller of Programmes," including particulars of age, qualifications and experience should be forwarded to:

**Director-General**

**IRISH TELEVISION—TELEFIS EIREANN**

Donnybrook,

Dublin 4,

IRELAND

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**RADIO**

**Situations Wanted—Management**

An Opportunity for a station (radio or tv) in need of Experenced Management

Executive, strong on sales, desires to return to field after several years on outside. Prior experience with large group Equity in several major markets, and includes promotion, programming, sales (excellent record) and management. Available immediately.

Box 728R, BROADCASTING

Announcers

**BUDDY McGREGOR**

is available, if you are aware of my many innovations and outstanding ratings please call 751-8574, Cincinnati, Ohio.

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**TELEVISION**

**Help Wanted—Sales**

Opportunity for TV salesman in one of the fastest growing markets in the S.E. Station going into full color operation on November 15th. Protected account list available. Base salary in top 4 figures and commission on top experienced tv salesmen need apply. All replies will be kept confidential—all replies will be acknowledged. Send background, present biography, to Harry C. Barfield, Station Manager, WLEX-TV, Lexington, Kentucky, or telephone 4-8477.

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**Colorful RADIO MARKET SHEETS and COVERAGE MAPS**

Address Radio Dept. on your letterhead for FREE information and samples.

**EVEREADY ADVERTISING**

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**INSTRUCTIONS**

**SIX WEEK COURSES**

- FCC first phone license
- Announcer, Disc-Jockey

**NINE MONTH COURSES**

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- Program Director
- Owner-Manager

Guaranteed training and placement. Our graduates are working in all categories.

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**KEEGAN TECHNICAL INSTITUTE**

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**FOR SALE**

Station


Write Box 527P, BROADCASTING

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**GUNZENDORF**

CALIFORNIA NORTHERN FULLTIMER.

$9,450 with $1,450 down.  
ARIZONA NORTHERN FULLTIMER, $10,000 down. Asking $70,000.

CALIFORNIA FULLTIMER, with $125,000 down. FM's $125,000, 165,000, 50,000.

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Arl. single daytime 85M 29%  
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**CHAPMAN COMPANY**

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**STATIONS FOR SALE**

ROCKY MOUNTAIN. Daytime facility. Ab-  
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**Continued from page 93**

- **Actions of Sept. 15**
  - WUKH (FM) Triumph broadcasters, Fre-  
  - mont, Calif. —Granted assignment of license to Maxwell J. Hyde tr/a company of same name.
  - WARN, Alken Electronics Advertising Corp., Alken, S. Ca. —Issuance of mandatory transfer of control from John Meare to Oliver R. Grace and Gene Drought, executors of estate of Mr. Mare.
  - WJGZ (FM) San Francisco, Calif.—  
  - Granted renewal and cancelled license, call letters deleted.

- **Action of Sept. 18**
  - WRIT Milwaukee, Wis.—Granted mod. of op to use new trans. as daytime only and retain licensed trans. as nighttime trans. (2 main trans.).

- **Action of Sept. 17**
  - KORA Shreveport, La.—Remote control permit granted while using non-functional ant.

- **Action of Sept. 14**
  - WGRM Quincy, Ill.—Petition for to  
  - modify of pre-sunrise operation condition  
  - attached to July 3 granting of op to change daytime power to 5 kw, to extent of au-  
  - thorizing operation with non-DA with 1 kw between 8 a.m. and 8 p.m. until 12:00 decision in Dc. 14419 or until further order to terminate such operation, whichever occurs first.

- **Actions of Sept. 5**
  - WGMZ (FM) Flint, Mich.—Remote con-  
  - trol permitted.
  - Granted change in remote control au-  
  - thority for following non-commercial edu-  
  - cational fm stations in San Francisco, Calif.; WJKS Macom, Ill.

**Rulemakings**

**FINALIZED**

- By report & order, commission finaliza-  
  - ed rulemaking, which was initiated by U.  
  - of Vermont, and reserved for educational use ch. 49 in Rutland Wa; Daytime only.
  - shifted reservation from ch. 15 to ch. 22 in Rutland, and assigning ch. 2 in Barre by deleting that commercial channel from Harvard, N.H., and New London, Conn. Action Sept. 5.

**PROPOSED**

- By memorandum opinion & order, com-  
  - mission granted petition by Triangle Publi-  
  - cations Inc., Inc. to extend of extending time from Oct. 1 to Nov. 1 to file comments and from Oct. 16 to Nov. 16 to file replies to further notice of proposed rulemaking in fn allocation proceedings. Commission stated: "In our August 13 action extending time to October 1, we stated that barring unforeseen circumstances no further extension of time would be granted, and we also pointed out that our staff would continue to work on tentative table of assignments, which would be issued when ready whether comments on ideas and principles of such table had been filed and considered or not. If not considered before this proceeding, in the future table, such comments would be carefully evaluated before adoption of any final table. Upon further consideration, we are of view that public interest would be served by extending time until November 1, 1962, and reply comments until November 15, 1962, with respect to various matters covered in our notice. It appears that this will not materially delay final resolution of this proceeding, in this connection we will of course adhere to state-  
  - ment mentioned above, and tentative table of assignments will be ready. With respect to possible course action in power of existing stations, action by this possible course of action is California, where informal requests for further time originated." Action Sept. 25.
Should your next step be the Peace Corps?

Many college graduates have decided to volunteer for two years of service in the Peace Corps upon the completion of their formal academic training. Their reasons have been both practical and idealistic.

Perhaps such a decision would be the right one for you.

As a Peace Corps volunteer, you can make a valuable contribution in the worldwide battle against ignorance, poverty, tyranny and disease.

By sharing your American skill, knowledge and know-how with the peoples of rising nations, you can do something of importance for human dignity and welfare, for world peace and freedom.

And you can do something for yourself as well. By volunteering for service in the Peace Corps in South America, Asia or Africa, you make an important investment in your own future, one that will add substantially to your professional competence and stature. It can provide an opportunity for experience and responsibility that will pay dividends throughout your career in the years ahead.

Teachers, engineers, mathematicians, archeologists, doctors, nurses, agricultural specialists, and liberal arts graduates in many other categories (probably including yours) are now being selected by the Peace Corps. Placement tests (non-competitive) will be given soon. Use the coupon below to receive full information.

Please send me full information about the Peace Corps.

Name_________________________ M F
Address__________________________
City_________________________State______
College__________________________
Date of Graduation______________ Degree_______
Field______________________________ Age______

Published as a public service in cooperation with The Advertising Council

BROADCASTING, October 1, 1962
Successful tv: fine facilities mixed well with good people

Some of the successful radio and television stations in the Midwest today might never have been boosted along by the practical engineering ability of A. James Ebel if the city of Waterloo, Iowa, had allowed its movie houses to operate on Sunday in the late 1920s.

That's not as far fetched as it seems. When a sophomore in high school in Waterloo, young Jim took his sister to the movies one Sunday. Finding the theater closed he had to invent other entertainments, so they visited studios of WMT (now Cedar Rapids, Iowa).

"We saw the engineer turning the knobs and I was enthralled," Mr. Ebel recalls. The spark of interest caught fire and after that the young man "hung around" WMT so much he got tossed out a few times until WMT's veteran engineer, Paul Palmer, took him under wing and gave him some engineering books to study.

Long Service • Mr. Ebel's life career in engineering and management was born—a career that has led to his position as vice president and general manager of the Fetzer Stations' KOLN-TV Lincoln and KGIN-TV Grand Island, Neb., a post he has held since 1954.

Ch. 10 KOLN-TV, which the Fetzer group acquired in mid-1953, is a basic CBS affiliate. KGTV-TV, on ch. 11, is a satellite of KOLN-TV. Together they claim "Lincoln-Land" coverage of 71 counties in Nebraska and northern Kansas.

In the intervening years Mr. Ebel has served as engineer, teacher and broadcast engineering consultant, as well as in important industry posts. Back in 1945 he was executive secretary of the National Assn. of Broadcasters. More recently he served three terms as chairman of the NAB Engineering Committee, now dissolved. He also has served on the TASSO (Television Allocations Study Organization) committee and the advisory committee for FCC's New York uhf test.

Mr. Ebel believes that "people are the most important asset a television station has." Staff quality must be enhanced along with facilities, he says, because local personalities can be highly effective and "good local live programming can pull ratings equal to most network shows."

Viewers Will Decide • "If we present a wide enough choice to the viewer and have adequate research," Mr. Ebel says, "I am confident we can depend on the American people to see to it that we have high quality tv."

Albert James Ebel was born in Waterloo May 30, 1913. His father was teaching manual arts in high school there. During his boyhood, young Jim had the usual round of small jobs to earn his spending money, including weeding gladiolas for 15 cents an hour on a commercial flower farm. But his break into the "big money" circle came after he won his commercial broadcast operator's license in his junior year of high school.

The next summer he jumped his earning power with an engineering job at KFJB Marshalltown, Iowa, to the tune of $25 a week. His intensive self-instruction and the encouragement of the WMT crew had paid off, he felt, but it was just the start. While in his last year of high school he did some remote engineering for WMT and after graduation he worked a year as engineer and everything-else man, including sports, at KGDE Fergus Falls, Minn.

Returning to Waterloo in 1931 Mr. Ebel joined the engineering staff of WMT and started his college education in mathematics at Iowa State Teachers College in nearby Cedar Falls. When WMT moved to Cedar Rapids in 1935 he went along too, returning home in May of that year to marry the girl next door, Elouise Hanson. He continued his college work at the U. of Iowa and received his B.A. in 1936.

New DA Trend • During this period Mr. Ebel also was author of an article in a technical publication which presented in detail the features of the new directional antenna system of WMT, engineered by consultant T. A. M. Craven, now an FCC commissioner.

The article helped him get a job in 1936 at Purdue U. and its WBAA Lafayette, Ind. The U. of Illinois soon outbid Purdue for his services and Mr. Ebel became director of engineering at WILL Urbana, supervising that educational station's new directional antenna installation. It was an association that lasted a decade, during which time he was to complete his M.A. (1941), enter the broadcast consulting field in addition to his WILL post and also take on an assistant professorship in electrical engineering (1944-46).

At WMBD Peoria, Ill., and its sister operation, WDTZ Tuscola, Ill. (now Decatur), as director of engineering in 1946, continuing his consulting work on the side. He subsequently became part owner and president of KXIC Iowa City, Iowa, a new station which he engineered, but gave up this interest in 1953 when WMBD's Charles C. Caley joined with John E. Fetzer to file for a tv permit at Peoria.

Off to Lincoln-Land • Later that year Mr. Fetzer acquired KOLN-TV and Mr. Ebel was sent to Lincoln to supervise installation of new and improved technical facilities at a site 30 miles west of the city. It was expected he would return later to Peoria, but he became so involved in the Lincoln operation he was asked to continue as vice president and general manager.

At KOLN-TV Mr. Ebel soon became an active participant in many Lincoln business and civic organizations. He now is president of the Lincoln Chamber of Commerce and of the local symphony. He also headed the Lincoln Centennial Corp. 1957-59 and presently is a member of the state's centennial planning group, working toward 1967.

Mr. Ebel supervised construction of satellite KGIN-TV last year at its site 35 miles southwest of Grand Island. 'Saloon' Keeper • The Ebeles have four children: Marilyn E. (Mrs. Berman Stadius); James L., 22; Marjorie A. and Douglas H., 12. Mr. Ebel enjoys golf and fishing in his off hours and hopes one of these days to be able to invite his friends to visit his "wild west" saloon. It's a reconstruction project he has undertaken in the ghost town of Midway, Colo., an abandoned mining center near Pike's Peak.
EDITORIALS

Order in the court

I T MAY have been a lucky break for television that the trial of Billie Sol Estes was postponed. If the trial had proceeded, television just might have booted the biggest chance it has ever had to demonstrate that it deserves to be admitted to court coverage.

Everything started out in television's favor. The trial judge overrode defense objections to the presence of cameras and microphones and in so doing delivered as eloquent an argument on television's behalf as anyone in television itself could have devised. As court convened, however, the physical arrangements of television equipment persuaded some observers that the judge may have been precipitous in saying television had reached maturity as a journalistic medium. The arrangements permitted the New York Times reporter, Homer Bigart, to write:

"A television motor van, big as an intercontinental bus, was parked outside the courthouse, and the second-floor courtroom was a forest of equipment. Two television cameras had been set up inside the bar, and four more...were aligned just outside the gates...Cables and wires snaked over the floor."

We have no doubt that Mr. Bigart, an unreconstructed newspaperman, was pleased to be able to describe the mess that tv had made of the courtroom. The regrettable part of it was that television itself had provided his material. Those who oppose television as a distracting presence in the courts would have had their cause advanced by a continuation of last week's tv arrangements.

The postponement of the trial to Oct. 22, for reasons having nothing to do with television, will give broadcasters a chance to tidy up their coverage plans of a trial that will attract national attention. If a remote van is to be used, let it be moved to a less obvious location. If live cameras are to be used, admit the absolute minimum and pool their coverage. If it is possible to erect some kind of screening to conceal both live and film cameras, by all means put up the screens under the direction of the best stage manager obtainable.

In this case television is on trial with Mr. Estes. If television loses in this court it has dimmer prospects on appeal than Mr. Estes will have if he loses.

Dead end both ways

NOT long ago a high official of a television network bucked an especially perplexing problem to a subordinate with the cheery word: "I'll be interested in seeing how you work this out." In New York the phrase has become part of the language of junior executives who inherit problems their superiors have been unable to solve.

It comes to mind now in connection with a problem that FCC Commissioner Robert E. Lee has presented to the NAB and its Code Authority. As reported in this publication last week, Mr. Lee, with support of Chairman Newton Minow, has formally proposed that parts of the television and radio codes be adopted as FCC rules. The NAB is now put in the position of resisting that proposal while simultaneously urging upon broadcasters the necessity of enforcing the codes. As the saying goes, it will indeed be interesting to see how the NAB and its members work this thing out.

Mr. Lee proposes that the FCC embrace within its rules the sections of the codes that prescribe the limits on air time of commercials. Those sections were adopted by the code boards, which are composed of practical broadcasters, and have been publicly admired, and often observed, by the many code subscribers. To object to government recognition of the industry's own restrictions is to suggest that a set of rules which is good if administered by broadcasters is bad if administered by government. Or perhaps it is also suggested that a difference in degree of enforcement is feared.

At this point the less said about the codes the better. If the NAB responds to the FCC threat by intensifying code enforcement and by loudly campaigning for more code subscribers, it will be playing straight into the Lee-Minow hands. Widespread conformity to the codes' provisions will be obtained without the tiresome formalities involved in the adoption of FCC rules. In the future, if another Lee feels broadcasters need to beajoeged, he can revive the threat of government action and set off a new NAB campaign for code compliance.

The cycles can go on as long as broadcasters let them. They can be stopped when broadcasters quit talking about the codes and start broadcasting according to their own consciences and convictions. By that process standards will be elevated—but not at the expense of subservience to the withering effects of centralized authority.

Autograph hunt

FOR a day or two it looked as though the FCC had taken the revolutionary step of simplifying the tedious job of dealing with the government. As reported in this publication last week, the commission announced it would no longer require applicants to take an oath when signing applications.

But first impressions can't be trusted. Concealed in the body of the actual order issued by the commission was a new requirement that the public announcement had de-emphasized. From now on, the FCC has ruled, all major applicants must bear the signatures of the principal executive of the applicant and of its parent firm or firms. The justification is that in this way the operating heads of parent companies cannot plead ignorance of the activities of a subsidiary.

Lawyers see a nightmare of possibilities. For example, if an NBC-owned station required a transmitter change, would the applicant need the signatures of the station manager, of Robert Sarnoff, the chairman of NBC, and of Brig. Gen. David Sarnoff, the chairman of RCA? The rule says it would. If an amendment to the application became necessary, and amendments are needed more often than not, the process would have to be repeated. From now on communications lawyers will be spending lots of travel time in pursuit of the signatures of some of the biggest and busiest executives in American business.

"Slip him your report card while Debbie Drake's on...he signed mine without looking!"

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BROADCASTING, October 1, 1962
What will he want to see next Tuesday?
(Tune in KPRC-TV now, let him decide later)

The best to you each morning -- noon and night

Individual servings of nationwide favorites, in one station package. ID's Participations, Chainbreaks, Frosted Spots, and New Special "K" ... All O.K.!
5 REASONS WHY IT PAYS TO BUY CHANNEL 5!

1—Local-level merchandising support.

2—Top FM coverage in All Eastern Michigan.

3—Every commercial gets full-page, front-page exposure.

4—Eastern Michigan's only TV station telecasting color daily.

5—Nearing 10 years of one-ownership service to all Eastern Michigan.

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