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Late-night boom: a report on the increasing number of sponsors, viewers .......... 26

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Whether it's a political uprising in South America or a matter of local importance, people in Sioux City and surrounding Siouxland look to KVTV, Channel 9, for informed reporting on the subject. KVTV's news staff knows the news because they're close to it. For example... Dick Compton, KVTV's skilled news analyst and commentator visited South and Central America to study the people, their problems, and the potentially explosive political turmoil that surrounds their lives. Other visits have been made to Alaska, the Mid-East, and Europe.

Now when trouble brews in one of these countries, Dick reports with firsthand knowledge on the intricacies of the matter. No matter what the news might be... people have learned that they get it first and best when they turn their dial to Channel 9, KVTV, in Sioux City and Siouxland. This leads to leadership... that's what KVTV maintains for listeners... provides for advertisers. To sell your product in big and growing Siouxland... sell it on KVTV, Channel 9. See your KATZ man for complete details.
SIX CANDLES CAST A LOT OF LIGHT...

...especially when they represent the six illuminating years of community-minded telecasting which WCKT celebrates this month. For six years, WCKT has turned the light of public opinion on controversial issues of local and national interest. For six years WCKT New Force journalism has specialized in timely, on-the-spot coverage of subjects of local interest—from Biscayne Bay to Bogota. A few result-producing credits:

THE RED STAR—
a 5-part series covering the Communist wave from Moscow to Havana...

CRISIS, AMIGO!  
Miami’s Cuban population: their problems and ours and hopes for a solution...

MIAMI CONDEMNED—
a harsh, yet constructive, report on slum conditions in Miami. Winner of the coveted “Green Eyeshade” award for the most courageous contribution to journalism among all news media in the entire Southeast.

BROADCASTING, July 30, 1962

BISCAYNE TELEVISION CORPORATION
WCKT—CHANNEL 7 • MIAMI • WCKR—RADIO 61
In serving and selling

Since its founding in 1949, WGAL-TV has firmly adhered to its philosophy of public service—a constant seeking for new and better ways to serve the many thousands of viewers in its wide coverage area. This Channel 8 station is ahead in the large number of communities and cities it serves. For advertisers, this assures outstanding response and sales results.

WGAL TV
Channel 8 • Lancaster, Pa. • NBC and CBS
Representative: The MEKKER Company, Inc. New York • Chicago • Los Angeles • San Francisco
STEINMAN STATION
Clair McCollough, Pres.
Cross out; Hyland or Kimball?

Despite strong political support for reappointment of Commissioner John S. Cross to FCC, President Kennedy has decided to make change, with likelihood that nomination will be forthcoming this week. Aside from broadcast bureau chief Kenneth Cox, who apparently is slated to succeed Commissioner T. A. M. Craven upon his retirement next June 30, two other possibilities are mentioned—both liberal Democrats. They are William F. Hyland, chairman of New Jersey Public Utilities Commission, and Penn T. Kimball, member of faculty of Columbia U. School of Journalism.

Attorney Hyland, 39, is one of New Jersey’s young Democratic leaders, and is described as “highly articulate liberal” who was minority leader of New Jersey General Assembly in 1955, and speaker in 1958, during which time he also served as acting governor. Mr. Kimball, in mid-40’s, is former staff member of U. S. News & World Report, and was executive secretary to former Senator William Benton (D-Conn.). Mr. Benton’s secretary & which time he also works in Columbia, worked at “impressive rate,” and was represented by Adlai Stevenson law firm in which FCC Chairman Newton N. Minow was junior partner. Mr. Kimball resides in Westport, Conn.

Bunker to RAB

Nine-month search for new president of Radio Advertising Bureau is over. Edmund C. Bunker, widely known from years in CBS executive posts, has been tapped by RAB three-man selection committee under Frank Pogarty of Meredith Broadcasting, is due to join RAB in few weeks and take over when president Kevin B. Swahn’s retirement becomes effective next Feb. 28. Mr. Bunker, 46, worked at WCSC Charleston and WIS Columbia, S. C., and WTC Savannah, Ga., before World War 2; afterward was with ABC briefly, then CBS in number of assignments including general manager of WXIX (TV) Milwaukee, vice president and affiliate relations director and later general sales manager of CBS-TV network, and Washington vice president of CBS Inc. He left Washington post in June 1961 to become executive vice president of Froedert Malt Corp., Milwaukee, post which he recently resigned.

Rating services under gun

Tv rating services feel FTC is holding loaded gun at their heads. Agency has informed “several” tv firms of intention to issue complaint charg-
On June 20, 1962, KTVH moved four cameras to St. Mary's Cathedral in Wichita to cover, live, the ceremonies conducted in connection with the consecration of Ignatius J. Strecker into the bishopric of the Roman Catholic Church. For three and one half hours the KTVH cameras gave the viewers of Central Kansas a closer look at the ceremonies than was afforded the select 400 who attended the consecration personally.

Thank you for showing the consecration of Bishop Strecker on TV, Channel 12. Once again a leader in our entertainment world has strengthened our confidence in man's esteem of newsworthy events.

Very truly yours,

Mr. & Mrs. Donald J. Smelser

This is but one of more than 500 unsolicited cards and letters received at KTVH.

TO SELL KANSAS...BUY KTVH

KTVH

THE WICHITA-HUTCHINSON STATION

BROADCASTING, July 30, 1962
WEEK IN BRIEF

As late summer approaches, producers of commercials for television are increasing their activity after several slow weeks. Most major video advertisers will produce as many or more than they did a year ago. See lead story...

TV COMMERCIAL SPEEDUP ... 21

The way things are going, the television networks will set an alltime record for daytime sales this year, perhaps surpassing the 16.7% increase netted in 1961 over daytime sales during the preceding year. See...

TV NETS' DAYTIME RECORD ... 23

There's a lot going on at night these days. A close look at timebuying trends shows late-night TV is the fastest-growing segment of the medium. TVB finds it accounts for 10% of national advertising. See...

ALBERTO-CULVER'S SUCCESS ... 24

The booming success of Alberto-Culver in selling its toiletries via television is attributed to an unusual formula—doubling of its ad budget every year. Practically all its budget is placed in video. See...

TV BOOM LATE AT NIGHT ... 26

The interference problem is tough in the am band but the FCC showed last week it isn't going to let fm stations have their coverage chipped away by overpopulation. A new set of rules was adopted for fm. See...

FCC REVISES FM RULES ... 32

Advice to permittees: Check up on station adherence to FCC rules. The FCC axe was out again last week. A death sentence was handed WDKD Kingstree, S. C., and several other stiff penalties were handed out. See...

FCC GETS TOUGH ... 40

Television programming hopped the Atlantic last week. Little Andover, in Maine's wooded mountains, was the key spot in relaying television to and from Europe via AT&T's Telstar, in solar orbit. See...

TELSSTAR'S PROGRAM DEBUT ... 54

NBC-TV isn't happy about it, but network told affiliates last week its scheduled 5% cut in payments is needed to protect program vitality. Tom Knodle, vp, also commented on imbalance in net-station profits. See...

PAY CUT NEEDED—NBC-TV ... 42

NAB's self-regulatory machinery, based on the radio and tv codes, provided FCC Chairman Newton Minow with a neat gambit last week—a proposal that FCC will adopt codes if stations don't adhere to provisions. See...

MINOW MAY ADOPT CODES ... 34

Canadian broadcasters, too, are feeling the government's pull on the reins. The Board of Broadcast Governors, in first such action in Dominion history, starts prosecution of four radio stations. See...

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THE GREAT CHARLESTON-HUNTINGTON DEBATE

4-BILLION-DOLLAR DONNYBROOK PITS TOM GARTEN & HIS PURCHASING POWER AGAINST JOHN SINCLAIR & HIS CHEMICAL SPENDING MONEY!!!!!

TOM: Tom Garten once again, with gladsome news for advertisers and agencies alike, about the enormous purchasing power of Huntington, West Virginia—Pocketbook, Pouch and Portemonnaie of the entire 4-state 72-county Supermarket area served by WSAZ-TV!

JOHN: And John Sinclair, Jr., with a bit of news for Mr. Garten! If Charleston—Mixer of the Nation's Chemicals—is not the Spending Money Seat of Supermarket, then why do most reference sources refer to us as "Charleston-Huntington"? Our own very handsome Supermarket brochure (available on request, or through the Katz Agency) does so. Surely you remember our Retail Sales Growth Charts, Mr. Garten? The ones that show "Charleston-Huntington" up more than most markets of ½ to 2-million population—up 64% in total sales from 1950 to 1960, up 77% in food, and up a whopping 103% in drugs?

TOM: Mr. Sinclair, I am fully aware of those figures and the market designation! Charleston appears before Huntington for purely alphabetical reasons. Further, column widths would not accommodate a more accurate handle: "The Huntington Tri-State Complex-Charleston." I would remind you, sir, that Huntington is no one city. Rather, it runs in all directions—west to Affluent Ashland with its petroleum paychecks—north to Ironton and Portsmouth where highly skilled workers play merry tunes on time clocks while their children eat up a storm and their wives spend money as though it were going out of style!

JOHN: Are you suggesting, sir, that Charleston stands plop in the middle of some vast unpopulated waste? You reckon without the peoples and payrolls of Parkersburg, Marietta and Beckley! All of which lie within easy reach of our station's splendid signal...

TOM: Oh my! Time once again to declare this debate a draw, in the interest of our common-selling effort.

JOHN: And to declare the advertiser winner! For it is he who, for a single price, can have both Charleston and Huntington. Indeed, Supermarket itself! WSAZ-TV, Channel 3, an NBC Primary Affiliate, Division: The Goodwill Stations, Inc.
WDKD persecuted, says Sen. Johnston

Sen. Olin D. Johnston (D-S. C.) Friday (July 27) accused FCC of going "too far" and of "persecution of a small station" in refusing to renew license of WDKD Kingstree, S. C. (see page 40). Senator said he telephoned FCC Chairman Newton N. Minow "to let him know I felt the commission . . . ruling was unjust and harsh."

He charged FCC action was in error and against best interests of Kingstree and broadcasting industry. "If I were the owners of WDKD I would obtain an order restraining the FCC from imposing its ruling and take the matter into the courts to obtain justice," Sen. Johnston said. He added:

"WDKD showed good faith subsequent to the initial complaints. The FCC ruling takes on the form of persecution of a small station. The commission has gone too far in this case."

Chairman Minow said that he refused to discuss merits of case with Sen. Johnston because FCC may be called on to review its decision—made in 6-0 vote. Commissioner John S. Cross not participating.

Prior to FCC decision last week. Sen. Johnston wrote agency that failure to renew WDKD license "would be a grave injustice" (BROADCASTING, June 13). Commission also received letters from Texas and Indiana congressmen urging the license be renewed.

Campbell-Mithun named for Chun King account

Chun King Corp., Duluth, Minn., is announcing today (July 30) appointment of Campbell-Mithun Inc., Minneapolis, to handle advertising for company's canned food line. Billing on account is over $1 million annually, with about $500,000 in spot tv. Chun King's frozen food line is handled by McCann-Marschalk Inc., New York. Former agency for both lines was BBDO.

NAB asks new deadline for FCC plans comments

Extensions of time were asked by NAB in FCC's proposed rule changes affecting multiple ownership of stations and public inspection of network affiliate contract information. NAB asked extension from Aug. 20 to Oct. 15 for comments filing in connection with each of proposals.

NAB described the multiple ownership proposal as complex and requiring more time for study and analysis. As to network contracts, NAB said the affiliate contracts contain business information that has always been considered confidential.

Proposed change could have important significance, according to Douglas A. Anello, general counsel, and Robert V. Cahill, attorney, who filed for NAB. Their petitions noted that broadcast vacation schedules are to great extent related to commission's vacation month of August. Network affiliate notice was released July 20.

Examiner to recheck Flint ch. 12 dropout

Chief FCC Hearing Examiner James D. Cunningham says he wants to take second look at agreement between WIRT (TV) Flint, Mich. (ch. 12), and Lake Huron Broadcasting Co. in which latter would withdraw its application for ch. 12 in Flint.

Specifically, Mr. Cunningham asked Friday (July 27) whether (1) Lake Huron application was filed in good faith and (2) WIRT has agreed to withhold information in future of possibility of FCC "tantamount to acquiescence in a misuse of the commission's processes."

Lake Huron, permittee of ch. 9 WLPA (TV) Alpena, Mich., has asked to withdraw Flint application and WIRT, in turn, has agreed not to oppose any future Lake Huron petition to shift ch. 9 to Bay City, Mich., area (BROADCASTING, July 16).

WIRT renewal application had been set for comparative hearing with Lake Huron ch. 12 application. Examiner Cunningham held in abeyance joint petition for dismissal of Lake Huron application and ordered that replies to his questions be submitted by Aug. 16.

Editorializing talks

Part of New York meeting of ABC's owned tv station managers with network officials this week may be on broad guidelines for station editorializing. Policy move appears to be sparked by WBKB (TV) Chicago editorial over weekend, voiced by Alex Dreier, pleading mercy for "rehabilitated" convict Paul Crump, slated to die Aug. 3. WBKB earlier shelved long and controversial film on Crump case.

Senator's tactics delay satellite bill

Fighting to sidetrack communications satellite corporation bill until after November elections, Sen. Wayne Morse (D-Ore.) and small band of normally strong administration supporters tied up U.S. Senate virtually all day Thursday and Friday through use of parliamentary devices such as insisting on full reading of Senate "Journal" and refusing to yield floor.

Bill, already passed by House in overwhelming vote, would establish corporation to handle communications via satellite, ownership to be open to general public and communications carriers and three members of board to be appointed by President.

Many of those opposing present bill favor some sort of government ownership of corporation. They describe administration-sponsored bill as "giveaway" and express fear that giant AT&T will dominate satellite company.

Alexander to test tv ads in theatres

Alexander Productions Inc., New York, announced Friday (July 27) that 11,600 motion picture theatres in U.S. are now available to API for pre-testing of tv commercials.

Facilities are available to API through exclusive affiliation with Alexander Film Co., Colorado Springs, Colo., theatre screen advertising company. Michael Palma, API president, said the new method will enable advertisers to test commercials before audiences that are "both cooperative and attentive."

Bureau urges denial of WPBC-Tedescos plan

Broadcast Bureau urged FCC to deny application under which Nicholas and Victor J. Tedesco would withdraw from hearing for am station in Chisholm, Minn., and be reimbursed $16,000 expenses by WPBC Minneapolis, rival applicant.

Withdrawal agreement calls for deferred payment by WPBC to Tedescos and since latter have application for station in Bloomington, Minn., possibility of competitor-debtor relationship between two companies exists, bureau contended, claiming this would be contrary to public interest.

Bureau also cited FCC decision in ch. 6 South Miami, Fla., case, where commission refused to approve payoff
WEEK'S HEADLINERS

John M. Otter, director of special program sales for NBC-TV network, appointed director of national sales. He will be succeeded in former position by Sam K. Maxwell, who resigned as coordinator of network sales for CBS-TV to join NBC. Mr. Otter fills vacancy caused by resignation of Thomas B. McFadden to join Trans-World Airlines. (WEEK'S HEADLINERS, June 25). Mr. Otter joined NBC in 1953. Mr. Maxwell has held various positions with CBS in last 16 years.

Darryl F. Zanuck, independent motion picture producer and former head of Fox Film Studios, elected president and chief executive officer of 20th Century-Fox Film Corp. P. Skouras, who resigned June 27 as corporation's president, elected board chairman, succeeding Samuel I. Rosenman, holder of post since early this year. Directors also voted to enlarge board to 14 members. Elected to fill vacancies were William Wyler, motion picture producer-director; Arnold Grant, New York attorney; Francis Levien, president of Universal American Corp., New York company with diversified holdings, and Mr. Zanuck.

Stephen J. McCormick and Philip D'Antoni of Mutual and Donald E. Garretson of Minnesota Mining & Manufacturing Co., elected to board of directors of Mutual Broadcasting System, 3M subsidiary. Mr. McCormick is vp in charge of Mutual's news and Washington operations. Mr. D'Antoni, Mutual's general sales manager, was also elected vp-general sales manager. Mr. Garretson is treasurer of Mutual and manager of general accounting for 3M.

Robert F. Hurleigh re-elected president of Mutual, and John J. Verstraete Jr., 3M's director of communications, elected chairman of Mutual's newly created executive committee.

Ceremonies open Radio Hall of Fame

Radio Hall of Fame, founded by American Academy of Radio Arts, Crafts and Sciences, was formally opened at Chicago's Conrad Hilton Hotel Friday with greetings from President Kennedy and FCC Chairman Newton Minow. Jack Benny, Don McNeill, Norman Corwin and Mrs. Marie de Forest, widow of late inventor Dr. Lee de Forest, were present to receive Hall of Fame nominations, part of initial roster of 14 there.


President Kennedy wired, "It is gratifying that their contribution to radio over many years has earned them this recognition and expression of appreciation." Mr. Minow wrote, "The recognition of important contributions to broadcasting will help inspire others to high standards of achievement."

Nearly 1,000 mid-west broadcasting and ad executives attended luncheon.

Zenith sets record in sales, earnings

Sales for first half of year, plus new highs in factory shipments of radio and tv sets, were announced by Zenith Radio Corp.

Color tv sets also are moving well, firm reported. Consolidated sales were almost $146 million, up 25% from year ago; profit after tax of $8 million was up 30%.

ABC Radio gets rights to Patterson-Liston

ABC Radio has obtained rights to broadcast heavyweight championship bout between Floyd Patterson and Sonny Liston on Sept. 25, Robert R. Pauley, president of network, said Friday (July 27). Rights were said to be $400,000. Contest will not be carried on regular tv but presented via closed-circuit tv to theaters.

Bill would authorize FAA ban on tall towers

Rep. Oren Harris (D-Ark.), Chairman of House Interstate and Foreign Commerce Committee, offered bill late last week to authorize Federal Aviation Agency to prohibit construction of radio, tv towers more than 1,650 feet above ground, unless found not to be aviation hazard.

Rep. Harris, in Arkansas for Tuesday primary, was unavailable for comment on bill, HR 12706.

Present regulations require tv and radio tower applications to be submitted to FAA if above 150 ft. high.

Alch to produce commercials

Alan Alch, comedy and commercial writer-producer, has formed his own firm, Alan Alch Inc., Los Angeles, to create and produce radio and television commercials.

Mr. Alch, formerly with Johnson & Lewis Advertising, San Francisco, has been associated with Stan Freberg, wrote for the Colgate Comedy Hour, created animated films and won several advertising and media awards.

Alan Alch Inc., located at 9120 Sunset Blvd., is creating commercials for Manischewitz Wine and Delta Airlines.

Campbell radio-tv plans

Campbell Soup Co., Camden, N.J., has bought spot radio and tv campaign, starting in September, for its condensed tomato soup. Spot radio will be used in 65 markets; daytime tv spot in 140 markets. Agency: BBDO, New York.
CHALLENGE: Provide a way for 438,000 TV homes in the Nation's 38th TV market to see for themselves weather conditions in 36 Kentucky, 3 Alabama, and a full 50 Tennessee counties.

SOLUTION: Radar, miraculous as television itself, scanning 65,000 square miles of the Central South, to show "live" weather patterns to viewers—exclusively from WLAC-TV.

MORAL: Buy the station that wins audiences with imaginative, entertaining, and informative programming—WLAC-TV CBS, of course!

WLAC-TV the "way" station to the central south

Ask any Katz man—he'll show you the way!
The Embassy of New Zealand

His Excellency G. R. Laking, Ambassador of New Zealand to the United States, and Mrs. Laking, in the Embassy garden... another in the WTOP-TV series on the Washington diplomatic scene.
Hard to park

Parking is the only thing our quarter of a million dollar cruiser cannot do — with ease. Here are some of the things it can do.

Remotes: well enough for one rival network to use it for the “Today” show on location at Six Flags Over Texas, an amusement park between Dallas and Fort Worth.

Taping: well enough for the other network to send us from Dallas to Central City, Colorado ... on to Aspen, Reno, Lake Tahoe, and San Francisco ... 10,000 miles for a series of summer vacation specials.

This is the unit that won a Best of Category award at the '62 TV Film Festival for an Allstate Insurance commercial. Created, produced, and edited on the spot during Hurricane Carla.

Other facts? Our cruiser is completely self-sufficient; can power its own air conditioning as well as six Marconi cameras and two Ampex VTR units. It is exactly 40 feet long and strongly recommended for people who think BIG.

WFAA-TV

Channel 8, ABC, WFAA-AM-FM-TV, Communications Center, Broadcast services of The Dallas Morning News. Represented by Edward Petry & Co., Inc.
**DATEBOOK**

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

*Indicates first or revised listing.

**JULY**

July 30-Aug. 4—Cornell U.’s fourth annual Public Relations Institute. Speakers will include Dr. Karl A. Menninger, chairman of the board of trustees and chief of staff of the Menninger Foundation, Topeka, Kan.; Clarence Randall, retired president and board chairman of Inland Steel Co., and former special assistant to President Eisenhower, and Edward Bursk, editor of Harcourt Business Review, Ithaca, N. Y.

July 31 — Radio & Television Executives Society’s fourth annual Fun Day. Wyckagui Country Club, New Rochelle, N. Y.


**AUGUST**

Aug. 1—Reply comments due on FCC proposal to permit automatic maintenance of operating logs by broadcast stations.

Aug. 1—Deadline for comments on FCC rulemaking proposal to allow e.tv stations to use the same forms as educational fm stations when applying for licenses or renewals; also a new educational ownership form different from that used by commercial stations.

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

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

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

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


*Aug. 18—Sixth annual Broadcasters Sales Management Conference, Heidelberg Hotel, Jackson, Miss. Co-sponsored by Mississippi Broadcasters Assn. and U. of Mississippi.

RAB management conferences

Sept. 10-11 — Hyatt House, Burlingam, Calif.

Sept. 13-14 — O’Hare Inn, Des Plaines, Ill.


Sept. 20-21 — Cherry Hill Inn, Haddonfield, N. J.

Sept. 24-25 — Hilton Inn, Atlanta, Ga.


Oct. 4-5 — Western Hills Hotel, Fort Worth, Tex.

**NOW NUMBER**

NOW NUMBER

IN FLORIDA

ORLANDO-DAYTONA

Fastest growing market in Florida

Nat. Mkt. Homes* Ranking* TV

Miami 26 566,300

Tampa 40 425,100

Orlando-Daytona 67 292,100

Jacksonville 75 257,700

*Television, May 1962

**WESH-2**

Florida’s Channel 2

Advertising Time Sales, Inc.

National Representatives

Covers more of Florida than any other TV Station

BROADCASTING, July 30, 1962
King uncrowned

EDITOR: Since Dr. John F. W. King is a staff member of the American Cancer Society you had every right without further checking to quote from his talk in your editorial, “More smoke than sense” [EDITORIALS, July 2].

If through some lucky instinct you had double-checked, you would have learned that Dr. King’s was one man’s opinion and is by no means the opinion of the American Cancer Society. . . . The society has an obligation to convey to the public the facts developed by research, both clinical and epidemiological, and any sound statistical conclusions that can be observed. Currently, facts are developing which concern smoking as it relates to health, including lung cancer (with which the society is vitally concerned) . . . .

As principal purveyors of news, the radio and television industries share this responsibility with the society. . . . The broadcast industry and the society have shared many problems over the years and, through notable cooperation, have devised the means to bring to the public matters of great importance. . . . It wasn’t an easy thing to undertake any of these projects. But as a result . . . where one in seven patients was being saved a few short years ago, today the figure is one in three. Radio and television have contributed mightily to this progress. . . .

We are confident that the broadcasting industry and the society will be as good partners in the future as we have been in the past.—William B. Lewis (board chairman, Kenyon & Eckhardt, New York), chairman, public information committee, American Cancer Society.

Editorializing report

EDITOR: Congratulations on your excellent articles on editorializing [SPECIAL REPORT, July 16]. The scholarly research will be most helpful to all of us writing editorials for broadcasting.

Of special interest to me was “Freedom to editorialize came in 1949.” The historical background and resulting operating principles for editorializing in radio and tv were well delineated . . . . Certainly the reversal of the “Mayflower” decision and the subsequent adoption of the doctrine of fairness cannot help but impress broadcasters with the responsibility they must accept if they are to present a point of view . . . .—Allen E. Koenig, editorial writer, KPIX (TV) San Francisco.

EDITOR: Your report on editorializing [SPECIAL REPORT, July 16] proved to be very interesting. We take some pride in your having quoted us so generously on pages 50 and 54 . . . .—Lawrence A. Reilly, president, WTXL West Springfield, Mass.

EDITOR: You are to be congratulated on the special issue dealing with editorials. It was comprehensive and informative and should be read by every broadcaster. . . .—Chuck Williams, publicity director, WEEI Boston.

Roman error

EDITOR: Broadcasting [GOVERNMENT, July 16] incorrectly designates the San Francisco tv channel for which we applied as ch. XX. It actually was ch. XLIV.

The same story designated the Corona, Calif., application as ch. 45. This is also an error, since it was ch. 52— or ch. LII, if you prefer.—Richard C. Block, manager, Kaiser Industries Corp., Oakland, Calif.

[In rendering unto Kaiser what is Kaiser’s Broadcasting’s reporter was not employing Roman numerals for tv channels; he was using the algebraic “x” for digits then unknown to him but which he planned to fill in later. He did mark in both corrections on a proof but the electronic device which transmitted the final proof to the printer failed to pick up the fountain pen corrections; it’s insensitive to non-carbon ink.]

Reproduction of article

EDITOR: . . . Request your permission to reproduce, with appropriate credit to Broadcasting, portions of the article, “A head puts radio on couch” [BROADCASTING, June 25].—George W. Thorpe, president & general manager, WVCOR Coral Gables, Fla.

[Permission granted, with proper credit.]

First in Venice

EDITOR: I noted the story about Robert Lawrence Productions and the Venice Cup [PROGRAMMING, July 16].

I hasten to point out that Playhouse Pictures, Hollywood, was the first American studio to receive the cup in the seventh International Advertising Film Festival in 1960 at Venice. Playhouse also remains the only American studio to win three first place awards in this festival (for Ford Dealers of Southern California, Kaiser Foil and Olin Mathieson packaging materials).—George W. Woolery, director of public relations, Playhouse Pictures, Hollywood.

The Michigan story

EDITOR: Your Michigan story is still being widely acclaimed around these here parts. The Detroit News carried an editorial playing up the story.

Your expertly prepared article was most constructive.—E. T. Burroughs, assistant vice president, Michigan Bell Telephone Co., Detroit.
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Senior Editor: Bruce Robertson; Western Sales Manager: Bill Merritt; Assistant: Virginia Stricker.

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*Reg. U. S. Patent Office

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Radio-tv's challenge of the coming decade: six ways to grow

Within a decade I believe that radio and television will have taken great strides toward six accomplishments:

1) They will have tapped a hitherto largely untapped audience. (2) They will have helped increase attention value for both programs and commercials. (3) Believability in broadcast advertising will have increased tremendously. (4) Radio-tv will have found an equitable manner of charging for commercial time. (5) I hope they will have found a way to tap the tremendous amount of marketing information available in each market. (6) And lastly I believe that they will have found ways to market more efficiently in their coverage areas.

First, let's take a look at the untapped audience. Nielsen indices tell us that more than 50% of all listening comes from less than one-third of the families. With almost every home containing at least one radio set and at least one tv set, it hardly seems possible that there is a giant-size, two-thirds of the U. S. that accounts for less than half of the listening and viewing.

Big Potential - When you stop to think that this present audience (composing mainly one-third of all households) buys enough products from radio and tv advertising to make these media two of the most productive ever developed, you wonder what would happen if the other two-thirds of the potential audience was also available in good measure. The reluctant two-thirds, I suspect, has buying power considerably higher than the one-third which produces more than half of the ratings.

How does one go after these people? The obvious answer is with improved programming. But this is only a half-answer. Newspapers, and especially magazines, have solved this problem in a different way. They "program" their material to appeal to specific markets. They provide different menus for people with different appetites.

In Chicago and in other cities we can discern this trend in broadcast media. An important segment is fm stations that are beginning to take a fairly substantial bite out of the available audience. Since am radio reception has improved so much in the past 10 years that its quality is only slightly less good than fm, the reason for the trend must be programming.

Effective Selling - My second wish for 1972 is for better, more consistently interesting commercials that are in good taste. When newspapers and magazines carry advertising that is objectionable, the audience need only turn the page. For tv and radio the audience is a moderately captive one.

Yet there are plenty of statistics available that make it plain to all that tv commercials are viewed by a far smaller number of people than are recorded as audience. This is a problem; they might just as well not have tuned in the program in the first place as far as the advertisers are concerned.

My third wish is for more careful screening of advertising copy—for consistently believable advertising. Personal experience tells me that some newspapers, most magazines—and the networks, too—can get pretty stuffy about advertising copy claims. Some stations may have similar policies. If one of these days the broadcasting associations pull together to develop something similar to the Good Housekeeping Seal of Approval, believability will have taken an important step forward.

The 'Rate Race' - Fourth, methods of charging for commercial time may be the biggest problem and at the same time the biggest opportunity of all. I don't know how long it took newspapers and magazines to unscramble their rates, but they have done at least a fair job of it to date. I hope the broadcast media will do likewise.

Today, everyone insists on buying radio during the driving hours and tv during the peak evening hours. The results are double and triple spotting. This means only one thing: Pricing is wrong.

My objective would be to establish a rate structure that more directly reflects audience values. In time, I hope, it may be possible to develop a rate structure based strictly on audience. An advertiser would buy his spots at what would amount to a standard cost-per-thousand viewers or households. He would buy on a guaranteed rate and, as with print media, he would enjoy any bonuses in audience that came his way. He also would be credited with time or dollars if ratings fell below the minimum.

Valuable Data - Fifth, station managers today are sitting on gold mines of marketing and product information that move into their orbit, remain for a brief period, and disperse to the winds.

How many product failures has each seen in his market, analysis of which would greatly benefit the marketing community? What does he know about promotional efforts and competitive counter-attacks? I'll bet there are darn few managers who cannot go to one, two or three people and somehow arrange for purchasing data in a dozen stores or more on every single product that buys time on his station.

This information is worth a fortune to most advertisers. Local data is so much easier to obtain locally, which explains why those of us not local have to learn some things the hard way.

It took me two years to learn that a major copy improvement on a beer may take as long as six months to catch hold. It took me one year to learn that the same advertising copy on a successful product of the writing instrument variety will build immediate sales through a newspaper ad, will build even heavier sales on tv—but will take three weeks to get started.

Tomorrow's Dollar - My sixth wish is for really effective assistance, merchandising and promotion assistance for products in the local market. Some stations do this and it makes a significant sales difference if done properly.

Unfortunately, its greatest value is on the new product, the one on which you rely the least for income today. Many good products—with tremendous advertising potential—die in a month for lack of such merchandising support and distribution help. Tomorrow's ad dollars die with them, too.

David G. Watrous, 47, has been in advertising and marketing since he was 19, with the exception of four years in the U. S. Navy. He joined Ludgin two years ago and became president early this year. Before that he was with Tatham-Laird Inc., Chicago, for two periods, with time in between at Benton & Bowles, New York. His accounts experience range from dog food, cereals and banks to heavy industry. He is a governor of the Chicago council of the American Assn. of Advertising Agencies.
What happens when you cross face-to-face research with a diary?

PULSE TRIED IT. Got an 82% return.

(Do you know what absentee diaries bring back?)

Television measurement will never be the same.

Watch for TELEPULSE/P/D/Q

THE PULSE, INC.

The face-to-face touch in radio, television and market research.

If it's audience characteristics you want, Pulse qualifies.

730 Fifth Avenue, New York 19, N.Y.
Judson 6-3316
WKRG-TV delivers 100% more TV homes, 9:00 AM to Midnight, than either Station A or Station B in Mobile-Pensacola. ARB, June, 1962.

Effective Immediately Call
H.R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager
COMMERCIAL MAKING SPEEDS UP

- Prolonged slack period ends with burst of new activity
- Agencies argue business profitable; producers cry blues
- Both sides agree medium-sized firms may soon disappear

The television commercial production business was shifting into high gear last week after several months of doldrums.

A check of leading advertising agencies and film production houses by Broadcasting indicates the cheering news that most advertisers will produce as many commercials as last year, and perhaps more. Only a minority plans a reduction in commercials intended for presentation this fall.

These findings emerged from a study undertaken because of recurrent reports that the industry suffered a spring drought far more acute than usual and that outside production companies are beset by serious problems. The study explored the economics of the commercial production business as well as immediate commercial production plans.

An objective report on the status of the business is difficult to compile. It depends on the perspective from which the industry is scanned—from the production houses’ or the agencies’.

The consensus is that business in general is as brisk as it has been in years. With understandable variations, agencies report volume of commercials in production is as heavy as it has been in recent years. Producers, on the other hand, tend to agree that current activity is quick-paced, but insist this can be a misleading criterion.

If this sounds like a paradox, listen to the plaint of one large film commercial producer:

“It’s not how many commercials you turn out; it’s what you get paid for them. The prices have not kept pace with our costs over the past three or four years. Some commercials I produce bring me the same price I got three or four years ago. Meanwhile, my own costs have gone up considerably.”

Allegedly low prices paid for film commercials (which account for 85 to 90% of all commercials, with the remainder on tape) constitutes the key gripe of producers. This is a virtually unanimous pronouncement, though there is agreement that there is no easy solution to the subject of pricing.

Viewpoint of Agencies - Agency officials tend to discount producers’ complaints. Most are skeptical that a well-managed production house could not turn a profit at the prices they are receiving.

One top agency executive who has had job experience with commercial production companies makes this observation:

“For years producers got away with charging exorbitant prices. Starting four or five years ago, agencies started to become more vigilant. But it’s still my impression that producers charge a 50% mark-up on jobs. In other words, producers today aren’t making as much money as they used to, but that doesn’t mean they’re losing money.”

Both producers and agency officials seem to agree that the economics in the commercial production field are complex and fast generalizations cannot be drawn. Producers are insistent that prices must be raised somehow, but are frank to acknowledge they do not know how this can be accomplished under the present system of competitive bidding. The agencies hold that the production business is like any other business and individual producers, depending on their resources, management and creative skills, either will flourish or wither.

“Frankly, this isn’t our problem,” one agency man said. “That is, if it is a problem. Producers have been griping for years. Yet only a few have gone out of business, except for those one-man operations.”

Producers Worried - Apprehension developed among producers this spring

A Telstar reunion for Cioffis

One year ago Lou Cioffi went abroad to become ABC’s chief European correspondent. Last Tuesday, for the first time since then, his parents, Mr. and Mrs. Louis Cioffi of New York, saw their son. This was on the first live transmission of an American newsman from Europe on an individual network presentation, with Mr. Cioffi coming through via Telstar from Paris for the ABC news round-up. The Tuesday network programs came the day after the successful first exchange of live TV programs between the United States and Europe, hailed throughout the western world as a breakthrough in intercontinental television transmissions.

(See story, page 54)
because the usual hiatus from commercial production appeared to stretch over a longer period than in previous years. Several film producers claim that the "dry" period used to be a month—usually in May—but this year the inactivity began in March and continued through June.

They are pessimistic that dollar volumes, despite the feverish pace at the moment, will approach that of recent years. They are fearful that business peaks will be less frequent, while the valleys will recur.

Producers view these facets as contributing to their overall problem:

- The field continues to be crowded, will be affected adversely by sparser production of commercials intended for spot tv. They concede that there probably will not be a drop-off in network commercials.

The reason behind the cut-back in spot tv commercial making, they claim, is the residual talent fees paid on commercials carried on a market-to-market basis. The last Screen Actors Guild-American Federation of Television & Radio Artists pact covering spot commercials resulted, they say, in a substantial hike to performers, whose commercials are carried on spot tv. The network commercial code for performers is milder and, accordingly, adver-

... continues

fostering competition and encouraging low pricing.

- The practice of competitive bidding (anywhere from four to eight companies are asked to submit bids for a job) tends to depress prices even further.

- Concentrating activity during an eight-month period rather than a year-round plan opens up "dry" periods in the spring and early summer, during which many production companies are idle. This tends to sharpen competition for the available business, contributing to downgrading of prices.

Though many agencies say they expect to spend at least as much money as last year, there is no uniform pattern. Some agencies say they'll be producing fewer commercials and re-running them more often. But again there appears to be no general trend in this direction, as asserted by some outside producers.

Many producers claim that on an overall basis there will be less money invested in commercials than in past years. They insist that the total figure

Trend to an emphasis on graphic designs in commercials is epitomized by this 10-second spot for NBC-TV's new "living color" peacock, which Elektra Films produced. It took four months to make and used special back lighting and a spectrum of gray tones.

occur. Several point out that some moderately-sized production companies already have gone out of business and others are likely to follow them.

Though agencies generally believe that the plethora of producers enhances their bargaining position, most seem to feel that the industry would be "better off" if there were fewer production houses. They believe that this would provide stability to what often is a chaotic undertaking.

Thinning Out One area of agreement among agency men and producers is that as time goes on, there will be two types of production organizations—the very large and the very small. The giant companies, they reason, can offer a multiplicity of services under one roof (a one-stop shop) and the very small one can provide a highly specialized, often creative, service for a specific assignment. The medium-sized houses, they aver, will not be able to compete with either because it is not likely to be in a position to offer completeness on the one hand or specialization on the other.

Agencies disagree with producers on two scores—that production for spot tv is dwindling and that they are being "short-changed" because of increases in residual talent costs and in station time charges. Several executives claim that costs are evaluated carefully to ascertain the amount of money allocated for production, for residual costs and for time charges. They indicate they are fully aware of the way a budget is spent. With respect to producers' claims that spot tv commercials will be cut back, several agency officials said they are unaware of such a development, and one executive said:

"I can't see where there would be a conscious, planned effort to cut back on spot tv commercials. Why jeopardize a campaign in order to save on the cost of a new commercial that might run anywhere from $6-$8,000. We make our decisions—and I'm certain other agencies do too—on the effectiveness of the commercial. If one is particularly effective, we re-run them until we feel that they have run their course."

Slice-of-Life Producers and agencies agree on this point: for the fall season there will be an extension of the so-called "slice of life" commercials that spotlight families in real-life situations; an emphasis on commercials that are humorous, warm and friendly, and a heavier reliance on graphic designs. There is a belief that commercials will rely less and less on claims of a particular product, because, as one agencyman commented: "Let's face it. So many products are almost identical. When claims of superiority are made for many competing products, they lose their believability. And a good commercial
Typical of the “slice-of-life” motif that agencies and producers believe will continue to be popular this fall is this scene (I) from a Schaefer taped spot produced on location by MGM Telestudios for BBDO, New York. Describing incidents at a family picnic, 21 different scenes are used in the spot that is being run this summer. A new Clairol filmed commercial (r) produced by MPO Productions for Foote, Cone & Belding, New York, also typifies trend toward spots telling a family situation story. Commercial, scheduled to run on daytime network programs next month, is for Clairol’s Silk & Silver spray and glamorizes grey hair in an evening of fun at the yacht club.

must first of all have a basis of believability.”

Among producers, a bright note is sounded by video-tape production companies. They report that the business outlook is “excellent.” Two of the leading organizations—Videotape Productions of New York and MGM Telestudios—state that July business has been at record levels and prospects for the late fall and summer continue to be bright.

**Daytime network tv sees fall record**

**ABC, CBS, NBC EXPECT AS GOOD OR BETTER SALES THAN FOR 1962**

Network television daytime sales, continuing a two-year upward trend, are heading toward a record fourth quarter. Daytime sales for the year can now be expected to at least equal last year’s 16.7% increase over 1960.

Not only are the three tv networks writing more daytime orders for the fall season than in past years, but they are getting the business earlier, spokesmen for ABC-TV, CBS-TV and NBC-TV said last week. All are approaching an overall sold-out level and most time periods are completely sold.

ABC-TV said its fall daytime schedule is virtually sold out (95%-98%) for the coming fourth quarter. Edward Bleier, vice president in charge of daytime sales, claims it’s ABC-TV’s “best pre-sold sales record ever.” Similarly, CBS-TV and NBC-TV report their fall schedules are near the 100% sold status. “We’ve locked up the fourth quarter earlier than ever before in our history,” a CBS-TV spokesman said. He added that the 12-5 p.m. schedule is completely sold and only scattered minutes remain in the morning minute plan.

NBC-TV noted that a program rescheduling process at present makes it difficult to cite a percentage figure covering the total amount already sold. It appears, however, that six of the 12 half-hour daytime periods are 100% sold and the remaining half-hours are at about the 80% sold level, according to James G. Hergen, NBC-TV director of daytime program sales. He said fall business is a little better and it’s earlier than last year. He said that fall of 1961 was “very good but daytime was only about 70% sold at this time of the year."

**Daytime Analysis • Mr. Hergen sees three major reasons for the “better and earlier” business. In the first place, he believes all three networks “have learned to explain and sell daytime better—advertisers and agencies have more understanding of daytime tv’s values.”**

**Secondly, he singles out “improved flexibility through changes of policy in daytime selling.” The third factor involves the “three-network competition for programming strength, thus providing a broader choice and greater values for both advertisers and viewers.”**

**Best Ever • The bright outlook for fall, combined with the sales record for the first nine months, undoubtedly will add up to make 1962 the most prosperous year for network tv daytime sales. In the first five months of this year, according to Television Bureau of Advertising, daytime sales have averaged 15% higher than in the corresponding months a year ago. TbB reports January up 14.9%; February up 18.4%; March up 11.9%; April up 12.1%, and May up 17.6%.

TbB reports over the past few years show that daytime was strong for the full year in 1959, which was 17.7% ahead of 1958. A weak period developed, however, in the fall of 1959 that continued to the fall of 1960.

The full story of summer 1962 has not been told. The networks have enjoyed good summer daytime business in the last two years, and all report that this summer is ahead of last year. As one network executive said: “The advantages of summer discounts more than compensate for the smaller number of sets in use.”

**NBC-TV daytime sales**

NBC-TV’s daytime business in June totaled $10,688,000 in new and renewal orders, it was announced late last week. The June sales volume plus May’s $13,470,000—the largest one-month total in the history of the network’s daytime programming—totals $24,138,000 over the two-month period. During June, nine national advertisers placed new orders totaling $3,643,000 and six national advertisers renewed orders totaling $7,025,000.
ALBERTO-CULVER'S SUCCESS
Chicago firm annually doubling tv ad budget; sales doubling, too; 1962-63 goal: $30 million

Every year since its beginning in 1955, the Chicago-based toiletries firm, Alberto-Culver Co., has about doubled its advertising budget—placed virtually 100 percent in tv, saturated year-round—and has ended each year with total sales approximately double the year before.

The 1962-63 year will be no exception, the firm told its national sales convention Thursday afternoon in Chicago, and spending in tv spot and on all three tv networks will be boosted to the $30 million mark. This is twice the budget this time last year and more than the total of product sales itself for 1961.

Saturation spot tv schedules alone currently are running at the $1 million-a-month rate. Alberto-Culver agencies are Compton Adv. and BBDO, both Chicago.

The unusual three-day sales meeting, styled as a tv spectacular (Broadcasting, July 23), featured executives of the tv networks as well as a parade of tv stars such as Vince Edwards, Bud Collyer and others seen in the collection of 20 daytime and nighttime network programs to be partially sponsored by the company beginning with the fall season. The sponsor has a heavy network schedule running now, too.

First nighttime tv * For the first time, Alberto-Culver will have programs at night on all three tv networks, according to Charles A. Pratt, advertising director. Its daytime participation schedule includes eight shows on CBS-TV and six on NBC-TV.

Alberto-Culver plows back nearly two-thirds of its sales dollar into advertising and selling, president Leonard H. Lavin said, while others in the industry spend less than one-half of their sales dollar for these purposes. The firm now claims to have become "No. 1" in the health and beauty field and expects to sell $55 million worth of product this calendar year and hit the $200 million mark with a wide product diversity by 1964.

Tribute to Alberto-Culver for its sky-rocket growth in both sales and tv advertising was paid in person Thursday by James Aubrey, CBS-TV president; Edgar Scherick, ABC-TV sales vice president; Walter Scott, NBC-TV executive vice president, and Edward Vovnow, president of Edward Petry & Co. Other speakers included Barton A. Cummings, president of Compton, and Charles H. Brower, president and chairman of the executive committee of BBDO.

Mr. Lavin founded Alberto-Culver in early 1955 with the initial product, Alberto V05, a hair dressing and conditioner he purchased from a California beauty supply firm of the same name. He switched emphasis to the consumer market and tried a small schedule of three spots a week in Philadelphia. The firm acquired a second product, Rinse Away, a dandruff treatment for home use, soon afterwards and began to develop its own line of companion products.

Tv in first year * By the end of the firm's first full year of operation in 1956 sales were $1.5 million and aggressive use of tv was underway. Sales went up to $2.9 million in 1957 and $5.3 million in 1958. Command, a men's hair dressing, was added the next year and sales jumped to $10.4 million. Tv expenditures were upped proportionately.

In 1960 Alberto-Culver expanded into new offices and factory space in the Chicago suburb of Melrose Park and ordered the world's largest tv commercial, a $1.49 million. In 1961 the factory size was doubled, other products were added, and sales hit more than $25.3 million. Sales the first half of this year topped that figure before the end of this year's first six months. Products now are manufactured in 11 countries and marketed in 29.

This next year's $30 million ad budget is only domestic. Foreign spending was not disclosed.

President Lavin told the 300 salesmen Thursday their ranks will double by this time next year.

What about competition from the Procter & Gambles of the business? The convention hall rang with such expressions as, "We'll mow 'em down."

CBS-TV colorcasting for concert unlikely

Corning Glass commercials were being shot in color last week in the hope CBS-TV will carry them in color this fall when Corning sponsors a two-hour telecast of the opening concert at New York's Lincoln Center for the Performing Arts. But the chance that CBS-TV thus will return to colorcasting is said to be slim.

A Corning spokesman said he doubts that the Sept. 23 program will be colorcast because the air conditioning cannot handle the extreme heat created by the lighting required for a colorcast.

Lighting engineers at Corning, which makes bulbs for color tv, are trying to devise a special lighting system to meet the conditions, but it's not expected to be ready in time.

Agency appointments...

- Wilkins Coffee Co., Washington, D. C., names Kal, Ehrlich & Merrick, that city.
Charlotte's WSOC-TV
takes 4 out of 5 first place awards
Southern Newsfilm Competition

For third consecutive year
a big sweep for
WSOC-TV news staff:
1. First in 4 out of 5
   tv news categories.
2. Amassed 25 out of
   the possible 35
   contest points.
3. Each WSOC-TV staff
   member placed in contest.
4. WSOC-TV's George Carras
   named "Southern TV
   Photographer of the Year."

Some of the prettiest sales pictures in the Carolinas are being built
within the framework of Channel 9's hard-hitting, imaginative news
service. WSOC-TV's Carroll McGAughey and staffers bring local and
regional events alive for a market of nearly 3 million people. You'll
do well yourself with Charlotte's WSOC-TV. Let us tell you how this
great area station of the nation can work with you.

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

BROADCASTING, July 30, 1962
TV’S BOOM PERIOD: LATE NIGHT

Billings are now 10% of tv national advertising figure, representing tripling of total in five years to over $150 million

Late night television is the medium’s fastest-growing time period, accounting for more than 10% of national advertising in tv, the Television Bureau of Advertising reported last week.

TvB estimates that more than $150 million in national advertising gross time billings (covering network and national spot tv) will be invested in late night during 1962, said to be more than three times the $46 million spent in that period five years ago. TvB notes that while nighttime tv expenditures tripled, total tv billing for national advertisers increased by only 50%. (Late night tv includes the periods between prime time and sign-off).

In the first quarter of 1962, late night television reached 36,603,000 homes during an average week between 11 p.m. and 12 midnight, representing 74.7% of all U. S. tv homes (Source: A. C. Nielsen Co.). TvB reported that each week home viewers watched late night programs an average of 2 hours and 49 minutes.

Nielsen figures also show, TvB said, that of all the time periods during the day, late night tv shows have the fewest year-round changes between highs and lows. For example, sets-in-use during late night range from a 31.4% high to a 26.3% low, TvB stressed.

The bureau estimated that of the more than $150 million to be allocated for late night tv in 1962, approximately $140 million will be spent in spot tv and about $12 million in network tv.

In the first quarter of 1962, spot tv gross time billing in late night amounted to $38,091,000, or 20.9% of total spot tv, as compared with 1957 first quarter spot tv billing in late night of $10,724,000 or 9.2% of the total (Source: TvB-Rorabaugh).

Leading late night advertisers (see tables) were Procter & Gamble, Lever Bros. and Colgate-Palmolive in spot and Sun Oil, P. Lorillard and Beech-Nut (Life Savers) in network tv.

Business briefly...

Zenith Radio Corp., through Foote, Cone & Belding, and Amana Refrigeration Inc., through MacFarland, Aveyard & Co., will co-sponsor NBC-TV’s coverage of the World Series of Golf on Saturday, Sept. 8 and Sunday, Sept. 9 (4:30-6 p.m. EDT). Champions Jack Nicklaus, Arnold Palmer and Gary Player will compete for a $50,000 first prize.

Event originally was to have featured a foursome, composed of winners of four golf events—U. S. and British Opens, the PGA and Masters—but field in World Series was reduced to three when Palmer won two of the events.

Metro Goldwyn Mayer has purchased five participations on the Tonight show (Mon.-Fri., 11:15 p.m.-1 a.m., EDT) during the week of July 30 to advertise the motion picture “Lolita.” Agency: Donahue & Coe, New York.


Pittsburgh Plate Glass Co. has bought sponsorship in NBC-TV’s Laramie (Tue., 7:30-8:30 p.m. EDT) and International Showtime (Fri., 7:30-8:30 p.m. EDT) during the 1962-63 season. Agency: Maxon Inc.

Rep appointments...

- WALA-AM-TV Mobile: nationally by Select Station Representatives, New York, effective Aug. 1; regionally by Clarke Brown Co., Dallas (continuing).
- Channel 13 of Rochester, interim company formed by eight applicants for tv channel in Rochester, N. Y.: Blair-TV, New York, as national representative.

Young & Rubicam tests opinion measurement

Young & Rubicam, New York, is experimenting with a new research technique called “Instant Data Service,” intended to provide rough measurements of national opinion on short notice through the use of a very small but well-distributed sample of the population.

Y&R’s development of the technique


Tv's biggest spenders in the late hours

**LEADING LATE NIGHT ADVERTISERS SPOT TV GROSS TIME BILLINGS*, FIRST QUARTER 1962**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total</th>
<th>Late Night</th>
<th>% Late Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$16,528,700</td>
<td>$4,927,300</td>
<td>29.8</td>
</tr>
<tr>
<td>Lever Brothers Co.</td>
<td>6,599,300</td>
<td>1,564,600</td>
<td>23.7</td>
</tr>
<tr>
<td>Colgate-Palmolive Co.</td>
<td>5,244,200</td>
<td>1,166,100</td>
<td>22.2</td>
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<tr>
<td>Bristol-Myers Co.</td>
<td>3,324,600</td>
<td>1,078,100</td>
<td>32.4</td>
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<tr>
<td>Alberto-Culver Co.</td>
<td>1,998,400</td>
<td>1,049,700</td>
<td>52.5</td>
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<tr>
<td>Gillette Co.</td>
<td>2,006,900</td>
<td>991,700</td>
<td>49.4</td>
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<tr>
<td>Wm. Wrigley Jr. Co.</td>
<td>3,282,100</td>
<td>889,400</td>
<td>27.1</td>
</tr>
<tr>
<td>Philip Morris Co.</td>
<td>2,080,200</td>
<td>868,300</td>
<td>41.7</td>
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<tr>
<td>Miles Laboratories</td>
<td>2,295,100</td>
<td>828,000</td>
<td>36.1</td>
</tr>
<tr>
<td>General Foods Corp.</td>
<td>4,762,800</td>
<td>743,000</td>
<td>15.6</td>
</tr>
</tbody>
</table>

**TOP SPOT BRANDS IN LATE NIGHT*, FIRST QUARTER 1962**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Late Night</th>
<th>Total</th>
<th>% Late Night</th>
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<tr>
<td>Wrigley Gum</td>
<td>$889,400</td>
<td>$3,282,600</td>
<td>27.1</td>
</tr>
<tr>
<td>Alka Seltzer</td>
<td>1,566,800</td>
<td>1,566,800</td>
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<td>Parliament Cigarettes</td>
<td>1,357,400</td>
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<td>Contac</td>
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<td>48.4</td>
</tr>
<tr>
<td>Bromo-Seltzer</td>
<td>855,300</td>
<td>855,300</td>
<td>47.3</td>
</tr>
<tr>
<td>Avon Cosmetics</td>
<td>1,700,900</td>
<td>1,700,900</td>
<td>22.5</td>
</tr>
<tr>
<td>Gleem</td>
<td>1,181,100</td>
<td>1,181,100</td>
<td>31.4</td>
</tr>
<tr>
<td>Dash</td>
<td>1,040,300</td>
<td>1,040,300</td>
<td>33.2</td>
</tr>
<tr>
<td>Downy Softener</td>
<td>1,021,400</td>
<td>1,021,400</td>
<td>33.7</td>
</tr>
<tr>
<td>Clorox</td>
<td>915,900</td>
<td>915,900</td>
<td>37.2</td>
</tr>
</tbody>
</table>

* Source: TVB-Rorbaugh

**LEADING LATE NIGHT ADVERTISERS* NETWORK TV GROSS TIME BILLINGS, FIRST QUARTER 1962**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Total</th>
<th>Late Night</th>
<th>% Late Night</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun Oil Co.</td>
<td>$424,778</td>
<td>$422,870</td>
<td>99.6</td>
</tr>
<tr>
<td>P. Lorillard Co.</td>
<td>3,358,395</td>
<td>392,319</td>
<td>11.7</td>
</tr>
<tr>
<td>Beech-Nut Life Savers</td>
<td>3,229,478</td>
<td>301,820</td>
<td>9.3</td>
</tr>
<tr>
<td>Mogen David Wine Co.</td>
<td>206,714</td>
<td>206,714</td>
<td>100.0</td>
</tr>
<tr>
<td>Gold Seal Co.</td>
<td>465,339</td>
<td>202,956</td>
<td>43.6</td>
</tr>
</tbody>
</table>

* Source: TVB/LINA-BAR

was revealed last week when it became known the agency had conducted two surveys for the White House in mid-June to determine the attitude of adult Americans toward President Kennedy's news conferences. They showed that two-thirds of the sample did not know on the first day (June 14) that the President had held a conference, and the next day (second survey) three-fifths of the sample had not learned that Mr. Kennedy had held a conference. Among those who had seen or heard the conference on radio-tv, 95% maintained that it was a "worthwhile experience."

Agency officials refused to reveal the details of the technique or its application for radio, tv and other media, claiming "it's still too early." It is known that the two surveys were made by telephone to 84 individuals in 12 cities on the first day and 93 in 12 cities on the second day.

$75 million ad bill seen for N.Y. fair

An estimated $75 million will be spent by exhibitors in advertising their participation in the New York World Fair, Thomas J. Deegan Jr., chairman of the fair's executive committee, predicted in a speech to the Magazine Promotion Group in New York City last week.

The media to be used in advertising the fair, which starts in April 1964, include television, radio, closed-circuit tv, magazines, newspapers and outdoor advertising. So far no budget breakdown has been made.

Mr. Deegan said major tv advertisers who sponsor "spectaculars" will devote numerous shows to the fair, many originating at the fairgrounds.

The agency for the New York World Fair is J. Walter Thompson Co., New York.

SRO sign hung out for Carson late show

NBC-TV's Tonight Show Starring Johnny Carson has reached sold-out status, nearly three months in advance of its Oct. 8 starting date, reports William Storke, NBC-TV director of participating sales. He said 29 advertisers have signed for the fourth quarter.

The advertisers and their agencies:

- Lehn & Fink Products (Geyer, Morey, Ballard and Fuller & Smith & Ross); Valor Enterprises (Howell & Young); Tubular Textile Machinery (Mogul, Williams & Saylor); Otto Bernz (The Rumrill Co.); Technical Tape Corp. (Product Services Co.);
- Liggett & Myers Tobacco (J. Walter Thompson);
- W. A. Sheaffer Pen (BBDO); Block Drug (Sullivan, Stafford, Colwell & Bayles); Adam Hats (Mogul, Williams & Saylor); Revere Copper & Brass (Adam & Keyes);
- Baldwin Piano (Hill, Rogers, Mason & Scott).

Mogen David Wine (Edward H. Weiss); Mirro Aluminum (Cramer-Krasselt); Gulf American Land Corp. (Paul Venze Assoc.);

- American Cyanamid (Perry-Brown); F & F Labs (Lilienfeld & Co.); Dominion Electric (Howard Swink); Philco Corp. (BBDO);

- Sunbeam Corp. (Foote, Cone & Belding); Dodge Div., Chrysler Corp. (BBDO);
- Wembley Inc. (Walker Saussy); Trylon Products (Lilienfeld & Co.);
- Kayser-Roth (Daniel & Charles);
- Masonite Corp. (Buchen Adv.);
- International Shoe (Krupnick & Assoc.);

- Armstrong Cork (BBDO); Cracker Jack (Doyle Dane Bernbach); Eureka-Williams (Earle Ludgin), and Minnesota Mining & Mfg. (MacManus, John & Adams).

SRDS-Data to set up Honeywell computer

Plans to install a Honeywell 400 electronic computer to speed its media planning, billing and evaluation services in advertising were announced last week by SRDS-Data Inc.

Officials said that among the initial uses of the Honeywell unit, capable of handling up to 10,000 mathematical calculations per second, will be a "bill-payer" arrangement under which Data Inc. could control an agency's entire accounting procedure, including responsibility for placing broadcast and print buy orders.

The computer, they said, also will be able to examine advertising programs, determine the "best" buys obtainable and then, upon instruction from the advertising agency, place the orders with the selected media. Spokesmen discouraged speculation that "automated
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 tapping of local television advertising and is described here as part of a continuing series of new product reports compiled for Broadcasting each week.

The arrival of new products in television identifies them—often for the first time—as potential sources of future business for stations generally, and as potential competitors for other advertisers and agencies. Broadcasting’s reports will list, each week, all products which during the latest monitoring period appeared for the first time in BAR records, whether they are entirely new products or are existing products not recorded in spot television before. BAR monitors rix to eight markets each week, an average of 28 per month and a total of 77 different markets per quarter.

Monitored during period ended July 20:

- **Product**: Welch Apple-Grape drink. Company: Scott Paper Co.

Sweeney proposes effectiveness study

Formation of an industry-wide “foundation” to develop methods of measuring the sales effectiveness of advertising was proposed last week by RAB President Kevin Sweeney, who said RAB would contribute up to $50,000 to get the project started.

“The only realistic standard of effectiveness is the jingle of metal and the whisper of paper as they’re placed into the cash register,” he told the Miami Advertising Club in a speech Wednesday. “I believe this so thoroughly that I propose that the advertising industry drop the necessary seed money into the cup to develop accepted methods to measure the sales effectiveness of advertising.

“I believe that all the organizations now studying the problems of measuring sales effectiveness should combine forces and finances into one organization... and make a crash study with projects in many cities, the results of which will be open to all contributors.”

Mr. Sweeney said RAB also would make available to such an “advertising effectiveness foundation” the 9,000 case histories of advertising sales results developed in the Higbee-RAB department store challenge study. This study evaluated radio and newspaper sales effectiveness for Higbee’s store in Cleveland over a two-year period.

Mr. Sweeney said his foundation proposal is “selfish” because radio would get “many times” more support if sales results were the criterion on which advertisers select media. The current basis of evaluation, he said, is “some circulation data plus personal opinion, which has kept radio out of a dominant place in retail and national advertising.”

He said radio “trippled its efficiency” for the Higbee’s store in less than two years. In that span, he said, sales-per-dollar increased from a little over $3 per dollar of radio advertising to about $11 in sales for each dollar spent in radio.

Four markets added to Streitmann buy

Streitmann Biscuit Co., Cincinnati, has increased its lineup of the Biography syndicated series from 24 to 28 southern markets, reports Seymour Reed, president of Official Films Inc., distributor. The four markets were not named. Ralph H. Jones Co., Cincinnati, is the agency.

Mr. Reed said Biography now has been sold in 117 markets. New client sales include the Mercantile National Bank of Kansas City, Omaha National Bank, Milwaukee Federal Savings & Loan Co. and Baltimore Federal Savings & Loan Assn. The latest station sales have been to WTOP-TV Washington, WATE-Knoxville, WCKT (TV) Miami, KGNC-TV Amarillo, KTBC-TV Austin, WHEN-TV Syracuse, KROD-TV El Paso, KOSA-TV Odessa, Tex., and KREX-TV Grand Junction, Colo.

Y&R field service unit

Young & Rubicam, New York, announces it has set up a field service unit in its media department to represent the agency in all local markets and function in all phases of local media. The unit will be headed by Thomas Lynch, an associated media director.

The unit will include the spot radio-tv availability group supervised by Ray Jones and the local tv programming group which maintains up-to-date information on and liaison with local radio-tv stations. This function is being transferred from the radio-tv department.
one radio station in the nation’s top ten markets surpasses all others in weekly penetration*

KMOX RADIO

“THE VOICE OF ST. LOUIS”

*Cumulative Pulse, 1962

KMOX Radio is a CBS Owned station represented nationally by CBS Radio Spot Sales
Eleven Brides
in a rather special swimming pool

Certainly, few swimming pools were more badly wanted—or were ever more elaborately obtained.

This pool was built because 12,000,000 used tax stamps were mailed in by Ohio families, when they were asked to by the strongest radio voice in Northern Ohio—KYW Radio in Cleveland.

The State then redeemed these stamps (at 2% of their face value) for the Cleveland Society of the Blind. With the cash this provided, the Society paid for the Summer Camp Pool (designed especially for the blind) which it had been dreaming of for fifteen years.

And the 11 brides?
They were picked for a surprise “June Shower” given to them by KYW in honor of this year’s vintage-crop of new families in the 10,000 square miles of 23 northern Ohio counties, where KYW has intensive coverage.

We asked the brides to help us to take this picture because the pool and the brides together tell still another story.

They represent two sides of the many-sided, continuous flow of events in KYW’s lively, year-round “Family Affair” with its listeners, the largest radio audience in Northern Ohio.

They also indicate in small part how KYW’s services to its listeners cover five different dimensions of radio, briefly summarized as: Community Involvement, Entertainment, News, Personalities and Public Affairs.

These five dimensions of responsible radio are the hallmark of all WBC Radio Stations—whose creativity, importance, and impact are measured by the way in which their listeners respect and respond to them as prime movers of ideas, goods...and people.

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA, WBZ-TV, Boston; KDKA. KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KPIX, San Francisco and WINS, New York
The first step in a major overhaul of the commercial fm band (92-108 mc) was taken July 26 by the FCC. The commission revised its rules to set up new coverage classes and tightened its mileage separations, the first significant rules change since 1946.

Still to come is a brand new table of channel allocations by cities, similar to that used in television. A proposed table will be completed during the autumn after clearance with Canada.

Behind the FCC’s new fm rules is a desire to update the coverage curves for the first time since the postwar rules plus mounting pressure for a halt to shrinkage of areas served by large (Class B) stations. Lessons learned from deterioration of am coverage patterns and the antiquity of fm coverage curves took an important role in the commission’s new action.

While the new rules, titled “First Report and Order,” are of profound importance to the fm band, the practical significance awaits issuance of the proposed allocations table.

Here are some of the highlights of the proposed table:

- All existing fm stations would retain their present facilities in the new allocation table. The FCC will build its table around these current assignments.
- Each community would have at least one fm station, as far as possible, especially if it lacks much am service.
- At least two fm services are deemed desirable, especially where there is no primary am service and the community is outside an urban area.
- Fm would provide a substitute for am operations where am service is marginal.

**Fm Zones and Classes** Three classes of fm stations and three geographic zones are specified by the FCC’s new report and order (see box this page).

These changes, the FCC is convinced, will prevent further deterioration of the fm band, especially acute where population is heavy. They will provide more growth of the medium.

Three key subjects were not touched in the new rules:

- Equipment rules are unchanged.
- Nothing was done about the touchy matter of am-fm duplicate programming.
- Proposals for wider spacing of fm stations because of multiplexed stereo were passed by the commission apparently feeling multiplexed signals do not travel as far as primary signals.
- Educational fm (88-92 mc) wasn’t touched.

The three new geographic zones are as follows: Zone 1 (same as tv Zone 1) includes part or all of 18 Northeastern states and the District of Columbia. Zone 1-A is confined to California south of the 40 degree north latitude line (just north of San Francisco). Zone II includes the rest of the United States.

Applications for fm stations pending at the FCC, or applications for changes in existing stations, will be acted on if they conform (or are amended to conform) to the new rules. The commission will help applicants find another channel assignment if a mileage problem is involved, especially if they filed before July 5, 1961 when the changes were proposed by the FCC.

**Educational Fm Angle** Educational fm is involved in one respect. Stations in the three 91 mc channels adjacent to the 92 mc commercial limit must meet mileage separations affecting the three lowest commercial channels.

The upcoming allocations table is expected to bring fm into line with tv by providing a “go-no go” basis for assignments. Thus the commission and potential applicants will be able to predict, as it stated, “whether a particular proposed operation will be granted or must be denied. The absence of such a concept in the am service necessitates, in many cases, the elaborate consideration of various factors on a case-to-case basis in connection with each application. Service gains must be weighed against losses in each case; populations must be counted; field strength measurements and often counter-measurements are submitted to attempt to determine the exact location of contours; extent of other service available must be considered.

“The controversies over all of these matters often result in long, involved and costly hearings. The whole process has led to the great delays and burdens, on the commission, on private parties, and on the public, all too familiar in the standard broadcast service. Moreover, the absence of the fixed standards leads to the generation and filing of marginal applications.”

As to directional antennas, the proposed additional order said, “They should not be used as a device for reducing the co-channel and adjacent channel spacings. Not only would such a use obviously be incompatible with the preparation of a table of assignments, but it would tend to thwart the orderly and efficient development of the medium generally.

“The directional antennas must be used only on the basis they do not radiate, in any horizontal or vertical direction, more than the maximum power permissible for an omnidirectional operation; and stations will not be assigned at substandard spacings simply
Superb performance...

Mr. William B. Neal, General Manager of Station KSYN-FM, Joplin, Missouri, reports on the NEW Gates EXECUTIVE Transistorized Console:

"I would like to congratulate Gates Radio Company for the superb performance of our new console. This is the most versatile piece of equipment we have in our two stations here in Joplin."

Mr. Neal's report cites the superb performance and versatility of the world's most extraordinary audio console... the EXECUTIVE... an entirely new, completely transistorized audio system from the exclusive Gates Solid Statesman line. Gates firmly believes that no other console — anywhere — can match the EXECUTIVE'S galaxy of facilities, precision workmanship and highly advanced transistorized circuitry.

The EXECUTIVE is designed for either full 10-channel stereo operation or monaural AM, FM and TV dual channel broadcasting with stereo inbuilt for your future needs. Here is unparalleled versatility in program origination: Compatible AM signal simultaneous with FM stereo program, or full stereo program to FM transmitter and monaural program to the AM transmitter. When stereo programs are not broadcast, the two output channels may be used to feed either a monophonic signal to two transmitters simultaneously, or for two completely different programs.

Typical frequency response is ±1.5 db 20 to 20,000 cps in program circuits, with typical harmonic distortion at 0.5% maximum, 20 to 20,000 cps at +8 dbm output.

One familiarization run and you'll be right at home with the EXECUTIVE'S clean, straight-forward control panel. So simple to operate! Each control function is clearly identified and systematically positioned for split-second instinctive response. This "feel-of-the-board" balance is accentuated by the new large control knobs — exclusively designed for Gates.

There's more — much more — to the EXECUTIVE story. Write today for Brochure No. 107.

Our 40th Year
1922-1962

GATES
GATES RADIO COMPANY
Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS

Offices in: HOUSTON, NEW YORK, LOS ANGELES, WASHINGTON, D.C.
In Canada: CANADIAN MARCONI COMPANY
because, by directionaizing, they protect existing stations."

License Surrender. The FCC order provided that a cp or license surrendered voluntarily under the proposed rule sets up this situation: The FCC will determine whether the channel involved should be assigned elsewhere. This does not apply to normal station sales, however.

As of last week there were 934 licensed commercial fm stations on the air plus 66 with cps; another 201 cps weren't on the air and 160 fm applications were pending. About 200 educational fm stations are on the air.

Currently forty fm stations in the nation are operating with 100 kw. Tower heights above the maximum are to be offset by reduced power to maintain the coverage ratio.

Chicago fm outlet faces revocation

Citing a nine-count indictment, the FCC last week ordered WCLM (FM) Chicago to show cause why its authorizations for regular fm, multiplex and storecasting should not be revoked. The revocation order said the station "appears to have violated commission rules in the following practices:

- Using its storecasting facilities for commercial announcements and horse-race results.
- Leasing the same facility to Newsplex Inc., a local news service, without informing the FCC.
- Failing to maintain operating logs, supply the commission with requested information and not taking corrective action after the FCC had notified WCLM of violations.
- Devoting its major broadcast time to music and commercial announcements directed primarily to chain grocery stores although the station's license was renewed upon a promise of balanced programming.
- Entering into a contract with a commercial firm that denied WCLM control over programming. This, the FCC said, constituted a time broker's contract which was not reported to the commission.

Last April, WCLM called a news conference to deny reports in Chicago newspapers that the station's race results to special subscribers is intended to promote illegal gambling (Broadcasting, April 23). William Drenthe, manager, said WCLM was cooperating fully with an FCC investigation of the charges, the FBI and local police.

WCLM is on 101.9 mc with 60 kw. It is licensed to Carol Music Inc.

The commission gave WCLM 30 days to reply to the charges and said a hearing, if held, will be in Chicago.

Minow warns of apathy to NAB codes

The radio and tv codes of the NAB will be incorporated into the proposed FCC rules if the industry does not enforce the codes' provisions, FCC Chairman Newton N. Minow warned July 22 on Meet the Press (NBC).

"Asked if the commission can limit the number of commercials, the chairman replied: "I think it is within our power . . . and the industry itself has a code on how many commercials you can have. I have suggested that if the industry is unable to enforce it we will just take its own [NAB] code, not touch it, and make it a rule that does apply to everyone."

Chairman Minow also said he would like to do something about "serious drama interrupted in the middle by a toilet ad." Among other points by the chairman made during the interview:

- Present tv programming is a "modified vast wasteland." The chairman said he has not regretted his 1961 definition of tv and "given the circumstances" would use the term today. He said the industry has repeated the wasteland characterization repeatedly "which I regard as sort of evidence of some conscience that has been felt."
- "Inevitably the government will play a part" in deciding what programming is used for live, international broadcasts via space satellites. The question is how large a role is to be played by the government and the State Dept. is working on the problem, he said. (A State Dept. spokesman said last week that a task force soon will be established within the department to handle various problems of international tv.) Present FCC authority on overseas broadcasts is "hopelessly vague and inadequate," Chairman Minow said, but the government cannot control what is sent overseas as film or tape.
- The networks do not deserve a tax exemption because of the high costs of their news, public affairs and documentary programming. "I do not think they need a tax exemption," he said. "I think they are doing well without it and I regard this as a small price to pay for limited monopolies to use the public air."
- No political pressures have been exerted on the FCC in connection with the Boston ch. 5 ex parte case. He agreed with a questioner that there "unquestionably" has been an undue amount of delay (oral argument was held in October 1961) and said "some differences" among members of the commission has delayed the decision.

Everybody likes automatic logging plan

NAB—ADDED FEATURES WOULD HURT SMALL OUTLETS

None of some two dozen comments filed last week opposed the FCC's proposed rulemaking to permit stations to use automatic operating logging equipment.

But all opposed some new procedures added by the FCC to the NAB's request for rulemaking.

NAB applauded the proposal as promising a more accurate and continuous record of a station's technical performance than under present manual methods.

But the added proposal, to require a maintenance log and an operating log with a daily inspection entry by a first-class engineer, would unduly burden smaller stations, the NAB complained. An inspection entry should be required only on the five days a week the engineer works at the station, NAB suggested. Others favored a monthly entry or no maintenance log.

Several stations said FCC enforcement of its present rules provide enough safeguards against technical violations. Small tv stations opposed a proposal for a monthly comparison of transmitter frequency with an external primary standard. A few asked automatic logging procedures for program as well as operating logs.

The deadline for comments was extended to Sept. 20 at the request of NBC and CBS (who did not comment last week). ABC supported the plan.

FCC fine excessive, WCUY (FM) complains

WCUY (FM) Cleveland Heights, Ohio, still feels the FCC's fine for technical violations is excessive. The commission originally fined WCUY $8,000, then cut it to $4,000 (Broadcasting, June 25).

The station last week asked the FCC to reconsider, claiming Congress specified the penalty should apply only to "willful or repeated" violations, not to negligence.

The station was fined for operating with a new transmitter and making program tests without notifying the FCC and receiving authorization.
Dr. Albert Burke—a man dedicated to the crises of our times! A dynamic force in the world of ideas; a man who is making Americans think. Now available from NTA, in 39 all-new, provocative half-hour television programs on film or tape. In his new series "Probe," Dr. Burke utilizes a compelling documentary format to combine vital and dramatic film with hard-hitting analyses of the important problems in politics, world affairs and domestic problems today. Dr. Burke and "Probe" are a unique television combination with a pre-built, responsive audience. Contact NTA for availabilities, and further details of the program's proven merchandising plan.
ENRIGHT SCHEMES ALLEGED

'Twenty-One' winner says WGMA principal suggested he carry out proposals to frustrate House hearing

A winner of $98,500 on the defunct TV quiz show Twenty-One told an FCC hearing last week that it was suggested he (1) leave the country to avoid testifying before a House investigation of the rigged quizzes, or (2) approach contacts in Congress to attempt to get the hearings shifted to the Senate.

The witness, Henry S. Bloomgarden, said during direct examination that Daniel Enright, executive producer of Twenty-One, made both suggestions to him. Mr. Bloomgarden said he refused to leave the country and then Mr. Enright suggested that he contact an unnamed 'Senator Y' because a public airing of the hearing would be less damaging to all concerned than one in the House.

Mr. Bloomgarden testified in the continuing hearing on the license renewal application of WGMA Hollywood, Fla., owned by Mr. Enright and Jack Barry, quiz master on Twenty-One during the time the program was on the air (1956-58). Barry & Enright Productions also originated Twenty-One and Tie Tac Dough on which it has been admitted that contestants were given the questions and answers in advance. The WGMA hearing was ordered on the character qualifications of the station's owners because of their involvement in the quiz shows.

During cross-examination of Mr. Bloomgarden, counsel for WGMA brought out that the witness had told the New York district attorney in 1959 that Hyrum Zoloto, a New York attorney for Barry & Enright, had suggested that he (Bloomgarden) either leave the country or contact congressional friends. During this examination, Mr. Bloomgarden said he wasn't sure whether Mr. Enright or Mr. Zoloto had made the suggestions.

Earlier, he told Broadcast Bureau counsel that Mr. Enright knew that he had become friendly with members of Congress through his (Bloomgarden's) activities for mental health. Mr. Bloomgarden said that Mr. Enright said he (Enright) had "$15,000 or $25,000" which could be used in efforts to get the hearings moved to the Senate. The witness said he thought Mr. Enright meant the money could be used "as one uses a political contribution—to influence someone to do something."

(Testifying two weeks ago, Mr. Enright denied that he ever suggested that any former contestant leave the U. S. to avoid testifying in the congressional investigation or that he ever talked to any of them about working to have the hearing moved to the Senate [BROADCASTING, July 23]. Mr. Zoloto said at the hearing last week that he would testify later on the Bloomgarden statements.)

House Investigator — Under cross-examination, Mr. Bloomgarden said that Richard Goodwin, former investigator for the House Oversight Subcommittee and now Under Secretary of State, told him that he (Bloomgarden) would not have to testify in the quiz hearings. Mr. Bloomgarden said this meeting took place in the early fall of 1959, before Mr. Enright allegedly had asked him to go to Washington and that he did not remember if he had informed Mr. Enright of Mr. Goodwin's representation.

Mr. Bloomgarden explained what happened to the $98,500 he won. He invested "the whole bundle" in oil wells and lost about three-fourths of it, he said.

Bowser Returns — In earlier testimony last week, former Twenty-One contestant James Bowser said that in a statement he made to the New York district attorney he did not want it to appear the Mr. Enright was the only witness of his having lied earlier to the D.A. about having received answers in advance. Mr. Bowser had testified that Mr. Enright told him a lot of innocent people would be hurt if he told the truth (AT DEADLINE, July 23).

Mr. Bowser said the district attorney's questions were phrased to make it appear that Mr. Enright had caused him to lie in earlier testimony before the grand jury. The witness said he wanted to take his share of the blame and did not want his confession to be direct testimony against Mr. Enright.

The hearings will continue this week before Hearing Examiner Elizabeth C. Smith. Joseph Stone, a member of the New York district attorney's staff who investigated the quiz shows in 1958, has been in attendance during the two weeks of the WGMA renewal hearing. During all that time he has been under subpoena of the Broadcast Bureau and a week ago was subpoenaed by WGMA. Neither side has as yet called him to testify.

Bureau asks rejection of WDOV-AM-FM plea

The Broadcast Bureau last week urged the FCC to reject the plea of WDOV-AM-FM Dover, Del., that the station be fined but that license revocation proceedings be dropped (BROADCASTING, July 16).

The plea for reconsideration contains no fact not before the commission when it instituted the proceeding except the assurance of Henry Rau, WDOV president, that the practice of double billing was discontinued when the FCC issued its station-wide warning and will not be resumed, the bureau said.

Still to be resolved, said the bureau, are charges that William S. Cook, vice president, stockholder and station manager of the station, knew that commercials were broadcast when the station was on the air beyond regular hours for hurricane emergency; that he heard the commercials and ordered them discontinued and subsequently wrote the FCC that no commercial time was sold during the emergency period.

The bureau said WDOV's contention

Helping hand for etv: 27

The FCC last week added 27 new uhf channels for etv in Florida, Georgia and Kentucky, revived a rulemaking procedure about tv channels in Maine and asked for comments on etv reservations in New Mexico.

The wholesale uhf additions were made possible by drop-in channels or commercial channel assignment changes which do not dislocate any operating broadcast station, the FCC said. The additions were requested in rulemaking by the respective state educational authorities, who wish to develop statewide etv networks (BROADCASTING, June 11).

Twelve new uhf channels were assigned to etv in Florida, six in Georgia and nine in Kentucky.

The Maine proceeding has been in rulemaking posture for over a year with both commercial broadcasters and educators seeking channels in Calais and Bangor. Last week's development: Canadian authorities have objected to assigning ch. 3 to Calais but have suggested ch. 13 as an alternative. Calais now has ch. 7, which the proposal would shift to Bangor.

The FCC also invited comments on a request by the Board of Regents, New Mexico U., to shift ch. 12 from Silver City to Hatch. This proposal also suggests removing the reservation on ch. 10 Silver City and reserving ch. 6 instead of ch. 10.

more u allocations

(BROADCASTING, July 30, 1962)
that the station was in a state of "chaos" because of the emergency does not excuse willful violations and misrepresentations.

**FCC HEARS 'BUSINESS'**

Radio's 'edge' over video presented in RAB session

A three-hour exploration of "The Business Side of Radio Broadcasting" was conducted for FCC members and key staff executives last week by the Radio Advertising Bureau.

FCC Chairman Newton Minow, five of his colleagues and top Broadcast Bureau officials listened for two hours to a slide presentation by RAB president Kevin B. Sweeney, and staff members stayed for an hour afterwards asking questions. Mr. Sweeney was assisted by Miles David, RAB administrative vice president.

The presentation stressed that the public interest is served best by prosperous stations, and that prosperity depends on advertising revenues. "We have won the fight to survive," Mr. Sweeney said in a review of radio's adjustments to the economic pressures of the 1950's, "but the fight to prosper is just beginning."

He said he was confident radio would win "the fight to prosper" for several reasons. Among them: radio "is learning to compete effectively with television," has proved that "the spoken word can outsell the printed picture," has developed means of persuading advertisers to evaluate radio on the basis of sales effectiveness, is diversifying its programming to serve a wider range of audience interests, and has developed experienced managers and owners to replace those who moved into television during the 1950's and to meet radio's growing management needs.

Other highlights of the presentation: an explanation of how automation can improve programming; the latest trends in programming; how radio time is sold at the national spot, network and local levels; ratings and their role in time-buying; what radio is doing to expand its revenues and an analysis of radio's management manpower needs.

The presentation, held Monday morning in Washington, was the outgrowth of negotiations started several weeks ago (CLOSED CIRCUIT, May 28) along with planning for the coming FCC-NAB conference on radio's overpopulation and other problems.

All FCC commissioners except Rosel H. Hyde attended. Also present: Kenneth A. Cox and James O. Juntilla, chief and assistant chief of the Broadcast Bureau; Dr. Hyman H. Goldin, chief of the Research and Education Division, and Max D. Paglin, general counsel.

INDIANAPOLIS TODAY was first heard on WIBC in 1935... It's still on the air in 1962. Five days each week, representatives of state and local community service organizations join a WIBC announcer to talk about the hopes, aims and accomplishments of their particular group. Policemen, firemen, organizations concerned with health problems, safety groups, community improvement agencies... all have had, and continue to have, access to WIBC microphones.

The walls of WIBC's lobby are lined with plaques and awards, tangible evidence of the community acceptance of the public affairs programs broadcast regularly on WIBC.

Special features like INDIANAPOLIS TODAY... Indiana's largest radio news staff... consistent editorializing... air personalities that sell... have combined to give WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.* This combination is ready to work for you... the national advertiser.

*Pulse Metropolitan Area Survey, April, 1962

Pulse 46-County Area Survey, April, 1961

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS
WIBC 1070 KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN
Sen. Scott returns to communications unit; Sen. Prouty added

Sen. Hugh Scott (R-Pa.), a former member of the Senate Commerce Committee’s Communications Subcommittee, returned to that group last week, and Sen. Winston L. Prouty (R-Vt.) also was assigned to the subcommittee.

Sen. Scott replaced Sen. Norris Cotton (R-N.H.), who left the communications subcommittee to take an assignment on the Surface Transportation Subcommittee.

Senator Prouty was assigned to the parent Commerce Committee earlier this month to replace Sen. Clifford P. Case (R-N.J.), who joined the Senate Armed Services Committee, succeeding the late Sen. Francis Case (R-S.D.).

The third G.O.P. member of the Communications Subcommittee is Sen. Kenneth B. Keating (R-N.Y.).


The lineup of the Communications Subcommittee at the end of last week was six Democrats (Chairman John O. Pastore, R. I.; A. S. Mike Monroney, Okla.; Strom Thurmond, S. C.; McGee; Vance Hartke, Ind.; and Yarborough) and three Republicans (Scott, the ranking member, Keating and Prouty).

WLWA (TV) sale price called ‘fair’

Crosley, WIBC tell FCC how determination was made

The sale of ch. 11 WLWA (TV) Atlanta for $3.36 million “represents a fair and moderately high price for this television station,” attorneys for the buyer and seller told the FCC last week.

The commission had asked for more information on the proposed sale of WLWA by Crosley Broadcasting Co. to WIBC Indianapolis and the latter’s dismissal of its application for ch. 13 Indianapolis (broadcasting, July 23).

Crosley, which owns WLWI (TV) (ch. 13) Indianapolis, also has agreed to pay WIBC $100,000 for expenses incurred by the latter in prosecuting its ch. 13 application. The FCC has reversed a 1957 Indianapolis grant to Crosley and awarded ch. 13 to WIBC.

Lengthy negotiations for the purchase of WLWA did not take into account the reimbursable expenses incurred by WIBC in the Indianapolis ch. 13 case, both parties said. The joint filing included affidavits intended to show why and how the $3.36 million is a fair price for WLWA; that negotiations for the sale were concluded prior to and independent of discussions of the ch. 13 WIBC expenses and the WIBC reasons for withdrawing from the Indianapolis case.

WIBC and Crosley asked the FCC to take action on the joint request prior to the August recess. No action was taken last week. The commission meets again Wednesday (Aug. 1), but just a bare majority is expected to be on hand.

The price for WLWA was determined after WIBC had made studies of the station including engineering, real estate, earnings record, competitive situation with other Atlanta stations and film and talent commitments, according to Harry Ice, Indianapolis counsel for WIBC. Mr. Ice said it was determined that the transmitter and other technical equipment of WLWA would have to be replaced within the next five years at a cost of over $300,000.

No Network? * WIBC was motivated to initiate the settlement discussions with Crosley because of a fear that it could not obtain a network affiliation in Indianapolis, Mr. Ice said.

This possibility was pointed out by outstanding rulemaking to shift ch. 4 (WTTV TV) Bloomington, Ind., to Indianapolis, which would give that city four commercial vhf’s, he said. WIBC said that the licensee of WTTV already is the owner of two other tv stations affiliated with ABC and therefore “WIBC Inc. probably would not be capable of obtaining a network affiliation with ABC.”

Howard S. Frazier, tv-radio consultant, made a study of the financial study of WLWA (an ABC affiliate) which showed the station is running a poor third among Atlanta’s three tv stations. WLWA’s share of average time sales was 20.9% in 1961 and averaged 20.7 over the past six years. The station’s Atlanta share of tv income was only 5.7% last year and averaged 7.7% since 1956.

Health chief to name smoking/cancer probers

President Kennedy has assigned the nation’s top health official the job of naming a study group to investigate whether lung cancer is linked to smoking.

Dr. Luther L. Terry, surgeon general
of the United States—a heart specialist and a moderate smoker himself—will pick a 12-member panel by mid-September. Scientists already on record in the controversy between the American Cancer Society and the tobacco industry and others will not be chosen.

Findings of the study—the first government-sponsored inquiry of the subject—may have an enormous impact on the tobacco industry, estimated as an $8 billion business in this country.

Britain's International Television Authority has banned five kinds of cigarette commercials after a report by the Royal College of Physicians concerning smoking's effect on lung cancer (Broadcasting, July 16).

The U.S. inquiry, which was restricted to smoking when first proposed by the Health Service, will explore hazards from air pollution, automobile exhaust fumes and other factors.

Ch. 2 to St. Louis; KTVI (TV) licensed

The final shift of ch. 2 from Springfield, Ill., to St. Louis (Broadcasting, July 23) becomes effective Aug. 27, the FCC ordered in the text of the decision released last week. In reaffirming its move of the channel five years ago, the commission granted KTVI (TV) St. Louis its first license to operate on the channel.

Since KTVI has used the channel under program test authority for five years, the commission said "it is only fair and reasonable to require" KTVI to account for its operation during that period. Therefore, the station's license was granted for a four-month period only and KTVI was told to file a renewal application by Sept. 27. The commission noted that under normal procedures, a regular KTVI license would have expired last February along with those of other Missouri stations.

In a separate deintermixture case, the FCC reaffirmed its 1957 shift of ch. 8 from Peoria, Ill. (making that city all uhf), to Davenport-Rock Island-Moline. Ch. 25 was added to Peoria to replace ch. 8, and ch. 77 was substituted for ch. 40 in Galesburg, Ill. Both the ch. 8 and ch. 2 shifts were made at the same time; the Peoria case was returned to the FCC along with the St. Louis-Springfield proceeding by the U.S. Court of Appeals.

Six applicants contested for ch. 8 in Rock Island-Moline. The FCC has proposed to make a grant to Moline TV Corp. (Broadcasting, Feb. 12). The commission also announced that no grant would be finalized until the deintermixture cases involving chs. 2 and 8 were finalized.

THE PROS AND CONS OF VHF DROP-INS

AMST asks abandonment of FCC plan; ABC defends it as urgent

The ashes of the FCC's proposal to delete single vhf assignments in eight markets were fanned only faintly in reply comments last week.

But the lively issue of whether vhf assignments should be added to eight other markets at less than the minimum mileage separations caused considerably more heat.

(The deintermixture plan was postponed when the FCC promised the House Commerce Committee not to implement it in the near future if all-channel set bills were passed. But the FCC did not cancel reply comments.)

Opponents of the short-spaced vhf assignments said the moratorium precludes the FCC from adding vhf's in markets with one uhf and two vhf stations. That, too, is a form of deintermixture—to all-vhf, they said.

Those who favor drop-ins said the plan is now more urgent to insure competitive tv in the markets where deletion of vhf channels has been abandoned.

Uhf operators chided the FCC for its bargain with Congress which they thought made it rather futile to file replies. Deintermixture opponents demanded immediate termination of the proceedings. Some implied that just accepting further comments violates the FCC's pact with Congress.

The markets in which drop-ins have been proposed are Oklahoma City, Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn.; and Charlotte, N. C.

New Era :: The Assn. of Maximum Service Telecasters urged the FCC to scrap the drop-in plan. Short-spaced vhf assignments were intended by the FCC as an interim measure pending determination of national tv policy, AMST said. With enactment of the set bill that policy has been decided—side-by-side development of both bands, AMST claimed.

AMST also claimed that such drop-ins would "create interference destroying or degrading a tremendous amount of existing television service without providing offsetting public benefit." AMST said short-spacing could create a situation similar to the "overpopulation crisis in am radio.

Network advocate :: ABC-TV, the network with which most of the drop-ins presumably would affiliate, urged adoption of the proposals.

ABC said the FCC has already decided that certain short-spaced drop-ins are desirable and has established criteria for them; that the only question now is whether the proposals in these eight markets meet the criteria.

ABC attacked AMST's contention that "tremendous interference" would result from the vhf drop-ins. The FCC's allocations plan never contemplated that vhf stations would be free of interference "out to the uttermost limits of their possible service areas," but only within their basic market and principal community, ABC claimed.

Interference from the drop-ins has been exaggerated by AMST, the network said.

ABC also disagreed that drop-ins would cause uhf stations to fail. Many have told the commission they will fail in any case and are holding on in hope they will get a vhf channel, ABC said.

FCC to fine four; bills up to $5,000

KELP El Paso, Tex., and three commonly-owned Ohio radio stations—WCHI Chillicothe, WCHO Washington Court House and WKOV Wellston—were told by the FCC last week they are liable for fines ranging from $1,500-

FCC asks Congress to aid in catv problem

The FCC has tossed to Congress a problem raised by WBOY-TV Clarksburg, W. Va.: how to protect tv stations whose coverage areas are invaded by catv systems carrying duplicate network programs.

WBOY-TV had requested specific rulemaking to prohibit the duplication: that the FCC deny licenses to stations which permit catv to carry their signal into such areas.

The FCC said it has recommended to Congress that legislation be adopted which would give the FCC express power to regulate catv systems in situations where they enjoy inequitable competitive advantages over local tv stations. Bills are pending, the FCC said, and the agency chooses not to initiate such rulemaking until its jurisdiction is certified.

The FCC also expressed doubt that WBOY-TV had chosen the best method to deal with the problem, in that such a rule might place an unfair burden on the licensee whose signal is picked up by catv.
to-$5,000 for alleged violations of commission rules.

In citing KELP for a possible $5,000 forfeiture, the commission said the station "apparently" broadcast commercials for which it received payment but did not identify the sponsor. The spots in question promoted a locally, commercially-promoted series of teen-age "fun dances" from May-October 1961, the FCC said. KELP received "$1,000 and other considerations" for the dance commercials, although the advertising copy indicated that the dances were KELP presentations, the commission said.

The three Ohio stations were facing fines for failure to employ a full-time, first-class operator. In addition, the FCC said, WCHI had been cited nine times for over-modulation. The proposed fines: WCHI, $3,000; WKOV, $2,000; WCHO, $1,500. W. N. Nungesser (60%) and associates own the Ohio stations.

All four stations have 30 days to reply to the FCC's forfeiture notice.

Public Service TV loses new Miami Ch. 10 filing

Public Service TV Inc. Miami, former licensee of ch. 10 (WPST-TV), but disqualified for ex parte activities, has been refused another chance to gain the channel.

The FCC last week returned the company's application as "unacceptable." National Airlines holds controlling interest in Public Service Tv (BROADCASTING, May 28).

Commissioner Robert E. Lee dissented to the FCC action; Commissioner T. A. M. Craven did not participate.

FCC assigns vhf's under border pact

Several additional vhf assignments in Arizona, California, New Mexico and Texas were made by the FCC last week in conformance with a U. S.-Mexico agreement last spring (BROADCASTING, May 7). No vhf allocations were deleted and the following assignments were added:

Arizona—Nogales, ch. 11; Prescott, ch. 7.

California—El Centro, chs. 7 and 9.

New Mexico—Silver City-Truth or Consequences, ch. 6.

Texas—Brady, ch. 13; Boquillas, ch. 8; Del Rio, ch. 10; Fort Stockton, ch. 5; Marfa, ch. 3; Presidio, ch. 7; San Angelo, ch. 6; and Sonora, ch. 11.

Tele-Broadcasters Inc., licensee of five radio stations, already has applied for ch. 7 in El Centro (BROADCASTING, July 16).

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**FCC DENIES WDKD RENEWAL**

Licensee Robinson charged with misrepresentations, sanctioning 'coarse, vulgar, suggestive' programs


The commission adopted the Broadcast Bureau's proposed condemnations virtually wholecloth, rejected Hearing Examiner Thomas H. Donahue's contention that the case is "a close one" where "a little leniency would not be amiss" and flatly turned down WDKD's plea for some sanction short of non-renewal. The examiner also had recommended non-renewal.

Commissioner John S. Cross did not participate in the vote.

The commission action takes away Mr. Robinson's license on either of two charges standing alone: making misrepresentations on FCC and for permitting a disc jockey, Charlie Walker, to broadcast programs that were "coarse, vulgar, suggestive and susceptible of indecent double meaning." On two other issues the FCC said it might have punished the licensee by a short-term renewal: whether he maintained adequate control of his station and whether WDKD's overall programming was in the public interest.

The commissioners agreed with the hearing examiner that in each case where Mr. Robinson's testimony was contradicted by other witnesses, they believed the others. The commission accused Mr. Robinson of lying when he said at the hearing he did not know the true nature of the Walker programs. "His unfitness as a licensee . . . is, we think, established by his record."

"The Walker programs were found "flagrantly and patently offensive in the context of the broadcast field."

The FCC rejected WDKD's argument that if the programs were obscene the case belongs in a criminal court and if they were something less the FCC is making a judgment approaching censorship.

"We have the authority under the Communications Act to base our decision on a criminal violation of the obscenity law, but in this case we are making our finding in the terms of the issue and concluding that such programs are not in the public interest."

"The FCC said the Walker shows occupied about 25% of WDKD's programming and that local witnesses had indicated the program matter was offensive. "Radio could become predominately a purveyor of smut and patent vulgarity—yet unless the matter broadcast reached the level of obscenity" under the criminal act the FCC would be powerless to prevent this perversion of

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House unit resumes on D.C. censorship

A House District subcommittee hearing on proposed legislative censorship of television and other forms of entertainment in the Nation's Capital resumes today (July 30).

Broadcasting representatives opposing the bills (HR 9686 and HR 9648) testified earlier this month the proposals are unworkable, unnecessary and unconstitutional (BROADCASTING, July 23). "They are too vague and indefinite," said WWDC Washington attorney W. Theodore Pierson in a written statement.

Mr. Pierson, Mrs. Evelyn Freyman
of the American Federation of Television & Radio Artists, and almost a dozen representatives of Methodist and Catholic organizations and the Women's Christian Temperance Union are scheduled to testify before the congressional group.

Subcommittee Chairman John Dowdy (D-Tex.) and Carroll Kearns (R-Pa.), sponsors of the bills, would impose criminal penalties on District broadcasters who air programs emphasizing crime, violence or sex or containing obscene language.

**Interim operation given in Grand Rapids**

A third interim tv station was granted by the FCC last week. Ch. 13 Grand Rapids, which includes four of five applicants for the channel, will operate the station until an applicant for regular service is chosen.

As in the two other interim authorizations the FCC specified that no comparative advantage will accrue in the hearing for final grant to any of the interim group by virtue of its participation. The other two interim operations were granted for ch. 9 Syracuse and ch. 13 Rochester, both New York.

Opposition to the Grand Rapids interim grant because the site originally proposed would violate FCC mileage separation rules evaporated when the station proposed a second site conforming to the rules. (BROADCASTING, July 23).

In the interim group are applicants Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp., and Peninsular Broadcasting Corp. A fifth applicant, Major TV Co., is not now participating in the interim operation.

**The FCC last week...**

- Waived the mileage separation requirement of its rules and granted the application of KVKM-TV Monahans, Tex. to move its transmitter toward Odessa and Midland, both Texas, and increase antenna height to 1,270 feet above average terrain and power to 240 kw. The FCC denied the objecting petitions filed by KDCD-TV Midland, KOSA TV Odessa. Commissioner Robert E. Lee dissented.

- Granted the application of WVUE-TV (ch. 12) New Orleans to move its transmitter from Secola to near Chalmette, both Louisiana, decrease power from 316 kw to 120 kw and antenna height to 1010 feet from 1320 feet. In taking this action, the FCC denied protests by Assn. of Maximum Service Telecasters Inc., WJTV (TV) Jackson, Miss., and KHMA (TV) Houma, La. Commissioner Robert E. Lee dissented.

Since Nov.-Dec., 1957, NSI Reports have never given WAVE-TV less than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the superiority during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales! Ask Katz for the complete story.

**CHANNEL 3 • MAXIMUM POWER**

**NBC • LOUISVILLE**

The Katz Agency, National Representatives
Affiliate pay cut essential—NBC

KNODE TELLS HOW 5% REDUCTION WILL HELP PROGRAMMING

NBC-TV affiliates were told last week that the scheduled 5% reduction in their network compensation (Broadcating, July 23) is essential to protect the "vitality" of the network's programming.

How the cutback will work, why it is necessary, and what NBC-TV is doing to take some of the sting away were outlined in letters received by affiliates from Thomas E. Knode, NBC station relations vice president.

Mr. Knode assured stations NBC has been making "continuing economies" throughout its operations to improve its profit position; that it does not regard compensation reduction as the only solution or the coming 5% cutback as the first of any series of such moves.

"Although future developments are not predictable and no company can commit its course of action over a long-range period," he said, "we have no plans or intentions for further overall compensation action."

Mr. Knode noted that the "economic imbalance" between network and station profits—a matter of concern at all networks—has been getting worse from the network standpoint, primarily because of spiraling program costs. Despite substantial revenue gains, he said, between 1956 and 1960 the pre-tax profits of the TV networks dropped 23% while those of stations gained 43%. NBC-TV's own unrecovered program costs rose 70% in the same period, he reported.

Daytime Cuts • The 5% reduction in affiliates' compensation to help correct this "imbalance" will be achieved by a reduction in daytime rates for time, on which compensation is based. But advertiser discounts will be eliminated and daytime programs re-priced on a quarter-hour package basis which will not affect the actual cost to advertisers.

Mr. Knode said it will not take much of an increase in daytime sales volume to "more than offset" the 5% reduction. "In fact," he stressed, "if this plan had been in effect throughout 1962, we estimate station compensation, even after the reduction, would have exceeded 1961 compensation because of the increase in NBC daytime volume in 1962 over 1961." The new plan goes into effect Jan. 1, 1963.

Mr. Knode said the cutback had been discussed with the NBC-TV Affiliates Board but that the board was not asked to approve or disapprove it.

To make the plan more palatable, NBC-TV meanwhile is increasing the number of daytime one-minute and 70-second availabilities for station sale, starting Oct. 1. These increases—long sought by the affiliates' board, headed by Jack Harris of KPBC-TV Houston—include:

1. The 70-second breaks in Monday-Friday daytime schedules will be increased from 20 per week to 40 by eliminating the 30-second breaks within the programs they precede; 2. eight 70-second breaks will be added on Saturdays between 10 a.m. and 1:30 p.m., New York Time; 3. recapturable one-minute in-program commercial positions in Monday-Friday daytime schedule will be increased from 10 per week to 20, subject to co-op fee; 4. two one-

KJH-V TV overcomes problems for symphony pickup

KJH-V Los Angeles Wednesday (Aug. 1) will telecast a two-hour program "Symphony Under The Stars" that represents a high mark in local TV station programming. The $30,000 tab has been picked up by Security First National Bank of Hollywood, but until 10 days ago the station was setting up the telecast without a sponsor and with the possibility of a heavy financial loss.

Mal Klein, vice president and general manager of KJH-TV, and Wally Sherwin, KJH-TV program director, soon after deciding to broadcast a full "Symphony Under the Stars" program from the Hollywood Bowl, agreed the all-Tchaikovsky program Andre Kostalanetz was to conduct at the Bowl July 24 would be the best choice for taping and broadcast Aug. 1. They found the conductor eager to take part in the experiment.

But Mr. Sherwin wanted more than what he calls "the Firestone Hour treatment" with 2 cameras in front center to pick up the whole orchestra and another camera or two spotted to catch solo musicians. "We're trying to use the 87-minute Bowl program to build a two-hour TV program that we hope will entertain our audience from beginning to end."

Where There's Heat • There were problems, like catching audience reaction in the lightless auditorium. But there were solutions, like the RCA tube C-74902, which uses the infra-red rays in body heat as a light source. KJH-TV made a pre-check and anxiety vanished when the monitor screen revealed of a young couple kissing in what they thought was a protective cover of darkness.

The plan called for seven cameras: four in fixed positions: one atop the back of the Bowl for extreme long-shots such as the opening "master shot," a picturama encompassing Bowl, audience and orchestra; another was mounted halfway down the amphitheatre, in the center, and two more were stationed on-stage, on eight-foot platforms at either side of the shell.

The seven cameras fed their pickups into five tape machines, three at the KJH-TV studios, two more in a mobile vtr truck outside the Bowl, rented for the occasion. Each tape included a complete sound-track of the concert.

Portions of the program were recorded in advance of the concert (the Bowl history, morning rehearsal segments, evening pre-concert activities). The film then was transferred to tape and integrated with the rest of the broadcast.
minute positions will be made available in Saturday 12:30-1:30 p.m. children's show on a guaranteed basis, subject to co-op fee.

In addition, the network will try, but not guarantee, to make available two minutes for station sale in each of two nighttime programs: *It's a Man's World* and *Wide Country*.

**Low KMEX-TV rates offered first 20**

KMEX-TV Los Angeles is offering its first 20 participating sponsors low-cost, long-term rates before the station's initial broadcast Sept. 15.

The new uhf station says it's spending almost $100,000 to promote its claim as the first Spanish-language tv station in a market with one million Spanish-speaking people representing over 250,000 tv homes.

The Los Angeles County Regional Planning Commission has authorized immediate construction of a transmitter and 192-foot tower on Mt. Wilson. Other broadcasters waived requests for a three-month delay, considered normal for approval of such permits.

The Golden Charter Franchise contract, described as two-year, "non-cancelable," offers rates at 10% of list for the first 13 weeks, 20% for the second 13, 30% for the third 13 and 50% for the final quarter. Commercials will be 60% of the original list for the entire second year, regardless of possible increases to other advertisers not holding the franchises.

Carnation Co. was the first to become a Golden Charter sponsor. Carnation will sponsor 520 spots during prime time during the station's first year of operation. Erwin Wasey, Rutherfuff & Ryan, Los Angeles, is the Carnation agency.

KMEX-TV's regular rate card shows participations priced at $120 each, with frequency discounts. One-minute advertisements run from $80; 20-second from $60; 10-second from $40; billboards are $40, or $20 for co-sponsorship. The highest program rate is $400 an hour.

"It is anticipated there will be 5,000 to 10,000 uhf tv homes in Los Angeles before KMEX-TV goes on the air," says Rene Anselmo, programming vice president, in a letter to advertisers and agencies.

Programming will be 5 p.m. to 11:30 p.m. Plans are for soap operas, musicals, sports and news during the week, plus drama and children's shows on the weekends. Americanization and English language classes are planned for local, live programming. Many of the program hours will be supplied from south of the border by the Spanish International Network.

**Fans take radios to ball game in Minnesota**

A check of the 40,944 baseball fans in Metropolitan Stadium for a double header between the home Minnesota Twins and New York Yankees showed 2,426 portable radio sets. WCCO Minneapolis-St. Paul, releasing these findings last week, said the count was made by ushers and did not include personal sets too small to be spotted.

WCCO General Manager Larry Haeg said the high number of in-park listeners (panel shows some candid shots during the doubleheader) "stagger the imagination to think how many more thousands are following the action with portables at beaches, golf courses . . . and countless other out-of-home locations."

Theo. Hamm Brewing Co., which sponsors Twins play-by-plays was quick to take advantage of the listening inside the ball park. It now aims a portion of its commercials at the radio-equipped fans. For example, one commercial reminds that "if the Hamm's vendor isn't nearby, don't forget you can get Hamm's at counters under the stands."

One complaint was heard: the feedback to announcers handling the game, particularly to out-of-towners who might be reporting a subdued version of some home team heroics to the enemy fans.

**Catv management institute**

The first annual management institute of catv operators will be held at the U. of Wisconsin Aug. 26-29. Sponsored by the National Community Television Assn., the institute theme is "Change and Challenge, The Decade Ahead." Among the leaders of the institute will be Prof. Norman C. Allhiser and William P. Stilwell, both of the university's Management Institute; Robert Beyer, Touche, Ross, Bailey & Smart, Milwaukee consulting firm, and L. T. White, Washington, D. C., consultant.

**WMIN now all-news**

WMIN St. Paul, Minn., last week switched to an all-news format continuously from 6:00 a.m. to midnight. The station also presents national and community bulletins in the public interest. Station said the value of radio news in the Twin Cities area was emphasized by the strike against the cities' two newspapers, that has been in effect since April.

**WWVA to join ABC Radio**

WWVA Wheeling, W. Va., becomes an ABC Radio affiliate Oct. 25, Robert R. Paulsen, ABC Radio president, announced last week. WWVA is currently a CBS Radio affiliate. A spokesman for CBS Radio said it has not yet chosen a station to replace WWVA. WWVA is on 1170 kc with 50 kw fulltime. It is owned by Basic Communications Inc., of which Ira Herbert is board chairman.
WKMH patrol helps drivers—and can prove it

Assistance to motorists in distress is as much the task of the four-car, seven-man "traffic safety patrol" at WKMH Dearborn, Mich., as the broadcasts every quarter hour on traffic conditions during rush periods in the Detroit area. Here WKMH Officer Stewart Warren reports on the air, but he also may have just finished aiding a lost tourist, putting free gas in a stalled car on the freeway or helping to rush an expectant mother to the hospital.

Retired police officers man WKMH's white patrol wagons under the supervision of James Hoy, former Detroit director of traffic. Since the patrol began in the fall of 1960, the men have driven nearly 200,000 miles on the freeways, aired 10,000 traffic reports, helped more than 5,000 motorists, assisted at 1,700 accidents and pumped 1,000 gallons of free gas (motorists who run out of gas on the freeway can be fined).

A recent study by the Michigan Highway Department of traffic on a three-mile test section of the Lodge Freeway credits WKMH patrolmen with assisting 30% of the motorists whose cars stopped. WKMH reports the patrol also has placed 2,400 emergency calls, taken four people to the hospital and reported over 30 fires and explosions, 10 broken water mains and 300 traffic signal failures.

Pure Oil Co. has been co-sponsor of the patrol since its inception. Although the operating cost to WKMH runs around $5,000 a month for the patrol, the station feels it has more than paid its way in community service. The many awards prove it, WKMH says.

Where tv, newspapers can help each other

TvB, which spends a lot of time fighting newspapers generally, offered last week to work with them individually.

Howard P. Abrahams, vice president for local sales, cited fashion shows as an area where it might be done. Tie-in advertising built around a tv fashion show, he noted, can help retailers to sell more goods and at the same time increase the mediums' individual billings.

He said TvB is "prepared to work with any newspaper which would like to work with a TvB member to help local retailers sell more fashion goods."

Mr. Abrahams spoke Wednesday at a meeting of Rockford, Ill. businessmen convened by WREX-TV there.

Transcontinent earnings up

A record six months earnings was reported by Transcontinent Television Corp. last week.

For the six months ended June 30, the company's net income after taxes was $872,940 (49 cents per share) compared with the same 1961 period's $646,192 (37 cents per share). Total revenues for the 1962 half-year period were $7,879,380 compared with $7,849,204 for the six months in 1961.

TTC stations are WGR-AM-FM-TV Buffalo, N. Y.; WNEP-TV Scranton-Wilkes-Barre, Pa.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California, and WODM-AM-FM Cleveland, Ohio.

Larger color screens available from TNT

Theatre Network Television Inc. announces the availability of what it calls the "first large-screen color tv network" in the United States.

Nathan L. Halpern, TNT president, said in the past, equipment has been on the market to project color tv pictures of 4½ by 6 feet. But TNT's new projectors manufactured by Philips of the Netherlands permit pictures of 9 by 12 feet. Mr. Halpern said the projectors are available for closed-circuit telecasts of meetings for business, industry and other groups. A lineup of 51 cities is available immediately, he added.

Microwave to studio

KLZ-FM Denver, which went on the air July 20, plans to provide noise-free, uninterrupted service through the use of microwave instead of telephone lines in its studio-to-transmitter operations.

Station Manager Lee Fondren says the microwave will keep KLZ-FM from being forced off the air when lines are blown down or damaged.

The station's transmitter tower is located 7,600 feet above sea level, atop the area's Lookout Mountain.

Metromedia reports record sales, net

Metromedia Inc.'s first-half gross business rose to a record $26,206,832. The parent company of Metropolitan Broadcasting Stations last week reported that the gross revenue for the 26-week period ending July 1 compares with $23,397,380 for the like period in 1961.

Metromedia's net income, after taxes, also rose to a new high during the period: $1,021,655, equal to 60 cents per share, against $446,587, or 25 cents per share, for the first half of 1961. The 1962 per share net income represents a 131% increase over the 1961 figures.

Net income for the 13-week period, ending July 1, was a record $882,923, or 52 cents per share, compared with $434,253, or 25 cents per share for the like quarter last year. Metromedia's cash flow of $2,736,615, or $1.60 per share for the first half of 1962 compared with $2,387,844, or $1.40 per share, for the similar 13-week period last week.

Metromedia's shares are listed on the

'Ho-Ho' at Miami radio

Two Miami broadcasters indulged in a little horseplay last week when WFUN, a Rousville station, asked WQAM, a Storz station, to make good on an air offer.

Ted Clark, disc jockey of WFUN, sent a registered letter to Jack Sandler, general manager of WQAM, asking him to provide him with a copy of "Edition No. 2 of the WQAM Copy Cat Kit." The Clark letter explained the offer included: 300 sample contests, two ways to determine hit songs of the future, 101 funny sayings, advance copies of the WQAM Fabulous 56 Survey and 20 copies of an old Haley Mills record.

Stating his heart was "overflowing," Mr. Sandler responded by sending the prizes offered accompanied by a lengthy letter to Mr. Clark. He sent copies to FCC Chairman Newton Minow, Pierre Salinger, White House news secretary, and about a score of others.
Mr. Broadcaster... 

The sound of quality from Continental's 315B/316B 5/10 kw AM broadcast transmitter holds instant appeal for progressive broadcasters everywhere. The Regulinear® Screen Modulation system results in unusually low levels of distortion. Frequency response between 30 and 15,000 cycles is within 1.5 db or less. Carrier shift is less than 1%. Performance is not limited by heavy iron core components in the modulation system. Transmitter can be continuously modulated 100% at any audio frequency without damaging components or sacrificing quality. "On-the-air" quality is comparable to that of F.M. To get more information about putting the sound of quality to work in your market, write or call:

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**Changing hands**

**APPROVED** - The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see *For the Record*, page 68).

- KYA-AM-FM San Francisco, Calif.: Sold by Bartell Family Radio group to Clinton D. Churchill and others for $1.25 million and agreement not to compete. Mr. Churchill is the former vice president and station manager of WKBW-AM-FM-TV Buffalo, N. Y., sold last year by the Churchill group to Capital Cities Broadcasting Corp. for $14 million. Associated with Mr. Churchill in the San Francisco transaction is Lewis Avery, Avery-Knodel station representation firm, and former stockholders of the WKBW stations.

- KEX Portland, Ore.: Sold by Westinghouse Broadcasting Co. to Golden West Broadcasters Inc. for $900,000 and agreement to pay certain conveyance taxes and to make adjustments for prepaid expenses at closing. Golden West, headed by Gene Autry, owns KMPC Los Angeles, KSFO San Francisco, KVI Seattle; Mr. Autry controls KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. Associated with Mr. Autry in Golden West are Robert O. Reynolds and Lloyd C. Sigmon.

- KKGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota: Sold in series of transactions to Ferris Traylor, 46% owner of WTVW (TV) Evansville, Ind., and group for aggregate of $675,200. Traylor group is buying 100% of KCND-TV from Harry Rice and Harry C. Lukkason group for $190,200; KCND-TV is buying 95% of KNOX-TV for $90,279; Traylor group is buying KKGO-TV from John W. Boler and associates for $390,000. Messrs. Rice and Lukkason are repurchasing 20% of KCND-TV for $38,050, and will retain ownership of KNOX Grand Forks. FCC Commissioner Robert T. Bartley dissented to the KCND-TV transaction, abstained on the others.

- KTHS Little Rock, Ark.: Sold by W. H. Bronson and associates to Frederick Gregg Jr. and group for $500,000 and $79,000 not to compete. Buyers own WMAK Nashville, Tenn.; WAKY Louisville, Ky., and KEEL Shreveport, La.


- KAVR Apple Valley, Calif.: Sold by Newton T. Bass and associates to BHA Enterprises for $200,000. BHA is head-
ed by M. D. Buchen, general manager of KRKD Los Angeles and president of KNEZ Lompoc, Calif.;

* WAIP Pritchard, Ala.: Sold by D. V. Dismukes and associates to Charles W. and Connie L. Holz and Robert N. Robinson for $92,500 and agreement not to compete. Buyers own WHSY Hattiesburg, WHNY McComb, both Mississippi, and WHHY Montgomery, Ala.

**WWDC to campaign against narcotics use**

WWDC Washington is conducting a three-month editorial campaign against narcotics addiction, "Death by the Installment Plan," which includes interviews and will conclude with a documentary.

The station—which in the past has discussed venereal disease, treatment for child molesters, equal housing opportunities and alcoholism—advocates a compulsory hospitalization law for addicts, closer control over amphetamines and benzedrine and "diligent prosecution of drug peddlers, particularly those who prey on juveniles."

"Most of all what is needed is education," said Ben Strouse, WWDC president. Washington ranks fifth among U. S. cities in rate of narcotics addiction, he said.

The current campaign was prompted by the U. S. Supreme Court decision overturning a California law which made addiction a crime and the retirement of Harry Anslinger, former Commissioner of Narcotics, Mr. Strouse said.

**Media reports...**

Larger quarters • WLWB New York, which broadcasts largely to the Negro community, moved to enlarged offices and studios last Tuesday (July 24) at 310 Lenox Ave., New York 27. The telephone number is Templeton 1-1000. The occasion was marked by a party for officials of agencies and advertiser organizations and community leaders.

Cameraman released • Five American prisoners, including an NBC News cameraman, were released last week from custody in Laos by Prince Souphanouvong, Pathet Lao leader and acting premier of Laos. The cameraman, Grant Wolfkill, had been prisoner of communist forces in Laos since May 1961, when a helicopter in which he was riding was forced down behind the Pathet Lao lines.

Talking newspaper • A morning newspaper-of-the-air was introduced last week by Hearst-owned WISN-TV Milwaukee after its affiliated Milwaukee Sentinel was sold to the Milwaukee Journal, operator of WTMJ-AM-FM-

**TV there** (Broadcasting, July 23). Scheduled Monday-through-Friday in the 7-8 a.m. period, the new WISN-TV program presents many of the features previously carried by the Hearst paper. The show's title is Wisconsin News—Morning Edition.

Bob & Ray on WHN • Radio-tv personalities Bob Elliott and Ray Goulding have been signed to a contract by WHN New York. The comedy team will be carried on WHN on a Monday-through-Friday basis (4-8 p.m.), starting July 30. WHN will promote the program with a $235,000 campaign using newspapers, tv, movie theatre advertising, outdoor and bus advertising.

Real anv • WSFA-TV Montgomery, Ala., will coordinate with the Department of Radio and Tv, U. of Alabama, offering three-month internships to graduate students working toward MA's. The students will move through all of the station's departments to receive experience in sales, news, copy writing, programming, and management.

New home • KLAC-AM-FM announces it will move into new and larger quarters late this summer at 5828 Wilshire Blvd., into what was formerly known as the Arthur Murray Bldg. KLAC owner Mortimer W. Hall says the building will undergo complete renovation, and new engineering equipment will be installed. Topping the building will be a 100-foot sign.

Another winner • The Maryland-D.C. Broadcasters' Assn., which endowed a scholarship at American University, Washington, D. C., has announced the winner of an additional scholarship award for the 1962-63 academic year. Roland Shumate, Hyattsville, Md., will receive a $500 award for the U. of Maryland.

School problem studied • "After High School—What?" an hour documentary created and filmed by KTVU (TV) Oakland, Calif., will be carried by 14 radio and tv stations in the state following such a request by the California Teachers Assoc. The program is part of the KTVU public affairs series Editor's Forum.

Tower suit halts WHWH plan

A group of citizens living near six radio towers erected last spring for the proposed WHWH Princeton, N. J., has gone to court to force the permittee to dismantle them.

The station reports it has halted other construction and postponed the early September date set for going on the air. The FCC granted the new station Feb. 6 for 1350 kw with 5 kw fulltime.

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**CENTRAL SOUTH—**Excellently capable full-time radio station grossing between $13,000.00 and $14,000.00 monthly and yielding healthy annual cash flow. Located in solid economy market. Priced at $300,000.00 with 29% down and balance on terms. Another H&L Exclusive.

**NORTHWEST—**Daytime-only radio station in beautiful, growing area grossing $45,000.00-plus annually. Equipment plentiful and in excellent condition. Includes approximately $5000.00 in cash and Accounts Receivable. Quiet sale priced at $57,500.00 with $16,000.00 down and balance out over eight years. Another H&L Exclusive.

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**BROADCASTING, July 30, 1962**
MCA DROPS ITS TALENT

Agreement with Justice Dept. also forbids turning over any representation to former MCA employes

More than 1,400 American and foreign actors, actresses, writers, directors, band leaders and other talent were at liberty last week, following an agreement between MCA and Justice Dept. attorneys requiring MCA to dissolve its talent agency business. They were without an agent.

The agreement requires MCA to cancel all its talent representation contracts and forbids it to turn over any of its talent business to anyone else. This overcomes a government objection to having MCA employes establish a new talent agency succeeding to the business.

The action came early last week and is the first move in the government's antitrust suit against MCA (Broadcasting, July 16, 23). The government charged that MCA had engaged in tie-in practices, monopoly, and restraint of trade in conducting both a talent agency business and tv production operations. The government also seeks to prohibit MCA from merging with Decca Records, since Decca controls Universal Pictures Corp. It alleges that MCA has violated the antitrust laws in its tv production business.

Several former employes of MCA have established new agencies to handle talent, while others have joined other talent agencies. All are competing to represent the artists formerly served by MCA.

MGM earnings down

Earnings of MGM dropped to $3,308,000 or $1.30 per share for 40 weeks ended June 7, 1962, from $9,442,000 or $3.74 per share in comparable period of last fiscal year, Joseph R. Vogel, president, told stockholders over weekend. Income for third quarter amounted to $755,000 or 30 cents per share against $2,738,000 or $1.09 in same period last year.

Film sales...


Bomba, the Jungle Boy (Allied Artists): Sold to KCPX-TV Salt Lake City; KTRK-TV Houston; WREX-TV Rockford, Ill.; WPTV (TV) West Palm Beach, Fla., and KGO-TV San Francisco.

WERE to air Browns football

WERE Cleveland has acquired the 1962 rights to the 19-game Cleveland Browns football schedule, and has sold portions to Carling Brewing Co., that city, and Standard Oil Co. of Ohio, both associated with the Browns in recent years.

Officials of the Browns and WERE

The title is 'True' and so is photography

When producer-director Jack Webb introduces the General Electric True program (CBS-TV 9:30 p.m. EDT Sept. 30) and each Sunday evening thereafter he'll be standing beside what the producers call the largest title ever constructed for a film—large screen or tv.

Shunning the typical Hollywood effects to indicate size, Mr. Webb chose letters 25 feet high and the sponsor's trademark of similar scale. Stan Fleischer, head of Warner Bros. Studios' art department, and 20 carpenters labored seven days to build the insignia and the four letters spelling "TRUE," each piece measuring 15 feet wide and four feet deep and weighing more than two tons.

Mr. Webb and series producer Mike Meshekoff used miniatures to work out camera movements and the host-narrator's route between the giant letters. Self-contained banks of lights are used and the set is against a black muslin cyclorama backdrop 55 by 160 feet. Black paint (65 gallons) was spread across half the studio floor, and the entire on-camera area was dusted with lamp black and black sawdust to kill built-in reflections.

End titles and credits crawl over the letters as well. The entire project results in 30 seconds of billboard and 45 seconds of background for end titles and credits.
For the timebuyer

who thinks he* has everything

Do you have the tv station that annually awards a Gold Pork Chop that isn't gold and isn't a pork chop to the producer of the champion carcass in the Iowa State Spring Market Hog Show?

Do you have the tv station that is number one in all time periods from sign-on to sign-off, Sunday through Saturday?

Do you have the tv station that has three farm-born college graduates in its farm department?

Do you have the tv station whose radio progenitor will be forty years old July 30?

Do you have the tv station first in 390 (88%) of the quarter-hours measured for homes reached?

Do you have the tv station whose 1,450' tower was the tallest horizontal big stick in the world after it toppled one sad day six years ago just before it was completed? (We grew another one.)

Do you have the tv station that dominates the Eastern Iowa area which includes Cedar Rapids, Waterloo and Dubuque, three of Iowa's six largest population centers and constitutes 60% of Iowa's population and purchasing power, without stopping for breath?

Do you have the tv station whose national reps are The Katz Agency, whose network affiliation is CBS, whose channel is two, and whose initials are WMT-TV?

Quite a coincidence. So do we.

*Collective term embracing she as well—and why not?
Radio Press adds WWDC as client in ceremony

Radio Press International observed the addition of WWDC Washington as a member station a fortnight ago carrying a statement from FCC Chairman Newton N. Minow, who said: "Broadcast news is becoming more important to all of us each day, both because of the growth of the United States' responsibilities around the world and because of the decline in the number of competing newspapers in many of our cities."

RPI gave Mr. Minow a recording of its 5,000th transmission. WWDC joined RPI at that time after discontinuing its own syndicated news service, Deadline Washington Inc.

Seated (1 to r): Mr. Minow, WWDC President Ben Strouse, RPI General Manager Michael J. Minahan and RPI President R. Peter Straus.

also announced plans for a 50-station network to carry the games in Ohio, Indiana, Pennsylvania and New York.

The Browns open against the New York Giants Sept. 16, and close their regular schedule Dec. 15.

MGM-TV plans tv series on Shirer’s ‘3rd Reich’

A tv series based upon William L. Shirer’s best-selling The Rise and Fall of the Third Reich is being planned by MGM-TV for the 1963-64 season.

MGM bought the movie as well as the television rights for the book before it was published. However, script and production difficulties in boiling the book down to movie length resulted in abandonment of the film plans.

Ted Rogers, MGM-TV producer, will be in charge of adapting the book for the documentary series. Available government film on the subject will be used for a major part of the series.

When the property is developed into series form, it will be offered to the networks for the 1963-1964 tv season.

U.S. radio-tv entries listed for Prix Italia

The U.S. will compete for international broadcasting honors in one tv and two radio categories in the Prix Italia competition in Verona, Italy, Sept. 10-25. Broadcasting Foundation of America, New York, will be the official U.S. representative for the third successive year.

BFA, which is the international division of the National Educational TV & Radio Center, has announced these program entries: Vincent Van Gogh: a Self-Portrait, an NBC News tv production conceived, written and produced by Louis Hazam; Born to Live, a WFMT (FM) Chicago program, written and narrated by Studs Terkel, which will compete for the new "East-West Prize" endowed by UNESCO; and Adventures in Sound, a documentary conceived, written, directed and produced by Tony Schwartz. Mr. Schwartz is a previous radio award winner in the Prix Italia.

The entries were chosen by Maysa Mannes, author and critic for The Reporter magazine; Stockton Helfrich, director of the New York NAB Code Office, and Davidson Taylor, director of the Arts Centre Program at Columbia U., New York.

Thunderbird to sell foreign film in U.S.

Television City Arizona Inc., a new Phoenix film production center, has formed Thunderbird Sales to distribute foreign film domestically.

Thunderbird Sales will be headed by Alvin Schoncite, who will begin acquiring foreign motion pictures for theatrical and tv release in the U.S., according to Ben Pivar, president of TV City.

The Phoenix film company is setting aside an initial $200,000 to finance the sales firm, Mr. Pivar said.

Early in July, tv City formed Libra Films to produce commercial and industrial films.

Bob & Ray offered to radio stations

Harry O'Connor Associates, Dallas, announced last Monday (July 23) a new Bob and Ray (Bob Elliott and Ray Goulding) transcribed radio service. Called the Bob and Ray Comedy Service, the package is produced by Graybar Theatrical Productions, New York. Purchasing stations will also receive station breaks, time signals and production aids in the package.

Twenty charter stations have bought the service, among them WFAA Dallas, WDAF Kansas City, WDSU New Orleans, and WVAM Altoona, Pa., the Dallas firm said.

Program notes...

Composer signed • Composer-librettist Gian-Carlo Menotti has been signed for two original musical dramas or operas during 1963-64 on CBS-TV. Mr. Menotti, who will produce and direct the productions, has also signed with CBS-TV for the 1964-65 and 1965-66 seasons.

Poets'-eye-view of America • Americans: A Portrait in Verses, a one-hour special reflecting America's impressions of the nation's people, will be presented on CBS-TV Thur., Aug. 16 (10-11 p.m. EDT).

Exploring Korea • An NBC-TV Project 20 exploration of the Korean conflict, "That War in Korea," is now in production and will be telecast this fall. Donald B. Hyatt, director of NBC special projects, is producer-director.

Charles Boyer tv series • French film star has acquired the rights to a series of stories by writer Claude Berri, which will form the basis of a new tv series, Gentleman from the Left Bank. Four Star Television, in which Mr. Boyer is a partner, will produce the series, but his commitments to a new Broadway play, Lord Pongo, will hold up production of Left Bank until the play's run is completed.

Tv drama • Mark Goodson and Bill Todman say they are negotiating with Richard Boone to host and star in a 90-minute tv series, Broadway Previews. The format would present plays of famous authors, some of which have not made Broadway, and others which are Broadway-bound. This would be a co-production between Goodson-Todman and Boone's own company.

'Opening Night' • Five CBS-TV stars, Lucille Ball, Jack Benny, Andy Griffith, Garry Moore and Danny Thomas, will be featured in a one-hour special, Opening Night, to be presented on the network Sept. 24 (8-9 p.m. EDT). Open-
For its UHF tests in New York City the FCC is using a high-power transmitter designed and built by RCA. The most powerful of its kind, this 50-KW UHF transmitter consists of two TTU-25's in parallel. It operates on channel 31 and is installed on the 80th floor of the Empire State Building, where seven other channels serving the metropolitan area are located.

The work was performed under a contract awarded RCA by the FCC on March 1, 1961. The award was made based on considerations of power consumption, tube replacement and experience in equipment installation, as well as general performance and cost.

RCA also supplied the studio equipment to WNYC (the New York City-owned station) which will handle programming for the FCC outlet. This includes four TK-12 4½ inch I.O. Cameras, a film system with TK-21 Film Camera, TP-11 Multiplexer, TP-6 Film Projectors, TP-7 Slide Projector, and a TRT-1B Television Tape Recorder.

This same RCA experience and equipment are available to all those who seek for leadership in the field of television broadcasting.
In Night will be sponsored by General Foods, which sponsors portions or all of the five CBS-TV programs in which the comedy stars are regularly featured. General Foods' agency is Young & Rubicam, New York.

Year-round sports • WCBS-AM-FM New York, which broadcasts New York Yankees baseball games and Ivy League football, announced last week it will air 110 home and away games of the New York Knickerbockers (basketball) and the New York Rangers (ice hockey) beginning in mid-October. Phillips Cigars and Budweiser Beer will each sponsor one-third of the programs and negotiations are being held with a prospective third sponsor. Agencies: Wermen & Schorr Inc., Philadelphia, for Phillips, and D'Arcy Adv. Agency, St. Louis, for Budweiser.

Bernstein commission • Conductor-composer Leonard Bernstein has been commissioned by the Ford Motor Co. to write an original 90-minute modern musical drama to be presented on CBS-TV April 1, 1963. It will be the highlight of a series of four programs on CBS-TV in 1962-63, entitled Leonard Bernstein and the New York Philharmonic Presents the Ford Festival of Great Music. The series, originally called Leonard Bernstein and the New York Philharmonic, will be returning for its fifth season on CBS-TV. Ford's agency is J. Walter Thompson Co.

Emmett Kelly signed • Seven Arts Assoc. announced last week it has signed Emmett Kelly, internationally known circus performer, to star as host of a series of 39 half-hour children's cartoon programs, The Emmett Kelly Show, to be produced in New York this fall. Mr. Kelly will perform three routines on each program as a lead-in to different segments of the show.

Division signs division • Telesynd, a division of the Weather Corp., has been named to handle sales of programs and equipment of Programatic Broadcasting Service, effective Aug. 1, it was announced last week by Hardie Frieberg, Telesynd president, and Joseph W. Roberts, vice president, Muzak Corp., parent firm of Programatic. Programatic and Muzak also are divisions of Warner. Programatic, formed in 1959, is an automated radio programming facility for both am and fm stations.

Patriotic messages • Syracuse, N. Y., radio stations are carrying a series of 13 public service spots delivered by members of the Citizen's Foundation, a group of local civic leaders. The spots, which are being rotated through Sept. 29, describe America's democratic heritage and the acceptance of responsibility.

Filmstrip how-to • A 60-page handbook providing picture and sound specifications and other technical data for the production of film strips, "Handbook for Production of Filmstrips and Records," illustrated, is available ($2.50) from the DuKane Corp. Audio-Visual Div., 100 N. 11th Ave., St. Charles, Ill.

Solid, man • "Story of a Jazz Musician" has been set by Ziv-United Artists Inc. as the next segment to be televisef by Wolper Productions for The Story of. Paul Horn has been signed by series producer Mel Stuart to appear as the title subject.

Ripcord in color • Ziv-United Artists reports that the second-year cycle of its half-hour, syndicated series, Ripcord, will be produced in color as well as black and white. Ziv-UA announced the series has been renewed for 1962-63 by the following sponsors: Malone & Hyde (supermarkets) for WMCT (TV) Memphis and WCBF-TV Columbus, Miss., and Gustafson's Dairy for WLOF-TV Orlando, Fl.
News leadership is always the mark of a great station. Note, then, that month after month, more Detroiter watch and hear Dick Westerkamp than any other newscaster. A mature reporter, university instructor, painter and family man, Westerkamp is another important figure in the great WWJ News operation—the only local service that includes:

- 13-Man Broadcast News Staff—Michigan’s Largest
- Newsgathering Resources of The Detroit News
- NBC Correspondents in 75 Countries
U.S. networks, Eurovision swap programs

ENGINEERS TAKE FEAT IN STRIDE AS 200 MILLION WATCH EXCHANGE

Andover, Maine, has little in common with New York and even less with Old World cities like London, Paris, Rome, Belgrade, Vienna, Taormina (Sicily) or Gallivare (Sweden). But, last Monday, July 23, the little community of 700 in Maine's lake and mountain region rubbed electronic elbows with New York and with Europe.

It was at AT&T's Andover space station that the TV pictures arrived out of New York from the four corners of North America for beaming to Europe, and in turn arrived from Europe to be fed to the U.S. networks in New York for distribution throughout the country.

The occasion was the first formal exchange of television programming between the United States and Europe—via Telstar.

It was at Andover's Space Hill the next day (Tuesday) that the U.S. networks divided up the minutes of two of the communications satellite's passes for special, competitive, individual, live programs from their European correspondents.

The third such program is scheduled today, July 30, when BBC and Radio-TV Francais beam programs from the U.S. to their respective countries. Each is taking 10 minutes of Telstar's afternoon pass and BBC is sharing its 10 minutes with the United Kingdom's commercial ITA.

After that, Telstar will be used primarily for experiments in telephony (23 American cities were linked by telephone with 23 sister cities in Europe last Thursday), telegraphy and data transmission.

The possibility of an intercontinental color telecast was discounted by AT&T spokesmen who explained the satellite is not specifically designed to transmit color. It had been reported that NBC was eager to undertake a live color broadcast to Europe via the space relay. Still color pictures, however, were successfully transmitted via Telstar two weeks ago.

The 34-inch, 170-pound satellite is spinning 600 to 3,500 miles above the earth and circling its planet every 158 minutes. Telstar was launched just 20 days ago from Cape Canaveral (Broadcasting, July 16, 23).

Cool, Man — The July 23 exchange was a brilliant success with little real technical difficulty. The 125 engineers at Andover treated the event as casually as they do any long distance telephone call. Men drank coffee from paper cups and chatted or joshed with each other as they manipulated switches and adjusted dials.

A woman technician (a computer programmer) knitted a baby sweater while she watched on two monitors while the U.S. and Europe joined in the first exchange of live television. Technicians moved about routinely performing duties, or just looking at the monitors. There were no skipped heartbeats, no tensions.

In the afternoon sun outside with a steady breeze flapping the AT&T ensign in front of the rustic visitors' building, an excited and steady stream of vacationers moved through the exhibits arrayed for their inspection and watched the program on two TV receivers in the hall.

More than 1,000 people visit Space Hill each day—and on rainy days when the children can't go swimming or hiking or fishing, the count mounts to 1,500.

Immediately in front of the one-story visitors' building is the 200-foot-high, inflated, cream-colored plastic radome. This protects the 340-ton horn antenna complex that is the heart of the Telstar ground communications installation. Squat in the clearing of scrub pines, a quarter of a mile from the antenna, is the control building—a one-story, cement block structure crowded with computers, control desks, telemetry equipment and filled with the whiff of giant air conditioning apparatus.

The control building is flanked on one side by a three-pronged helical antenna and on the other side by a more conventional radar. The helical antenna is used to track Telstar within 20° (and also to transmit the coded command signal which turns the space communications satellite on and off).

One of the most complex and expensive remotes in the history of television took place Monday, July 23, when the Mormon Tabernacle Choir and the Presidential likenesses on Mt. Rushmore were broadcast to Europe via Telstar.

The cost of the 2½ minute pickup from the buffalo farm at Custer State Park, Mt. Rushmore and the Mt. Rushmore scene was more than $30,000, according to John M. Sherman, director of engineering for WCCO-TV Minneapolis, Minn., who supervised the remote for a network pool committee. The sum included two days of rehearsal costs.

A WCCO-TV crew of 15 engineers manned six cameras at Mt. Rushmore. A KLZ-TV Denver crew of five was at Mt. Coolidge. Northwestern Bell, Mountain States T&T and AT&T's Long Lines used six microwaves and 30 people.

The program would not have been possible without a reversal of the six-hop microwave from Denver to KOTA-TV Rapid City, S. D. KOTA-TV went without network service for 2½ days to permit the Telstar broadcast to Europe. The KOTA-TV relay feeds into Horse Creek, Wyo. The pictures from Custer, Mt. Coolidge and Mt. Rushmore were fed into relays, some of them mobile dishes erected for the purpose, until they reached AT&T facilities at Horse Creek.
Fashion news was a highlight on the pooled telecast to and from Europe July 23—Indian haute couture on the plains of Custer State Park, S. D. (left), and on the individual CBS telecast from Paris July 24—milady's chapeau, by Balmain (right). Dress designs by leading Paris houses were also shown.

The radar is used to narrow the tracking gap to 2°. It is after this that tracking is turned over to the horn antenna whose 3,600 square foot aperture aligns itself down to 0.2°.

The Start * This was the scene July 23 as the time neared for the first truly transoceanic tv transmission.

AT&T and the three networks had held two rehearsals the day before, one full-scale with all pickup points participating, and a third rehearsal that morning.

At 2:46 p.m., EDT, Andover "acquired" Telstar. At 2:54 p.m., mutual visibility was acknowledged. Two minutes later a picture of the Statue of Liberty in New York Harbor flashed across 3,000 miles of the Atlantic Ocean via the man-made satellite zooming across the sky 2,500 miles up, and an engineer at the French space installation at Pleumeur-Bodou in Brittany excitedly exclaimed that he had a picture of the Statue of Liberty and of the Eiffel Tower on a split screen, and shouted: "Go, America, go!"

Above Expectations * The transmissions both ways were beyond expectation. All that marred the U. S.-to-Europe pictures were jumps whenever the picture was switched from one scene to another. AT&T officials at Andover determined these "hits" were not being caused by Telstar; the jitters, they decided, were caused somewhere in the networks' pickup routes. Except for one jump, there were no such aberrations in the tv broadcast from Europe.

The U. S. program went from Pleumeur-Bodou to the Eurovision control center in Brussels. Here it was converted to the different European standards and transmitted to the 16 member nations taking the overseas feed.

The European broadcast to the U. S. came during Telstar's 124th orbit and was transmitted from the Brussels control center to Goonhilly Down, in England's Cornwall, where it was flashed to Telstar and received at Andover.

There was a report that the European Broadcasting Union program ran out because Telstar faded beyond the horizon. Actually, AT&T turned off the communications satellite, as it always does, before it reached 10° above the horizon. Normally this is done five minutes before this point; but on Monday, AT&T let it run 30 seconds longer and turned it off at 4½ minutes before the 10° point. It is necessary to switch off Telstar to conserve its batteries when it goes to the other side of the globe.

An estimated 200 million viewers saw the programs. American Research Bureau estimated that if the New York City tune-in was representative of the whole U. S., more than 28 million U. S. networks spent an estimated $200,000 on their portion of the international tv exchange. The New York to San Francisco, Niagara Falls to the Rio Grande coverage used 50 cameras and over 200 men in the production. This did not include the AT&T personnel involved in the program. Eurovision budgeted $350,000 for its Lapland-Sicily, Belgrade-Cornwall production, using 54 cameras and, according to one report, 8,000 engineers.

Although the Iron Curtain countries are not members of Eurovision (except Yugoslavia), there are guesses that many viewers in the Soviet satellite countries bordering the Free World tuned in; East Germans near Berlin undoubtedly saw the program, as did televiewers in Hungary and Czechoslovakia, bordering Austria. Moscow paid little attention to the ocean-spanning tv first.

Instantaneous News * The three networks took over Telstar again on the next day, July 24. But this time they apportioned the 15-minute segment among themselves for individual overseas newscasts. At the 5:35 p.m. pass, ABC carried Lou Ciffoi, from Paris, on a report from Europe, including a film clip of the train wreck at Dijon; from Geneva, John Scali reported on the disarmament conference, including a film clip of the conference in session with recognizable closeups of U. S. Secretary of State Dean Rusk and Soviet Foreign Minister Andrei Gromyko. CBS, which sent an American standard tv camera to Radio-Tv Francais to be used in picking up Robert Kleiman in Paris (so no conversion would be necessary from the French 819 line standard), carried also a filmed interview with French Foreign Minister Maurice Couve de Murville, and a film clip of a fashion show from designer Balmain's Paris salon. NBC had Dave Brinkley in Paris talking to Chet Huntley in New York on the day's news.

Telstar clear in Denmark

Telstar's performance last week "opens up tremendous additional opportunities for American broadcasters," Neville Miller, Washington, D. C., communications attorney and former president of NAB, said last week. Mr. Miller saw the July 24 international program in Copenhagen, Denmark. "It was thrilling, an accomplishment for peace, not war," he said, adding that the intercontinental picture was superior to what tv was capable of providing just a few years ago.

American homes were tuned to the historic program exchange. This was based on Arbitron measurements from 2:45 p.m. to 11 p.m. that night, showing that 2.5 million homes, or 58.3% of all New York metropolitan area tv homes, had seen some part of the exchange programming.

Half-Million Expenses * The three networks spent an estimated $200,000 on their portion of the international tv exchange. The New York to San Francisco, Niagara Falls to the Rio Grande coverage used 50 cameras and over 200 men in the production. This did not include the AT&T personnel involved in the program. Eurovision budgeted $350,000 for its Lapland-Sicily, Belgrade-Cornwall production, using 54 cameras and, according to one report, 8,000 engineers.

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among the three networks. CBS had William Burdette reporting from Gen-
evra, and Daniel Schorr interviewing Secretary of State Rusk; NBC broke into the Hitchcock show with a live report from Piers Anderton at the Berlin Wall. ABC taped its regular report from Paris showing at the 11 p.m. newscast.

The use of Telstar for newscasts raised serious questions in the minds of the Vatican. Jim Haggerty, chief of ABC News, observed that Telstar—or any communications satellite system—must be used with care. "We must be careful not to exaggerate news through the use of the satellite," he said. "News must be played in proportion to its value, not warped by using an exciting new method of transmitting a story. This is the responsibility of a new medium." Most comments were to the effect that communication satellites will be used for major events, such as coronations, summit meetings, major disasters and the like, not for run of the mill news.

Thomas Moore, executive vice president of ABC, said in Denver last week that the network would bid for coverage of Christmas Eve midnight mass from the Vatican, the May Day celebration from Moscow, the Festival of Lights from Oslo, and Queen Eliza-

beth's birthday celebration from Eng-

land.

Neither on the Monday pool broad-
cast nor on the individual network feeds Tuesday was there any charge for the use of Telstar. Telstar is an experi-

mental facility, and under FCC rules no charge can be made for its use.

**Gold Standard** • A glimpse of how significant instantaneous transoceanic tv can be came in the reaction to President Kennedy's emphatic denial that the U. S. had any intention of devaluing the dollar. The price of gold on European gold markets moved downward almost immediately.

A special live camera was used for the Telstar pickup of the Presidential news conference. It carried no signal light, but the President had a red light on his lectern indicating when the con-

ference was on the way abroad via Telstar.

The President squelched a loaded question apparently intended to lure him into criticism of television programming. The question, asked late in the news conference: "Mr. President, now that the U. S. image is being trans-

mitted instantaneously overseas by Tel-

star, do you think the U. S. networks should make a greater effort to do something about the vast wasteland?"

To which the President replied: "I am going to leave it to Mr. Minow to argue the wasteland issue, I think."

**Reactions Abroad** • The London Daily Mail, alluding to the drop in the price of gold the day after President Kennedy's news conference remarks, termed the occasion "prophetic." President Kennedy, the newspaper said, "has said this before. But this time many nations saw and heard him for themselves. The impact was enormous and the effect instantaneous."

Perhaps the most perceptive remark made by a European at the close of the U. S. program eastward was that by a Danish student, Henrik Docker, in Copenhagen: "Now you can say that the world is coming into your house."

Government communications officials in all the Eurovision countries hailed the event. The Vatican Radio said that Telstar and the west-east tv program is "capable of opening the way to a growing victory of truth over error, ignorance and deceit."

Some comments raised the question of what use will be made of the new advance in communications technology. The attitude was expressed by Gerald Fay, London editor, The Guardian of Manchester, England: "The big ques-

tion is what are we going to do with it?"

In the midst of the general acclaim, some voices were raised in critical eva-

uation:

Jack Gould of the New York Times felt the American presentation suffered from superficiality. It showed too much play, he said, and not enough depth.

The economics of overseas communica-
tions may take the glow off Telstar, David Lawrence, national columnist, said. Once the novelty wears off, he speculated, Telstar's performance would have to be matched against shortwave radio and cables for the bulk of over-

seas communications, mainly telephone and telegraphy, and it may be, he com-

mented, that it will be more economical to transmit by cable.

**Westinghouse purchases Meadowlane jazz series**

Steve Allen's Meadowlane Produc-
tions has reached agreement with West-
inghouse Broadcasting Co. for purchase by the latter of 39 half-hour telecasts of Jazz Scene U. S. A., being filmed in Hollywood for tv syndication.

The series, produced by Mr. Allen, directed by Steve Binder and conducted by Oscar Brown Jr., is scheduled to begin on the five Westinghouse sta-

tions—WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, WIZ-

TV Baltimore, and KPIX (TV) San Francisco—in September.

The package includes such groups as the Teddy Edwards Quartet, the Jazz Crusaders, Paul Horn Quartet and the Harold Land Quartet with Carmel Jones. Other programs reportedly will feature many new contemporary music groups to be filmed in New York this season.

**Four Star drops stock sale**

Four Star Television, North Holly-

wood, Calif., has withdrawn its registra-
tion statement for a proposed sec-

ondary offering of 211,250 shares of Four Star common stock. The offering was withdrawn because of unsettled market conditions, according to Thomas J. McDermott, executive vice president. The sale of the securities was planned to broaden stockholder ownership.
FROM EDITORIAL DESK

TO: Staff

Got a letter today that points out an error we've made by calling BAND-AID Adhesive Bandages just Band-Aids. The letter emphasizes concern for the legal protection of a valuable and long-standing trademark. They state BAND-AID is an adjective, not a noun, and should always be followed by the product name, i.e., BAND-AID Adhesive Bandages, or more specifically, BAND-AID Sheer Strips, etc.

We don't make a practice of catering to whims, but this concerns the legal problem of protecting a trademark. Let's try to cooperate. Thanx.

GEH
TvQ's top ten for June-July by age

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<th>Rank</th>
<th>Program</th>
<th>Total Audience</th>
<th>6-11</th>
<th>12-17</th>
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Copyright Home Testing Institute, Inc., 1962

Theatre exhibitors query studios on pay-tv policy

Two theatrical exhibition associations have called upon the presidents of all major film production companies to state their policy on showing feature films to subscription TV operations.

The Theatre Owners of America and the Allied States Assn. wired producers to show first-run motion pictures. The theatre groups affirmed their opposition to pay TV and asked the studio heads to apprise them of their present and future policy with respect to serving toll TV with first-run features.

Telegram...signed to the president...of Allied Artists, Buena Vista Productions, Columbia Pictures, Metro-Goldwyn-Mayer, Paramount Pictures, 20th Century-Fox, Universal Pictures and Warner Bros.

Occupational hazards

Ted Yates, producer of NBC-TV's "David Brinkley's Journal" and a cameraman, while filming street riots in Lima, Peru, were "gassed by tear gas grenades, hosed down by water-firing tank-like vehicles, arrested and marched off under armed guard to the local bastille," Mr. Yates reports in a letter to NBC. Mr. Yates says they were released without the cameras but later recovered the equipment and film "by virtue of a local two-step custom called bribe-and-pull."

Regional sales at new high

Sales of phonograph records exceeded a half-billion dollars for the first time last year, setting a new high for the industry of $513.1 million, according to Henry Brief, executive secretary of the Record Industry Assn. of America.

Mr. Brief credits the business boom to the industry's "aggressive search" for new talent and new music, technical refinements and advances in sound and communication equipment.

He said that the World's Fair of Music and Sound (McCormick Place, Chicago, Aug. 31-Sept. 9) would provide an opportunity for all segments of the industry to exhibit products to dealers and consumers at one time and in one place. This would be advantageous to phonograph record manufacturers, he explained, for their profit potential is increased by developments in products and recording processes.

Engineers to consider all-channel problems

More than 25 engineers of TV set and uhf tuner manufacturing companies will meet in New York Aug. 7 to consider all-channel receiver problems. Invited by Electronic Industries Assn., the production engineers will attempt to determine what constitutes an "adequate" receiver capable of receiving uhf as well as vhf signals, as required in the law passed by Congress last month.

The FCC asked the EIA to correlate the industry's definition.
receivers. The meeting will take place in EIA's engineering office, 11 W. 42nd St., New York. Chairman will be F. R. Lack, director of the association's engineering department.

Technical topics...

Video Information • Minnesota Mining & Manufacturing Co. is publishing a quarterly, technically-oriented bulletin on video tape recording entitled Video Tape Playback, and a free copy is available from Dept. E2-309, 3M, 2501 Hudson Rd., St. Paul 19, Minn.

Bogen name change • Bogen-Presto Div. of Lear Siegler Inc., Paramus, N. J., has changed its name to Bogen Communications Div., that city. "Bogen," "Challenger," "Presto," "Page-mast-er" and other established trade names will be retained.

Electronic firms bankrupt • Crosby-Telecommunications Corp. and a subsidiary, Crosby Electronics Inc., both of Sylsset, L. I., have been declared bankrupt by U. S. District Judge Joseph C. Savatt of N. Y. The proceeding has been turned over to referee William J. Rudin of Mineola, to arrange for distribution of assets among creditors.

New uhf translator • A New York manufacturer announces a new 100 w uhf translator, Model HTU-100, claiming an entirely new concept featuring "unique push-pull circuitry in the mixer and output stage eliminating cavities, thus permitting the use of economical tube types." The same firm is offering a 12-page brochure. Available from Electronics, Missiles & Communications Inc., 262 E. Third St., Mt. Vernon, N. Y.

VOA transmitters • Gates Radio Co., Quincy, Ill., has shipped four 50-kw transmitters, a medium wave and three shortwave units, to the Alpha Division of Collins Radio Co. for installation in mobile station trailers to be used by the U. S. Information Agency. The portable plants can be flown anywhere in the world on short notice to relay Voice of America programs.

Video test gear • First models in a new line of Telechrome transistorized video test equipment for both color and monochrome have been announced by Tele- met Co., Amityville, N. Y. Featuring a new lightweight, compact design, the new test equipment includes multiburst, stairstep and sine-squared pulse-window generators and are all designed to fit the standard 19-inch rack.

Mach-Tronics Inc. has leased an additional 6,000 square feet of floor space adjoining its present space in Mountain View, Calif., and expects to have its portable video tape recorder in full production by December. A steady stream of inquiries from tv stations regarding broadcast use of the low-priced unit (Broadcasting, June 4, 18) has led the company to consider bringing the present MVR-10 up to on-the-air quality, but no decision has been made, according to David Thompson, director of marketing. The MVR-10 was designed primarily for closed circuit use.

High-power electronics • Super Power Transmitters/Systems is a new capabilities brochure available from Continental Electronics Mfg. Co., P.O. Box 17040, Dallas 17.

861 video tape units now in U. S.—RCA

Television tape recorders in use in the United States increased 15% to a total of 861 in the nine-month period ended June 1, according to a survey made by the RCA broadcast and communications products division, Camden, N. J. An additional 450 U. S. recorders are in use outside the country, the division reported.

The survey showed a steady increase in recorders used by all domestic categories, commercial tv broadcasting stations leading with a gain of 49 units for the category. Networks and educational tv also increased their number of recorders.

The growth of the market has been stimulated by the proven advantages of tv tape, particularly in commercial broadcasting and development of transistorized recorders, said E. F. Caldwell, manager of market research and product planning for the division.

Broadcasters operate their recorder an average of six hours daily although some stations use their machines for as many as 16½ hours, the survey revealed.

Tv tape allows for more efficient use of manpower and studio facilities since recording sessions can be scheduled within normal working hours, according to stations participating in the survey. Recording of network news and entertainment programs for delayed broadcasts, to compensate for time zone differences, also was cited as an advantage of tv tape.

Detroit fair postponed

Detroit's International Sound Fair, scheduled July 25-29 at Cobo Hall, was postponed indefinitely and radio programming and other trade workshops, including professional exhibits have been integrated into World's Fair of Music & Sound to be held Aug. 31-Sect. 9 at McCormick Place, Chicago.
Robert Angelus, supervisor on Brown & Williamson account at Ted Bates, joins Foote, Cone & Belding, New York, as supervisor on Lever Bros. Imperial margarine account. Jay Cheek, formerly with McCann-Erickson, joins FC&B's copy department as copy group head on Menley & James account. Donald McKechnie, previously with Erwin Wasey, Ruthrauff & Ryan, named copy supervisor at FC&B on Trans World Airlines international advertising.

Jim Switzer and Jerry Rohlfing join BBDO's Los Angeles office as copy writers on agency's North American Aviation account. Bob Penninger, Virginia Weigl and Yrta Grasshoff to agency's Los Angeles media department.

William B. Stewart, senior account supervisor at Doherty, Clifford, Steers & Shenfield, New York, elected vp. Before joining DCSS earlier this year, Mr. Stewart was management supervisor at Compton Adv.

Eugene A. Letourneau, of Detroit office of Geyer, Morey, Ballard, named account executive on Rambler radio-television advertising and Rambler export sales in account group serving automotive division of American Motors Corp. Charles R. May, appointed to Rambler Dealers Service Dept. as account executive for Greater Detroit Rambler Dealers Assn.

Frank P. Clark, account executive with Arthur Meyerhoff Assoc., Chicago, appointed account executive at Geyer, Morey, Ballard, that city.

Howard Englander, formerly of Lennen & Newell, and Charles O'Rourke of BBDO, join Doyle Dane Bernbach, New York, as account executives. Mr. Englander assigned to American Airlines account, Mr. O'Rourke to Clairol Inc.

Jay Russell, former advertising manager of Grand Union Co. and Chock Full O' Nuts coffee and recently head of his own advertising agency in New York City, joins Williams & London Adv., Newark-New York, as radio-tv director and account executive. Mr. Russell moved to Grey Adv. as senior account executive when Chock Full O'Nuts account was assigned there.

W. Gray Davis, national sales coordinator of WHK-AM-FM Cleveland, joins Charles M. Schloss Adv., that city, as account executive.


Robert E. Hubert, former member of pr department of Pepsi-Cola Co., joins Colgate-Palmolive Co., New York, as pr manager.

Joella Cohen, public service director of WHB Kansas City, joins Savage-Dow, Omaha advertising agency, as radio-tv director.

Duane Zimmerman, former assistant radio and television manager of BBDO, Minneapolis, named radio-tv business manager of Lawrence C. Gumbinner Adv., New York.

Lon C. Hill, former senior writer on Ford Motor Co. account at J. Walter Thompson, appointed copy director of Chirurg & Cairns, New York.

Tom Galanti, formerly with Wilson, Haight & Welch, joins Wexton Adv. Agency, New York, as production manager.

James C. Voors, radio-tv director of Bonsib Inc., joins Martin & Roberts, Fort Wayne, Ind., advertising agency, as creative director.
**THE MEDIA**

Kenneth Leslie, for past year sales manager of KYA-AM-FM San Francisco, resigns to join KGO-AM-FM, city, effective Aug. 6, as general sales manager, replacing Del Gore, who resigned.

Roger Stoner, member of KYA sales staff for past two years, replaces Mr. Leslie as sales manager. Before moving to San Francisco, Mr. Leslie was general sales manager of WNB-F-AM-FM Binghamton, N. Y. Mr. Stoner is former station manager and sales manager of KTRN Wichita Falls, Tex.

Mrs. Robert C. Wolfenden elected president and general manager of Mountain Empire Broadcasting Corp. (WMEV-AM-FM Marion, Va.). Mrs. Wolfenden, who served as program director, succeeds her late husband who held post since station went on air in December 1948.

Mort Silverman, managing director of KMRC Morgan City, La., elected president, succeeding Warren Fortier. Dr. William Barlotta and Mrs. L. B. Lee elected vp-treasurer and secretary, respectively.

Mark Olds, program director of WNEW - AM - FM New York, named general manager of WINS, that city, which was recently purchased by Westinghouse Broadcasting Co. (At DEADLINE, July 16). Mr. Olds previously worked with WBC at KYW Philadelphia as producer-director. He moved with KYW to Cleveland in 1955 as program manager and joined WNEW in 1959.

Eugene Ainswick, former national sales manager of Mutual Radio Network, New York, appointed director of new Chicago office for E. S. Sumner Corp., station representative firm servicing several Canadian stations in U. S. Sumner's Chicago office will be at 307 N. Michigan Ave.

Connie Frye, general manager of WORG Orangeburg, joins WQIZ St. George, both South Carolina, as station manager. Julia M. Jones, former secretary and program director of WORG, elected vp-secretary of WQIZ Inc. (WQIZ). J. T. Greene III appointed WQIZ's chief engineer.

Daniel Sklar, former director of business and legal affairs of Ziv-UA, Hollywood, appointed director of business affairs of CBS-TV, that city.

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Moore to BNF committee

Thomas W. Moore, vp in charge of ABC-TV network, named chairman of national meeting planning committee of Brand Names Foundation. Committee plans and coordinates series of meetings in New York attended by foundation member manufacturers of consumer goods, advertising agencies and media, and leading U. S. and Canadian retail dealers.

Aubrey W. Groskopf, assistant to Meritt Coleman, vp of business affairs in Hollywood, named to newly created position of director of commitments, talent and properties, CBS-TV business affairs department.

Homer H. Odom, vp and general manager of KABT-Oaksland-San Francisco, appointed general manager of newly created Chicago sales office of The McLendon Corp., licensee of station. Mr. Odom, general manager of KABL outlet since 1959, will also serve as general sales manager of WGES Chicago, newly acquired McLendon property (BROADCASTING, June 18). Richard H. Wilcox, former vp and general manager of KEEL (recently sold by McLendon to permit ownership of WGES) Shreveport, La., joins KABL, in similar capacity, replacing Mr. Odom.

Bob Best, former radio-tv director of Washington Senators baseball club, appointed station manager, national sales manager and sports director of WABW Annapolis, Md.

Bernie Whitaker, national sales manager of WRAL-TV Raleigh, N. C., promoted to general sales manager. William R. Murray joins station as local sales manager. Del Carty, with Raleigh tv outlet for five years, continues as regional sales manager, with expanded territory.

Carolyn J. Metheny named national sales manager of WGGK (formerly WHMS) Charleston, W. Va. Jerry Stock and Jerry Miller appointed production manager and music director, respectively.

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James P. Mitchler, formerly with Flint sales office of WNEM-TV Saginaw-Bay City-Flint, Mich., promoted to station's advertising and merchandising manager.

B. J. (Bob) Rodgers III, senior account executive of WHIH Portsmouth, Va., promoted to sales manager.

Douglas Streff named assistant daytime sales manager of ABC-TV Central Div., Chicago.

Rodger Bubek, commercial service manager in broadcast production department of Leo Burnett Co., Chicago, joins KOB-TV Albuquerque, N. M., as sales service director.

Dave Button named general manager-sales manager of KMOP Tucson, Ariz., replacing Kenneth Ferguson, vp-general manager, who resigned July 16 to move to Yuma, Ariz., where he plans to purchase KOFA, subject to FCC approval. Mr. Button, former manager and owner of KMIN Grants, N. M., joined KMOP year ago. Lou Cate, formerly with KGUN-TV Tucson, joins KMOP's sales staff. George Richey and George Solberg appointed KMOP's program director and chief engineer, respectively.

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MUSIC NEWS

AND INCREASED POWER

**COMBINE TO MAKE**

**KPOL**

**LOS ANGELES**

A BETTER BUY THAN EVER!

New Power, 50,000 Watts for KPOL AM 1540 and 100,000 Watts for FM 93.9 is ringing the cash register louder than ever for KPOL advertising. Phone Webster 8-2345 for facts. REPRESENTED BY PAUL H. RAYMER CO.

Donald W. Frost, salesman with Peters, Griffin, Woodward, station representatives, since 1953, named sales manager of WIND Chicago, effective today (July 30), succeeding Bennett O. Scott, who resigned. Prior to joining PGW, Mr. Frost was time salesman for Weed & Co., and earlier, salesman with WCAU-TV Philadelphia. Mr. Scott, who joined WIND 18 years ago, had served successively as sales representative, local sales manager and for past four years as sales manager.

Harry J. Durando, account executive at George P. Hollingbery Co., joins H-R Radio, New York, as account executive.

Ed Sullivan, radio-tv personality, joins board of advisors of Bedside Network of Veterans Hospital Radio & Television Guild. John C. Moler, president and general manager of WHN New York, and Don B. Curran, president of Broadcasters Promotion Assn. and director of advertising and publicity for ABC owned and operated stations, elected to organization’s board of directors.

James A. Yergin, assistant research director of Westinghouse Broadcasting Co., New York, promoted to research director, replacing Melvin A. Goldberg, who resigned to join NAB, Washington, as vp and director of research. Prior to joining WBC in present capacity in 1959, Mr. Yergin was director of research, promotion and advertising for WOR-AM-FM-TV New York.

RCA chairman hospitalized

Brig. Gen. David Sarnoff, RCA board chairman, was reported in good condition Thursday at New York’s Roosevelt Hospital, following an operation for removal of gallstones. Gen. Sarnoff, 71, entered the hospital Wednesday morning and the surgery was performed that evening.

Elmer F. Willrich, general manager of WBRR-AM-FM East St. Louis, Ill., joins WIL-AM-FM St. Louis, Mo., as account executive.

Tom Reilly, formerly with sales department of Milwaukee Sentinel, joins WITI-TV, that city, as account executive.

Richard D. Heffner, general manager of WNDT (TV) Newark, N. J., elected vp and general manager of Educational Broadcasting Corp., New York, licensee of eTV station. Kershaw Burbank, director of development, elected EBC secretary and G. Edward Hamilton, director of engineering for WNDT, named assistant general manager.


Jack Gilbert, formerly with Crowell-Collier Broadcasting Corp., joins AT
class Broadcasting Co. as operations and programming director of KKHI-AM-FM San Francisco.

Phillip Beigel, assistant program manager of WJW-TV Cleveland, joins WNDT (TV) Newark, N. J., effective Aug. 1, as producer of in-school tv service. WNDT is licensed to Educational Broadcasters Corp., New York. Milt Franklin, member of production department of KGO-TV San Francisco, resigns to join WJW, replacing Mr. Beigel.

Merrill Brockway, producer, director and writer at WCAU-TV Philadelphia, named staff director at WCBS-TV New York.

Frank Stewart, former station manager of KPRC Houston, Tex., named general manager of KTRH-AM-FM, that city. Mr. Stewart joined KTRH staff last March.


Gary Ferlisi, assistant to president of KSFW-TV Salinas, Calif., joins Televison Affiliates Corp., New York, as manager of newly created station relations department. Mr. Ferlisi will also assist in overall development of TAC operations.

Roger O. Nelson appointed sales representative for new Detroit sales and sales service office of WJRT (TV) Flint, Mich. New office, located in Detroit’s Fisher Bldg., will service that city’s advertisers and advertising agencies.

Hermina (Lu) Lukaczy, for past year business manager of KWWK Pasadena, Calif., joins KMEX-TV Los Angeles, in similar capacity. KMEX, all-Spanish-language station, has expected target date of September.


More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry

HOWARD E. STARK
Brokers—Consultants

59 EAST SIXTH STREET NEW YORK, N. Y. ELDORADO 5-0405

82 (FATES & FORTUNES)
Jim Morrison joins news staff of WBTV (TV) Charlotte, N. C.

Don Allen, formerly with WFMJ-TV Youngstown, Ohio, joins news staff of WTOP-AM-FM Washington.

Dick French named production manager of WSPD-AM-FM Toledo, Ohio.

Thomas E. Even, formerly with WTOI-TV Toledo, Ohio, joins WSAY-TV Savannah, Ga., as program production manager.

B. G. Morrison, news director of WGCD Chester, S. C., appointed news and public affairs director of WPEO Peoria, Ill.

Ed Fleming, formerly with KABC-AM-FM-TV Los Angeles, joins WTVJ (TV) Miami, Fla., as reporter on 11 O'Clock News Sunday-Friday nights.

Pete Williams, sports director of WMFD Wilmington, joins WWNCP Asheville, both North Carolina, in similar capacity.

Mike McCormick, former local-regional sales manager and assistant general manager of WHAS-TV Louisville, Ky., appointed sales manager of KPLR-TV St. Louis.

Ed Hull joins WJAB Westbrook, Me., as announcer.

Dick Munro, WBRX Berwick, Pa., and Bill Brennan, WMOA Marietta, Ohio, join WTAP Parkersburg, W. Va., as air personalities.

Earl R. Bechtel, account executive with WTVN (TV) Columbus, Ohio, since joining station three years ago, promoted to local sales manager.

Morris W. Butler, member of news staff of WLWC (TV) Columbus, Ohio, appointed special broadcast service director, responsible for station's public affairs programming. He replaces Bud Gillis, who resigned to become executive secretary of Ohio Educational TV Network Commission.

Jimmie Logston, formerly with WHAS-TV Louisville, Ky., joins WCKY Cincinnati as air personality.

Gerry Wheeler, head of his own St. Louis production company, Gerry Wheeler & Assoc., joins WJZ-TV Baltimore to do ten children's shows weekly beginning today (July 30).

Shirley Rasmus, formerly with Arndt, Preston, Chapin, Lamb & Keen, Philadelphia advertising agency, joins WRCV, that city, as assistant promotion manager.

Charles H. Cash Jr., director of promotion and publicity for KTVI (TV) St. Louis, joins WSB-TV Atlanta, in similar capacity.

Roger W. Hodgkins, chief engineer of WGAM-AM-TV Portland, Me., named director of engineering for Guy Gannett Broadcasting Services, licensee of stations. Henry Van Amburgh, chief engineer of WPRO-AM-FM Providence, R. I., appointed chief engineer of WGAM-AM-TV.

Bob Stewart, assistant publicity director of Colorado Hospital Assn., joins KLZ Denver as promotion and publicity manager.

Irving Klein, member of advertising department of Screen Gems, elected president of Donall & Harman, New York, house advertising agency for Independent Television Corp., that city. John E. Pearson, director of ITC's international sales, elected vp in charge of international sales.

Thomas A. Cronin, vp of Wells Television, elected executive vp of Sterling Information Services Ltd., New York. He will be in charge of Teleguide, Sterling's closed-circuit tv network for New York City hotels.

Alan Waite, formerly with Warner Bros. Records as west coast promotion manager and recently head of his own publicity firm, appointed general manager of Archer Productions, Hollywood. He replaces Harry O'Connor, who resigned. In addition to commercial production and radio identification, Mr. Waite will function in creation and development of I.D. material for tv.

Dan Nathan, former associate producer to Harry Ackerman on Leave It To Beaver tv series and editor of such 20th Century-Fox productions as Adventures In Paradise, Follow The Sun and Hong Kong, appointed film supervisor in charge of technical staff of Jack Douglas Organizations. Initially, Mr. Nathan will supervise Across the Seven Seas, color tv series released in association with Bing Crosby Productions.

Earl Haley appointed director of feature film and dubbing departments of Television City Arizona. New operation, which will produce theatrical and tv films, will be built in Phoenix this year by Hollywood group headed by Ben Pivar and David I. Pincus.

GOVERNMENT

Sen. Warren G. Magnussen (D-Wash.), chairman of Senate Commerce Committee, named by Joint Chiefs of Staff to receive annual National Transportation Award of National Defense Transportation Assn., Award, which will be presented at association's 17th transportation and logistics forum in San Francisco Oct. 28-31, cites Sen. Magnuson as being "particularly active and effective" in field of transportation legislation.

INTERNATIONAL

James P. Gilmore, controller of operations and vp of engineering and operations of Canadian Broadcasting Corp., Ottawa, named vp in charge of personnel and operations. William G. Richardson, in charge of engineering of CBC-TV, promoted to director of engineering and technical operations.


Dennis Scuse, chief tv assistant for British Broadcasting Corp., named U. S. representative of BBC. He succeeds Derek Russell, who was named Canadian representative. David Williams named engineer in charge of BBC's New York office, succeeding Steve Toby, who retired.

Peter MacFarlane, for past two years executive producer in Sydney, Australia, of MCA's hour-long Revue show,
appointed executive producer with CTV Television Network Ltd., Toronto.

Michael Glynn appointed production executive of Wales (West and North) Television Ltd., newest member of Britain's commercial network which starts operations in September.

Ian Grant, operations manager of Canadian Broadcaster, Toronto, joins tv sales promotion department of All-Canada Radio & Television Ltd., that city.

Jacques Filtreau, program director of CFCHM-TV Quebec City, Que., elected president of Eastern Quebec Regional Drama Festival.

Doug Burrows appointed news director of CKMG Montreal. Bob Gil- liss, formerly with CFCE-TV Montreal, to CKMG as air personality.

**EQUIPMENT & ENGINEERING**

Matthew D. Burns, senior vp of Sylvania Electric Products, Emporium, Pa., retires Aug. 1. Mr. Burns joined Sylvania in 1921 as industrial engineer. He was elected senior vp in 1958 and since 1961 has assisted Sylvania President Gene K. Beare in corporate and interdivisional activities.

Henry Mutz, co-founder and director of engineering of Astron Corp. (capacitors and radio noise filters), East Newark, N. J., joins Film Capacitors Inc., New York, as chief engineer, directing electronics firm's research and development program.

William A. Gould, district sales manager for Hughes Aircraft Co., joins National Transistor, division of National Computer Products, Lawrence, Mass., as district sales manager for New England. Mr. Gould assumes duties recently vacated by George Mozek who was promoted to chief application engineer for Lawrence firm.

William A. Harrison, controller and assistant secretary of Allied Radio Corp., Chicago, assumes added duties of treasurer, replacing Arthur Davis, executive vp and director of company, who will devote full time to other managerial responsibilities. Prior to joining Allied in May 1961, Mr. Harrison was with Philco Corp. for 20 years.

**ALLIED FIELDS**

Earl J. Lasworth named director of sales for client services department of Associated Market Research, Dallas. Mr. Lasworth, former account supervisor with Calkins & Holden in New York and Chicago, joined Associated in 1961 as account executive.

Nicholas N. Kittrie, former minority counsel with Senate antitrust subcommittee, joins Washington communications law firm of Wilner, Bergson, Scheiner & Lessenco.


Professor Herbert A. Seltz, program supervisor of Indiana U. Radio & TV Services, Bloomington, granted leave of absence, effective Aug. 1, to study European tv music production. Jack Sheehan, head producer, will serve as acting program supervisor during Professor Seltz's absence.

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**DEATHS**

Harold T. Graves, 45, vp of Ben Sackheim Inc., New York advertising agency, died July 19 of heart attack in Roosevelt Hospital. Mr. Graves joined Sackheim in 1956 and was elected vp in 1959.

Lloyd G. Whitebrook, 43, radio-tv advisor to numerous Democratic candidates, died July 21 in Washington after surgery for internal hemorrhage at George Washington U. Hospital. Head of Communications Research Advisory Corp., New York, Mr. Whitebrook was in Washington to attend Democratic campaign conference for congressional candidates who take ills. He was former vp of several advertising agencies: Ben Sackheim Inc., Kastor, Farrell, Chelsey & Clifford, and Joseph Katz Co., all New York.

Thomas S. Sullivan, 37, associate of Washington communications law firm of Dow, Lohnes & Albertson and former employee of Securities Exchange Commission, died July 25 of self-inflicted bullet wound he accidentally received, according to police authorities, while cleaning .32 caliber pistol in his Fairfax, Va., home.

Dr. Adolph Henry Rosenthal, 56, physicist and electronics engineer, died July 23 at his home in Forest Hills, N. Y. Holder of more than 50 foreign and U. S. patents in tv and microwave communication, Dr. Rosenthal most recently was scientific advisor to president of Kollman Instrument Corp., Elmhurst, Queens, N. Y. His invention and development of dark trace cathode ray tube was basis for Skiatron subscriber tv system. Born in Frankfurt, Germany, he came to U. S. in 1936.

Pierre Andre, 62, announcer at WGN Chicago and pioneer of broadcast industry, died July 21 in Evanston, Ill., hospital after long illness. Mr. Andre's career began in 1920's at WEBC Duluth, Minn. He later joined KSTP St. Paul-Minneapolis and moved to WGN in 1930 assigned to Harold Teen Show, early radio serial adaptation of Chicago Tribune comics. Later he announced Little Orphan Annie, Helen Trent, Betty and Bob and other shows. He is survived by wife Gertrude and son David, who is on WGN's news staff.

Lester Damon, 53, veteran actor who played soap opera roles on radio and tv for more than 20 years beginning in Chicago in 1936, died of heart ailment July 21 at UCLA Medical Center in Los Angeles.

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**BROADCASTING**

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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

**NEW SUBSCRIPTION ORDER**

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Send to home address—

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64 (FATES & FORTUNES)
Women's group, NAB set up service plan

A joint program has been set up by the General Federation of Women's Clubs and NAB intended to explain to 8 million clubwomen how radio and tv serve America and to become a gauge of public reaction to broadcast services.

NAB President LeRoy Collins said NAB soon will publish a speakers bureau directory that will be distributed by the federation. The directory will list 16,000 women's clubs in the 30 state federations and 400 top radio and tv executives who are available to talk before local, state and regional groups.

Gov. Collins said the project, set up by John M. Couric, public relations manager, is the most ambitious so far undertaken by NAB in its new program of organizational services.

Mrs. Dexter O. Arnold, federation president, said the new cooperative venture "should bring new understanding between NAB members and the federation."

Drumbeats...

Teen treat = WTRF-TV Wheeling, W. Va., working with Pepsi Dance Party sponsor Joe Ovies, the Pepsi distributor, and local businessmen, each week offers 12 teenage guests dinner, theater tickets, and free phonograph records. The dozen youngsters are selected on the basis of popularity, deportment, and scholastic achievement. The station says Pepsi sales have risen an average of 17% each of the five years the program's been sponsored by the bottler.

Jumbo mailers = WLOF-TV Orlando, Fla., is mailing sets of five oversize, two-color mailers to 1,500 local and regional advertisers and agencies, stressing various station offerings: "News," "Sports," "Talent" and "Specials." Special rate information is provided on the reverse side.

'Dairy Go-Round' = WCAU Philadelphia will launch another promotion to increase the use of dairy products in the Delaware Valley when it conducts "Dairy Go-Round" Aug. 12-19. The station will devote two minutes of each hour, 24 hours a day, to the promotion. WCAU will offer a free meal to listeners on the station's grounds Aug. 15 to climax the "Round." Farm director Hugh Ferguson initiated a similar promotion for eggs last summer, "Eggs 'Round the Clock."

Paradise found = WSVA-AM-FM-TV Harrisonburg, Va., sent more than 700 copies of "Timebuyer's Paradise" to agency executives, inviting them to spend their vacation in "WSVA Land (the Shenandoah Valley)." Packet includes maps, resort brochures, station rates and market information.

Hog call = KLAC-AM-FM Los Angeles is offering weekly prizes on Dick Whittington's afternoon disc jockey program to the best hog callers who telephone the station and demonstrate their skill on the air. Mr. Whittington, who says he once earned his living milking cows in Teaneck, N. J., stipulates that professional callers are not eligible.

Essay honor = WNAC-TV Boston and the Volkswagen dealers of Massachusetts have awarded a $1,000 scholarship to Jane Rotman, 17, of Belmont, for her essay on the life of Helen Keller, judged the best of those submitted by high school juniors and seniors on the subject, "In What Ways Did This Man or Woman Influence Our Society?" based on WNAC-TV's Perspectives in Greatness series.

Pet clinic = Public demand has induced WIND Chicago to schedule a repeat this September of its "pet clinic." For three hours on the special day listeners phoned WIND to ask a panel of expert veterinarians about the ailments or problems of their pet animals. It was not broadcast.

Recruiting = The popularity of a journalism teachers' clinic sponsored this spring by WKRS Waukegan, Ill., has prompted the station to plan a repeat for students this fall. The series of weekly workshop sessions helps solve the Newman recruiting problems, WKRS feels.

Chicago sound = Agency timebuyers in New York, Detroit, St. Louis, Cincinnati and Minneapolis-St. Paul for the next two months, as they travel to and from work, will become aware that "Chicago sounds marvelous on WGN Radio 720." WGN Chicago is reminding them of the point with 24-sheet billboards in those markets just as it is doing for timebuyers and listeners too in its own hometown. A total of 300 billboards are being used. Agency for WGN is Foote, Cone & Belding, Chicago.

Storer special = To bring Los Angeles radio-tv editors into the spirit of the 35th anniversary of Storer Broadcasting Co., Storer's KGBS Los Angeles purchased a $2 win ticket for each editor on a horse in the fifth race at Hollywood Park on a Thursday, designated as the "Storer Broadcasting Co. 35th Anniversary Special."

WOW's Wiseman back = When WOW Omaha Sales Manager Bill Wiseman returned to work after five months convalescence (after a fall on the ice last winter), he found the station's sales staff wearing WOW pocket handkerchiefs. He's worn them for years because his full name is William Orrin Wiseman. The linen rated a good response from clients, says WOW, so the handkerchiefs are now standard equipment.

WROC salvage promotion Jim Schoonover, station manager at WROC Rochester, N. Y., dumped 1,500 milk cartons into Lake Ontario early one morning, but instead of being cited for littering, incident brought out thousands of area residents to the beaches searching for the bobbing containers.

The station was promoting the Cine-rama film "Windjammer," and announced the milk cartons contained certificates which could be redeemed for transistor radios, phonograph albums, movie passes and dairy products.

The promotion included "anti-litter" warnings.
House of Lords approves White Paper

LEADER HAILSHAM WARNS COMMERCIAL TV TO CUT PROFITS—OR ELSE

The United Kingdom's House of Lords has unanimously approved the government's White Paper [INTERNATIONAL, July 16] ensuing from the Pilkington Report on broadcasting after a two-day debate.

The commercial tv companies were warned to cut their profits or "the days of their empire may be numbered" by Viscount Hailsham, lord president of the council and leader of the House of Lords, who spoke for the government in opening the first debate in Parliament since the Pilkington Report was published.

He said the time has come to skip superficial generalities about paternalism, commercialism, monopoly and free enterprise and return to a broadcasting policy based on technical necessity and practical politics. He said it is "undignified and out of place" for some newspapers and businessmen to respond to the report with "shrieking cries of almost hysterical lamentation and rage." He implied they may be so reacting because of vested interests.

Commercial interests should be restrained from dictating the future policy of commercial broadcasting, although it shouldn't be assumed such interests are bad simply because they are commercial and sometimes become hysterical when criticized, he said.

Underrated • Viscount Hailsham suggested the Pilkington Committee underrated the popularity of commercial network programs. The "genuine serious popular unease" reflected in the report shouldn't be dismissed, he said. People who view do so with varying degrees of enthusiasm and therefore what they tune in is not necessarily a conclusive guide to program popularity, he said.

Although he didn't think a fourth network should be given to the British Broadcasting Corp., neither did he feel it should be carved up by the commercial operators.

Other remarks during the debate:

Lord Morrison of Lambeth, a Labor peer, opposed a second commercial network and said program quality is lowered because advertising seeks a maximum number of viewers.

Dr. Wilson, the Bishop of Chichester, thought the commercial network handles big events with more freshness, independence and originality than the BBC.

The Earl of Derby, a shareholder in a commercial tv company, said the criminal is always punished in westerns and crime programs and that he can't believe tv is the cause of increasing juvenile delinquency.

Baroness Burton of Coventry said the count of a given audience may be reliable, but does not guarantee to the advertiser that this number is watching his commercials.

Agrees • The Earl of Longford for the labor opposition agreed with the two main Pilkington recommendations: that BBC-TV get another network and that the ITA be reorganized. But the report has a serious weakness in that it does not give "a clear formulation of the purpose of broadcasting," he said.

Lord Dilhorne, the lord chancellor, stressed the government's lack of enthusiasm for the reorganization of the commercial tv network as proposed by the Pilkington report.

"I myself simply do not accept the proposition that you cannot work to secure a profit and at the same time work for the public good," he added.

Lord Shepherd for the Labor Party opposition said that there must be some control over the rates charged to advertisers. He felt that commercial breaks within programs ruin continuity. He suggested companies limit advertising to the breaks between programs.

"This is a challenge to them and I hope they will accept it," he said.

The Earl of Swinton, who said he is a shareholder in a television company, wanted reasonable liberty of choice for viewers. Complaints of violence in programs are exaggerated, he said.

Lord Strang, a member of the general advisory council of the BBC, said the Pilkington Committee provoked a stream of abuse and ridicule because it concerns itself with "the moral aspect of broadcasting."

Payola? • Lord Brabazon was worried about the tie-up of some of the commercial tv companies with manufacturers of broadcast equipment, record makers, music publishers and other show business interests.

"This sort of thing is ... undesirable, because it must affect when programs are placed. It must affect, for instance, artists as to whether their songs should be plugged and who should record them."

Lord Shackleton, winding up for the opposition, said the tv companies are worried about the new BBC network.

"I think they [the commercial companies] will be lucky to get away with a good deal of rather painful reorganization," he said.

Seven Arts (of Canada) in black for 1961

Seven Arts Productions Ltd., Toronto, which holds tv rights to Warner Bros. pictures and some 20th Century-Fox films, earned $1,100,555 or 85 cents per share in the fiscal year ended Jan. 31, against a loss of $1,090,212 the previous year.

Louis Chesler, board chairman, and David B. Stillman, president, reported a production program of more than 50 major motion pictures and Broadway theatrical presentations. The report also stated that negotiations had been completed with Metro-Goldwyn-Mayer for joint production and financing of about 20 motion pictures over the next several years. Seven Arts Productions financed the motion picture "Lolita."

During 1961, tv sales contracts for motion pictures increased.
Factor show's still Mexican favorite after eight years

Max Factor & Co. is happily selling cosmetics in Mexico, largely through a half-hour Spanish language television and radio variety program produced in Mexico City.

*Max Factor, Las Estrellas, y Usted (Max Factor, the Stars, and You)* has meant entertainment for eight seasons to viewers and listeners in the Mexican capital. The program, packaged by Dillon-Cousins & Assoc., is simulcast Fridays at 9 p.m. and simultaneously video taped for national and foreign distribution (including Los Angeles and San Antonio) through Teleprogramas de Mexico.

The emphasis is on music and a little talk. The formula has been keeping the show among Mexico's top ten and in first place more than half the time, according to Teleprogramas. The ratings, between 48 and 56, average about twice that of the closest musical competitor. Teleprogramas claims viewers in front of two million TV sets and four million radio listeners during the live broadcasts in Mexico City.

The program cost is about $4,000 per show, according to the producers.

Max Factor & Co. has used the show to advertise lipsticks, various make-ups and fragrances, and other specialties.

Commercials are woven around a high-fashion style show which includes beauty hints. Mario Huarte has created more than 300 new designs for the Max Factor program.

The title might be close to some clients' dreams. *Max Factor, the Stars, and You* gives client identification, a tip on program content, and a come-on for the audience.

Musical numbers are limited to 2 minute 45 seconds, and they're frequently tied to a show theme. One popular series was a hands-across-the-sea salute to the musical tastes of Mexico and Spain.

The personnel responsible for the weekly program work under the supervision of Luis Dillon, president of Dillon-Cousins & Assoc. His director is the unit's youngest regular staffer, Manuel Morales, 28, who has been with the program five years. The continuity is written by Angel Estivil. Juan Silva writes copy and creates the Max Factor commercials. Scenery and staging are handled by Fulvio Sotomayor.

THE BBG MEANS BUSINESS

Canadian body to act against four radio outlets; seeks mandatory TV coverage of yearly grid classic

Two moves by Canada's Board of Broadcast Governors at Ottawa on July 20 show that regulatory body means business.

In the first action of its kind in Canadian radio history, the BBG announced it would prosecute four radio stations for serious infractions. The BBG also announced that at its Aug. 18 public hearing at Ottawa it will discuss a proposed amendment to its regulations to require all licensed TV stations to carry such national events as the Grey Cup football game and receive part of the sponsorship revenue.

The BBG said prosecution of the four stations, which were not named, will be conducted under the Canada Broadcasting Act of 1958, which provides for summary conviction under the Canadian Criminal Code. If convicted, the station licensees could be fined up to $500 or given three months in jail or both.

The BBG statement said: "In the opinion of the BBG, the infractions . . . are of a serious nature and may, in particular cases, be evidence of a disregard . . . of the law of the land. Such disregard is not typical of broadcasters in Canada, and the board makes this statement . . . to ensure that its proceedings against the licensees in the present instance is not seen as an indictment of the body of Canadian broadcasters."

The charges against the four stations will not be made formally until BBG...
counsel W. C. Pearson returns from
vacation. Meanwhile, the BBG action
might make each of the 269 Canadian
radio stations think more carefully of
its responsibilities, the BBG chairman,
Dr. A. Stewart, said.

BBG also will go to court for an in-
terpretation of a provision in the Can-
ad Broadcast Act which prohibits po-
litically partisan broadcasts on election
days and the two preceding days. BBG
reports receiving complaints that the
Canadian Broadcasting Corp. on its na-
tional newscasts prior to the June 18
federal election violated a BBG inter-
pretation that the ban includes news
items of a partisan political nature. In-
dependent broadcasters and the atto-
orneys-general of two provinces have filed
complaints that CBC’s national news-
cast on June 16 included a news item
prohibited by the act.

Football Trouble * Since the advent
of second tv stations in eight major Can-
adian markets two years ago, Can-
adian football telecasts have caused
trouble. This year, as last, CFTO-TV
Toronto has obtained exclusive rights
to the football broadcasts and has sold
network rights to the second Canadian
tv network, CTV Television Network
Ltd., Toronto. The Grey Cup final
championship game between teams from
eastern and western Canada has be-
come as important an event in Can-
ada as baseball’s World Series.

Last year the Grey Cup game was
carried on the CBC tv network. This
year CTV network sold sponsorship
of the game for its eight stations, and
offered the game free, without sponsor-
ship, to the CBC national tv network.
Early this summer the arrangements
were believed completed, CBC offering
free announcements to the Canadian
Red Cross in place of commercials.

BBG’s plan to amend the Canada
Broadcast Act regulations shows a
more aggressive approach. The amend-
ment would require all tv stations to
carry the Grey Cup game on Dec. 1,
and would divide the sponsorship rev-
venue among all stations instead of the
eight stations of the CTV network.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING July 19
through July 25 and based on filings,
authorizations and other actions of the
FCC in that period.

This department includes data on
new stations, changes in existing sta-
tions, ownership changes, hearing cases,
rules & standards changes, routine
roundup of other commission activity.

Abbreviations: DA—directional antenna. cp
—construction permit. ER—effective radi-
pated power, vhf—very high frequency, uhf
-ultra high frequency, ant.—antenna. aur.
aural, vis—visual, kw—kilowatts. w-watts.
ic—megacycles. D.—day, N.—night, LS.
local sunset, mod.—modification. trans-
mitter, un.—unlimited hours. ko—kil-
cycles. SCA—subsidialy communications au-
thorization. SSA—special service authori-
sation. STA—special temporary authoriza-
tion. SH—specified hours. *—educational. Ann.—
Announced.

New tv stations

ACTIONS BY BROADCAST BUREAU

Ken-Ten Va Telecasting Co., Corbin, Ky.
—Waived Sec. 5.631(a) of rules and granted
Cp for new tv station to operate on ch. 16;
ERP 1 kw visual and 25 kw auroral; ant.
height 470 ft. Action July 23.

Desert Telecasting Co., Yuma, Ariz.
—Granted cp for new tv station to operate
on ch. 15; ERP 1 kw visual and 56 kw auroral;

APPLICATIONS

Chicago, Ill.—Tv Chicago A Joint Ventu-
ture. Uhf ch. 32 (758-594 mc); ERP 197-89
kw vis., 98-84 kw aur. Ant. height above
average terrain 508 ft., above ground 631
ft. Estimated construction cost $352,010;
first year operating cost $360,000; revenue
$380,000. D. adv. the H & E Balaban
Corp., 190. N. State St. Chicago 1. Studio
and trans. location Chicago. Geographic
coordinates 41° 57’ 05” N., Lat. 87° 37’ 45”
W. Long. Trans. RCA TTU-12A; ant. RCA
TFU-25D; ant. RCA TFU-25D. Ill. Prin-
cipals: Winnebago Tv Corp., [H & E Balaban
Corp. owns 47.5%], Harold Froelich (7%),
and Milton D. Friedland (5%). Winnebago
Tv Corp. is licensee of WTVG (TV) Rock-
ford, Ill. Trans. Construction cost 50% of
Plains TV Corp. licensee of WICS (TV)
Champaign, WICD (TV) Danville, all Illinois.
Mr. Froelich is general manager of WTVG
(TV), and Mr. Friedland is general
manager of Plains TV’s stations and the
Champlain.


Cleveland, Ohio—The Forest City Pub-
lshing Co. Uhf ch. 19 (500-506 mc); ERP
308-4 kw vis., 232 kw aur. Ant. height above
average terrain 470 ft., above ground 632
ft. Estimated construction cost $360,522;
first year operating cost $260,080; revenue
not figured as uhf is new in area. P. O.
address, Cleveland 1. Trans. location Cle-
vleveland 14, Studios location Cleveland;
trans. location Brecksville, Ohio. Geographic
coordinates 41° 40’ 50” N., Lat. 81° 37’ 32”
W. Long. Trans. RCA TFU-25. Ill. Prin-
cipals: Winnebago Tv Corp., [Cleveland
Channel 14, Inc owned 50% of Plains
Tv Corp. licensee of WICS (TV) Chamo-
paign, WICD (TV) Danville, all Illinois.
Mr. Froelich is general manager of WTVG
(TV), and Mr. Friedland is general
manager of Plains TV’s stations and the
Champlain.


Orogo, Me.—U. of Maine. Vhf ch. 12
(204-210 mc); ERP 226 kw vis., 145 kw aur.
Ant. height above average terrain 573.5 ft.,
above ground 538.8 ft. Estimated construc-
tion cost $720,000; first year operating cost
$182,760; revenue none above legislative
appropriations. P. O. box, Bangor 21, Me.
Antennas 60 ft. Tall. Ant. system (add. 5-
storey building). W. Borda, Orono, Me.
—First permit. Vhf ch. 12, ERP 1 kw visual
and make changes in terrain. (Request
waiver of Sec. 1.304 of rules.) Ann. July
23.

Presque Isle, Me.—U. of Maine. Vhf ch.
10 (195-196 mc); ERP 260 kw vis., 104 kw
auroral; ant. height above average terrain
512.3 ft., above ground 428 ft. Estimated
cost of construction $426,000; first year op-
erating cost $40,200; revenue from legisla-
tive appropriations. Winnebago Tv Corp.,
Orono, Me. Studios and trans. location
Presque Isle. Geographic coordinates 45°
40’ 26” N., Lat. 64° 09’ 26.5” W. Long. Trans.
RCA TT-3D. Ill. Prin. RCA TW-814-A. Legal
assignment Dow, Lohnes and Albertson,
Washington, D. C., consulting engineer
Jansky & Bailey. Washington, D. C. Principals
are Board of Trustees. Ann. July 25.

Existing am stations

APPLICATIONS

KPGF Page, Minn.—Request increase
daytime power from 250 w to 1 kw. Ann.
July 23.

WARI Abbeville, Ala.—Cp to increase
daylight power from 1 kw to 5 kw and in-
sitalize hours of operation from D to un-

WCPN Longboat Key, Fla.—Cp to in-
crease hours of operation from D to un-

WCBY Cheboygan, Mich.—Cp to increase
daylight power from 250 w to 1 kw and in-
sitalize hours of operation from D to un-

KWRK Abilene, Tex.—Cp to increase day-
time power from 250 w to 1 kw. Ann.
July 23.

APPLICATIONS

Arab Hill, Ala.—Paul R. Nielsen. 103.5
mc, ch. 30. Ant. height above average
terrain 275 ft. P. O. address, Bessemer 2,
Laces Spring, Ala. Estimated construc-
tion cost $2,789; first year operating cost
$10,000; revenue $19,500. Principal: Mr.
Nielsen is sole owner. General aeronau-
tical research and development engi-

Morristown, N. J.—Morristown Best.
Corp. 197.1 mc, ch. 296. 205 kw. Ant. height

EDWIN TOERNBERG
& COMPANY, INC.

68

BROADCASTING, July 30, 1962

Negotiators For The Purchase And Sale Of
Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 531641
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8331

EFT
above average terrain 458 ft. P. O address Box 343, Morristown. Estimated construction costs $1,600 all of which is to be raised by a loan from Eric Rock, Ark.—Granted assignment of license to KAXY Inc., $10,000.00 for agreement, not to compete in radio broadcasting for nine years within 75 miles of station. Existing station is owned by LIN Best, Corp., which is parent corpo-

KJOE, Armand Kevitz, Shreveport, La.—By order, commission, on showing of com-
pliance with exceptions to the three-year holding rule, granted assignment of li-
cense to Armand Best, Inc. (Kevitz and Harrison-McElroy Theaters Inc.); consider-
ation $119,000.00. Action July 25.

KEX, Westminister Best, Inc., Portland, Ore.—Granted assignment of licenses to Golden West Best, Inc., consideration $800.00 and agreement to pay certain conveyance taxes and to make adjustments for prepaid expenses at closing. Assignee interest in WHSY and WHHY. Action July 25.

WHERE and Mr. Robinson has minority in

WHAT does

Edward Fitzgerald

say about

Broadcasting

Yearbook?

"Yearbook of Great Help"

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

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1963 Broadcasting Yearbook when it comes off the press on December 1? Guaranteed circulation: 20,000 copies. Same rates, same space sizes as every issue of Broadcasting. Final plate deadline: Oct. 1. Reserve the position you want—TODAY—before somebody else gets it! Wire or call collect to nearest Broadcasting office now!
In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications.

70 (FOR THE RECORD)

ADVERTISING IN BUSINESSPAPERS
MEANS BUSINESS


Hearing cases

INITIAL DECISIONS

- Hearing Examiner Jay A. Kyle issued initial decision (1) denying application of Simon Geller for new station WJAY, Auburn, N. Y., to operate on 1510 kc and direct preparation of final decision in docket 14181 will not be directed preparation of final decision, in docket 14181 will not be

- By memorandum opinion & order, commission denied application for new station WJAY, Auburn, N. Y., to operate on 1510 kc and direct preparation of final decision in docket 14181 will not be directed preparation of final decision, in docket 14181 will not be

- By decision, commission granted application for new station WJAY, Auburn, N. Y., to operate on 1510 kc and direct preparation of final decision in docket 14181 will not be directed preparation of final decision, in docket 14181 will not be

- By memorandum opinion & order, commission denied application for new station WJAY, Auburn, N. Y., to operate on 1510 kc and direct preparation of final decision in docket 14181 will not be directed preparation of final decision, in docket 14181 will not be

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- By memorandum opinion & order, commission denied application for new station WJAY, Auburn, N. Y., to operate on 1510 kc and direct preparation of final decision in docket 14181 will not be directed preparation of final decision, in docket 14181 will not be

- By memorandum opinion & order, commission denied application for new station WJAY, Auburn, N. Y., to operate on 1510 kc and direct preparation of final decision in docket 14181 will not be directed preparation of final decision, in docket 14181 will not be
BROADCASTING, July 30, 1962

SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, July 25

<table>
<thead>
<tr>
<th>Lic.</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cps.</td>
<td>3,675</td>
<td>67</td>
<td>143</td>
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<tr>
<td>Net on air</td>
<td>143</td>
<td>669</td>
<td>89</td>
</tr>
<tr>
<td>For new stations</td>
<td>143</td>
<td>669</td>
<td>89</td>
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OPERATING TELEVISION STATIONS
Compiled by BROADCASTING, July 25

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<thead>
<tr>
<th>Type</th>
<th>VHF</th>
<th>UHF</th>
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<tr>
<td>Commercial</td>
<td>471</td>
<td>91</td>
</tr>
<tr>
<td>Non-Commercial</td>
<td>42</td>
<td>17</td>
</tr>
<tr>
<td>TOTAL</td>
<td>513</td>
<td>108</td>
</tr>
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COMMERCIAL STATION BOXSCORE
Compiled by FCC June 30

<table>
<thead>
<tr>
<th>Type</th>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>Cps.</td>
<td>3,686</td>
<td>955</td>
<td>481</td>
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<tr>
<td>Cps on air (new stations)</td>
<td>141</td>
<td>57</td>
<td>76</td>
</tr>
<tr>
<td>Total applications</td>
<td>3,886</td>
<td>1,012</td>
<td>564</td>
</tr>
<tr>
<td>Applications for new stations (not in hearing)</td>
<td>438</td>
<td>112</td>
<td>46</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>10</td>
<td>14</td>
<td>51</td>
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<tr>
<td>Total applications for new stations</td>
<td>448</td>
<td>126</td>
<td>97</td>
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<tr>
<td>Applications for major changes (not in hearing)</td>
<td>436</td>
<td>91</td>
<td>34</td>
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<tr>
<td>Applications for major changes (in hearing)</td>
<td>45</td>
<td>10</td>
<td>13</td>
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<tr>
<td>Total applications for major changes</td>
<td>481</td>
<td>101</td>
<td>47</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>3</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Cps deleted</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

*There are in addition, 10 tv stations which are no longer on the air, but retain their licenses. *Includes one STA.

- Granted petition by Rhode Island-Connecticut Beach Station WJBD, Westerly, R. I., and extended time from July 16 to July 20 for applicants to exchange entire direct case exhibits in written form; application is in hearing with The Willie Bestg. Co., Willimantic, Conn. Action July 17.
- By Hearing Examiner Isadore A. Hong

- By Hearing Examiner Jay A. Kyle
- By Hearing Examiner Forest L. McClassic
- By Hearing Examiner Chester F. Naumowicz Jr.
  Scheduled conference for July 31 to determine further hearing schedule in proceeding on applications of WJBD, Salem, Ill. Action July 19.

WHIP THE HAZARD OF LIBEL, SLANDER, INVASION OF PRIVACY, VICE, VIOLATION OF COPYRIGHT

YOU handle No. 1 and No. 2 — WILL'Y take after No. 3 with our SPECIAL and UNIQUE REIRCUT BUILT to do it satisfactorily and quite inexpensively!

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1701 Market Street, Philadelphia 3, Pa.
555 California St., San Francisco 5, Calif.
1711 N. Market St., Washington 5, D.C.

121 Park Avenue, New York 16, N.Y.

FOR details and rates, write

By Commissioner T. A. M. Craven

* Granted petition by Storer Bestg. Co. (WJBD), Detroit, Mich., and extended time for such appellee as Broadcast Bureau may file to Storer's July 2 petition for declaratory ruling or revision of issue in proceeding on its application which is in consolidated am proceeding in Docs. 14286 et al. Action July 19.


- Granted petition by Broadcast Bureau, and extended time to July 26 to respond to petition by Storer Bestg. Co. (WJBD), Detroit, Mich., for declaratory ruling or revision of issue in proceeding on its application, et al., which is consolidated for hearing with am applications of Radio Five Hundred Inc., Indianapolis, Ind., et al. Action July 16.

By Chief Hearing Examiner James D. Cunningham

* Granted petition by Harry A. Epperson Jr., for encroachment of his application for new am station in Mt. Holly, N. C., which is in consolidated am proceeding in Docs. 14286 et al.; dismissed application with prejudice. Action July 23.

- Because of current workload of Hearing Examiner Annie Neal Hunting, and with consent of parties, transferred proceeding on application of Kent County Bestg. Corp. and Mid-Cities Bestg. Corp. for new am stations in Canton, Ohio, to Hearing Examiner Herbert Shurman for completion of proceeding duties and preparation and issuance of initial decision. Action July 17.


* Dismissed with prejudice for failure to proceed with the application of Conrono Bestg. Inc, for assignment of license of am station KPRK, Carlsbad, N. M., to Taylor Bestg. Co. and terminated proceeding. Action July 17.

By Hearing Examiner Basil P. Cooper

* By order in proceeding on applications of 1960 Radio Inc., and Elaides Broadcasting Co. for new am stations in Richmond and Hermitage, Tenn., and applications of Radio Inc.'s affidavits to effect that no consideration was promised or paid to RCD Broadcasting Co., which was to handle dealings for these stations, and closed record: proposed findings of fact to be filed within 20 days after leave to file reply findings in proceeding, et al., for new am stations in Kettering and Xenia, Ohio. Action July 20.

By Hearing Examiner Charles J. Frederick

* Granted petition by People's Bestg. Co. (WPBC), Minneapolis, Minn., to extend time to July 20 to file proposed findings and from July 30 to Aug. 1 to file reply findings in proceeding on am application and Gabriel Bestg. Co., Chisholm, Minn. Action July 18.

- By Hearing Examiner Millard F. French
  Granted petition by Broadcast Bureau, and extended time from July 16 to July 30 to file proposed findings and from July 30 to Aug. 1 to file reply findings in proceeding on applications of Speidel Bestg. Corp, of Ohio and Greene County Radio for new am stations in Kettering and Xenia, Ohio. Action July 17.

By Hearing Examiner Walther W. Guenther

* Granted motion by The Walmac Co. and consolidated in order, including corrections made on hearing examiner's own notes in proceeding on Walmac's applications for renewal of licenses of KMAC and KSIX (FM), San Antonio, Tex. Action July 17.

* Granted petition by WHYV Inc. for leave to file application for new tv station to operate on ch. 12 in Wilmington, Del., to reflect recent changes in membership of Directors; application is consolidated for hearing with Rollins Bestg. Inc., seeking same facilities. Action July 17.

* By Hearing Examiner David I. Kraushaar

* By order in Syracuse, N. Y., tv ch. 9 proceeding, granted petition by Syracuse TV Inc. for leave to amend its application to reflect certain changes in number of stockholders and officers and directors of MacMillan Ring-Free Oil Inc., 29% corporate stockholder. Action July 19.
On motion, scheduled conference for July 23 in proceeding on applications of WKJF (TV) Pittsburgh, Pa.—Granted to make change in studio equipment.

KCTA Corpus Christi, Tex.—Granted to install new trans.  

KTTV Hollywood, Calif.—Granted mod. of cp to change ant. trans. location.


WPGM-TV 1060 Lufkin, Tex.—Granted to change from ERK to ERP, 2 kw, visual and audio trans.

WICS-TV Greensville, Va.—Granted license covering change in ant. trans. location.

WKTV Richmond, Va., Al.—Granted to change from day time to nighttime.

KTVI St. Louis, Mo.—Granted license covering change in daytime power and installation of new trans.

WBBW Charleston, W. Va.—Granted to change from daytime to nighttime.

WVTM Birmingham, Ala.—Granted renewal of license.


KBMT (TV), Television Beacons, Inc., Beaumont, Tex.—Granted to change main and auxiliary trans. location.

KPLB-TV,蟛ometers Equipment (WAAT), Trenton, Asbury Park Press Inc. (WJLM), Asbury Park, and City of Camden (WCOM)—Granted licenses covering new trans. location.

KCTA Corpus Christi, Tex.—Granted to install new trans.


WKJF (TV) Pittsburgh, Pa.—Granted cp to change main and auxiliary trans. location.

WJFN-WLPS, Inc., Hamilton, Ohio.—Granted license covering change in ant. trans. location.

WJGF-WLPS, Inc.—Granted license covering change in daytime power and installation of new trans.

WJFL-FM, Inc., Gainesville, Fla.—Granted license covering change in daytime power and installation of new trans.

WJKM-FM 97 Madison, Wis.—Granted renewal of license.

KIPN-FM 99 Phoenix, Ariz.—Granted renewal of license.

KXCM Twin Falls, Idaho.—Granted mod. of cp to change trans. location.

KHKI-FM San Francisco, Calif.—Granted renewal of license for am station, specify studio location (same as trans. location as described) and delete remote control.

KXCD-WLPS, Inc., Kansas City, Mo.—Granted license for new remote pickup station.

WJKR-FM, Inc., Kansas City, Mo.—Granted cp to install new auxiliary trans. at main trans. site.

WJZ-TV and WTAR-TV, Inc., New York, N. Y.—Granted mod. of cp to change antenna location.

WKTV Skipper, Inc., Hollywood, Fla.—Granted license covering installation of old main trans. as auxiliary trans.

KLSW-FM 94.5 Charleston, W. Va.—Granted license covering change in ant. trans. location.

WAKU-FM 94.1 Waycross, Ga.—Granted renewal of license.

WJZ -TV and WTAR -TV, Inc., New York, N. Y.—Granted mod. of cp to change antenna location.

WJOC -FM and WJCM -AM 1050 Nashville, Tenn.—Granted renewal of license for station WJOC -FM and WJCM -AM 1050 Nashville, Tenn.

WKLU-TV 8.3 Lima, Ohio.—Granted license covering change in daytime power and installation of new trans.

WINR-TV Binghamton, N. Y.—Granted license covering change in tv station.

WSBE -FM 104.1 Ridgefield, Conn.—Granted renewal of license to change studio location.

WJRM-TF 1510 Des Moines, Ia.—Granted license covering change in daytime power and installation of new trans.
### COMMERCIAL RADIO

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KANSAS CITY, MISSOURI

**VIR N. JAMES**
Consulting Radio Engineers
Applications—Field Engineering
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Phone: (Area Code 303) 333-5562
Member AFCOE

**MERL SAXON**
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622 Hosekins Street, Lufkin, Texas
Neptune 4-2424
Neptune 4-9958

**RAYMOND E. ROHRER & ASSOCIATES**
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Phone: 347-9061
Member AFCOE

**JAMES C. McNARY**
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National Press Bldg., Wash., D.C.
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**CARL E. SMITH**
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To Be Seen by 100,000+ Readers among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ABRadiating Readership Study*
Help Wanted—Management

Northeastern city (population 40,000) has one medium and a number of small operators. A top manager and sales manager are needed. Young, outstanding salesman with managerial talents and aspirations wanted by mature radio operators to take over smallest of group of stations. Salary, profit sharing—five figures. Organization offers real future. Send resume to Box 949M, BROADCASTING.

Sales


Wanted—sales manager with possible 25% ownership and general manager within one year. Must have 5 years' talent on West Coast. Apply Box 964M, BROADCASTING.

Salesman—Quality small market radio station needs good, experienced time salesman to handle station's key accounts. Must be experienced hustler. This is the job you have been looking for. Good pay, good security, good future. Salary $18,000 plus commission override, fringe benefits. Forward complete information, resume to Box 18, First Phone, BROADCASTING.

California—sales, single market, salary plus commission, insurance. References important. Apply to FIRST PHONE, BROADCASTING.

Opportunity for a salesman in the fabulous Rocky Mountain empire. Salary and commission. Write Eds Attebery, Radio RCOL, P. O. Box 974, Fort Collins, Colorado.

Experienced salesman—for really progressive daytimer 78 miles from Chicago. Must be able to sell radio and TV. Must have leaving radio—making $10,000 yearly. Send photo, resume to Box 20, BROADCASTING.

Questionable small market position. Must be both sales manager and top air personality. Apply Box 961M, BROADCASTING.

Orlando, Fla.—sales manager. Write Ellis Organization, 321 E. Jones St., Orlando, Fla.

Stations

The company wants a man with first class license. Letters and all details. Unless you want to work directly for the boss, you won't get any information.
**Help Wanted—(Cont'd)**

**Radio**

**Situations Wanted—Management**

Manager for twelve year old, profitable station. Long on sales, New employed, but want full responsibility in Southeast. Excellent personal and ownership references. Area $10,000. Box 561M, BROADCASTING.

Successfully general manager of medium market group organization desires promotion to single station, or group. Have successful background in sales, if needed, and aggressive sales policy. Real leader organization. Needs large industry references. Proof of performance on paper for examination. Thirty-five year old family man. Currently, northwest, will relocate according to opportunity and desirable chance of staying in California. September. Box 890M, BROADCASTING.

**Sales**

**Announcers**

Young, married announcer, 4 years experience. Gather, write, report local news. Michigan, college grad. Very dependable. Well written, well spoken. September. Box 896M, BROADCASTING.

Announcer dj. 4½ years experience, family-man, desire advancement n.e. Box 524M, BROADCASTING.

Announcer. Excellent references, sincere and reliable sales, experience but a lot of drive and interest. Know board and broadcast procedures. Will locate anywhere. Box 909M, BROADCASTING.

**Top rated country music disc jockey-salesman. Best references. Box 905M, BROADCASTING.**

Sports, news. Play by play, football, basketball, baseball. 7 years experience. News director or staff. Box 2P, BROADCASTING.

**Rich personal news—family-man, desire advancement n.e. Box 945M, BROADCASTING.**

Singling announcer, dj, top production. Married. Desire to leave N.Y.C., for New England area, preferably in or near Boston, Mass. Other areas are considered. (color) Box 946M, BROADCASTING.

Announcer. 6 years experience, personality—deejay, top production ready to move up and settle permanently in September. Draft free, family man . . . want $1500 first year. Telephone CASCADING.

First phone announces—dj, looking for position in the south. Young, married, professionally trained, and well experienced. Make an offer. Box 961M, BROADCASTING.

**Swingin top 40 dj currently working desires change of scenery. Box 902M, BROADCASTING.**

Available September. Limited exp’d, 1st phone, mature, dependable light announcer—light background. Box 966M, BROADCASTING.

Announcer. 40, very good resonant voice, school graduate. Prefer Southern California or 7. Start at low salary. Box 970M, BROADCASTING.

Announcer top 40, very good resonant voice, school graduate. Prefer Southern California or 7. Start at low salary. Box 970M, BROADCASTING.

Attention Florida. Announcer with 1st phone, mature, dependable, light background. Will travel. Box 980M, BROADCASTING.

**Radio school grad. Need starting position. Has good voice, excellent local knowledge, can be relocated. Will travel. Box 983M, BROADCASTING.**

BROADCASTING, July 30, 1962
### Situations Wanted—(Cont’d)

**Production—Programming, Others**

Newsmen—expert reporter, writer, news-caster. Experienced all general news and features. Wants news-oriented radio or tv which knows value of intensive coverage. Station should favor total commitment to news. Box 954M, BROADCASTING.

Program director—air personality with top rated station, eastern market of 58,000 degrees to relocate, meet new challenge. Five years experience small, medium markets. Fine references. Provide sharp sound for your top 40 programming. Desire air shift major, pd medium, but consider all offers. Complete background, air check. Box 957M, BROADCASTING.

Production director—talent, with organizational ability. Know music, copy, people. Top versatile announcer. $10,000. Majors. East, Box 95IM, BROADCASTING.


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**YOUR HANDY CLASSIFIED AD ORDER FORM**

<table>
<thead>
<tr>
<th>ISSUE DATE(s)</th>
<th>□ TF (until forbid)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RATES</td>
<td></td>
</tr>
<tr>
<td>Situations Wanted—20¢ per word—$2.00 minimum (Payments in advance)</td>
<td></td>
</tr>
<tr>
<td>Help Wanted—25¢ per word—$2.00 minimum</td>
<td></td>
</tr>
<tr>
<td>Display ads $2.00 per inch—STATIONS FOR SALE advertising require display space</td>
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<tr>
<td>Situations Wanted—(Payment in advance)</td>
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</tr>
<tr>
<td>□ 1” □ 2” □ 3” □ 4” □ other</td>
<td></td>
</tr>
<tr>
<td>□ All other classifications 30¢ per word—$4.00 minimum</td>
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<tr>
<td>(No charge for blind box number)</td>
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</tbody>
</table>

**HEd HELP WANTED**

□ management  □ sales  □ announcers  □ technical  □ production-programming

**SITUATIONS WANTED**

□ management  □ sales  □ announcers  □ technical  □ production-programming

**COPY**

□ Radio  □ TV

□ FOR SALE  □ equipment

□ WANTED TO BUY  □ stations  □ equipment

□ ADDITIONAL CATEGORIES

□ Instructions  □ Business Opportunity  □ Miscellaneous

([If larger space is needed, please attach separate copy])

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed

□ Bill

---

**Situation Wanted—(Cont’d)**

**Production—Programming, Others**

Program director—morning man of Illinois daytimer seeks chance to move up in midwest. Creative in programming, copy, news, and personal good music host. Four years experience, 2 years commercial, proven record, best references, degree in radio P. V. married, 24, hard worker. Present employer knows of ad. Box 950M, BROADCASTING.

Former major market dJ who went to small market for pd experience-ready to move up again as medium market pd. Know all formats. Married, college, 1st phone, salary important, security more so. Ken Lippe, 226 Runset, Cape Girardeau, Missouri, Ed 4-4867.

Creative radio man who has worked himself up to manager position would like to accept the tv challenge. Wide radio background—name it, I’ve done it. Looking for opportunity to prove self in tv production and direction or work as operations manager. B.A. degree Box 958M, BROADCASTING.

**TELEVISION**

Help Wanted—Sales

Number one TV Station in midwest market needs alert, experienced local salesman. Exceptional benefits for right man. Send photo and complete resume to Box 960M, BROADCASTING.

Television station in leading mid-west market needs experience local salesman. Send complete resume and picture with salary requirements to Box 9F, BROADCASTING.

Progressive, independent Channel 21, serving many communities in all-uf Fresno area market, seeking creative, aggressive account executives to package and sell live, remote and studio-originated sports, special events, community salutes, and variety shows at rates comparable to radio. Extremely rewarding commissions against living-expense draw to qualified applicants who have high regard for maintaining the public interest on a local basis for these many communities. Resume, preparation and references to Harold Gann, KDAS-TV, Hanford, Calif.

CBS owned KMOX-TV, has opening in sales promotion dept. Excellent opportunity for ambitious young man. This is a sales training position involving preparation of sales materials, national sales contacts, and trade promotion. Experience in tv sales promotion desirable. Send complete resume and samples of sales presentations if you have them to: Judd Choler, KMOX-TV, St. Louis 6, Mo.

Announcers

Commercial talent, experienced, for southern Florida vhf station. Send photo and resume to Box 922M, BROADCASTING.

**Technical**

Opening available with leading midwestern tv station for experienced engineer with first class license. Send recent picture with full resume to Box 599K, BROADCASTING.

Experienced chief engineer for maximum power Rocky Mountain tv station. The man we want must be thoroughly experienced in theory, technical and practical areas of tv engineering, including microphone, etc.—and this is most important—he must be capable of administration and realized Salary open. Write, Box 951M, BROADCASTING, giving a complete resume of your experience, salary expectations, etc.

Channel 21 in all ufr Fresno-area market needs chief engineer. All G.E. equipment. 1kw transmitter, vidicon, vidicon, film chain, 10 watt remote rear. 1990-2000 mo. Hanford, Calif. KLAS-TV, Hanford, Calif. Ludlow 4-7421.

Number one tv station in midwest market needs experienced VTR man. Heavy on maintenance. Exceptional benefits for right man. NABET. Send photo and complete resume. Box 974M, BROADCASTING.
Help Wanted—(Cont'd)

Technical

Technician, 1st phone. WBTW, Florence, South Carolina. Control room, VHF transmitter duty, multiple ownership, fringe benefits. TV experience a must but will consider solid radio technical background. Tape, S.O.F. if available, resume and photo first. Write or call PL 9-8800—HR-TV, 373 Park Avenue, NYC, N.Y.

Production—Programming, Others

Staff director. Immediate opening for right man with minimum 2 years in responsible director position. Send full resume, including references and photo first letter. Midwest. $115 week to start. Box 915M, BROADCASTING.

Number one tv station in midwest market needs alert experienced traffic director. Exceptional benefits for right girl. Send photo and complete resume including salary requirements. Box 973M, BROADCASTING.

News director. Must be strong on air personality. Experienced only. Mature. Administrative ability required. Salary open. Present news director has taken job in local industry and will be available to help you get started. Send and biography to Redd Gardner, General Manager, KCCR Stations, Cedar Rapids, Iowa.


Gals—TV traffic girl wanted with experience in handling avails and twx. Plush offices and 52 cent lunch. Proven sinks used. Send photo and resume. KTIV, Sioux City, Iowa.

Wanted young farm specialist. We're looking for a third man in our very important farm department. Since he'll obviously start as low man on totem pole, beginning salary is only $800 weekly. Work will involve television and radio. While we expect much, we compensate (in part) with ideal living conditions, plus pension. Insurance and blue-chip environment. Write Hayden Evans, WBAY Stations, Green Bay, Wisconsin.

TELEVISON

Situations Wanted—Management

Experienced Agency Vice-President. For Assistant General Manager, in Charge of TV programs and station operations. Ages 35. Have had twenty years in radio and television. Started in TV in 1949. Experienced in all phases, programming, sales, operations and announcing. For last seven years have been Vice-President of six advertising agencies, affiliated in the south. Only interested in becoming the assistant to a general manager of TV outlet in good size market. Box 68M, BROADCASTING.

Announcers

Good on newscasts. Mature, reliable. Experience—7 years radio, five television. TV experience anywhere. Box 944M, BROADCASTING.

4 years experience tv, commercial announcer, newscaster, writer. 16mm photographer, college grad, single, 29. Currently employed in TV. Contact Sept. 1st. Box 977M, BROADCASTING.

Kid's show personality. Imaginative, ventriloquist, cartoonist. Successful on-camera sales job. Good minimum. Box 87, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief 4½ years, built maximum-power vhf station and microwave. Midwest, West. Box 915M, BROADCASTING.

Chief engineer. Proven ability in highly competitive market. $600.00 monthly, or salary and fringe benefits 1 effect. Box 908M, BROADCASTING.

Present position eliminated after 13 years. Broadcasting and recording. Abilities and interests dedicated to broadcasting. Desire to expand further with good company. Resume upon application. 18-19-14, 98 Wildflower Road, Levittown, Bucks County, Pennsylvania. Box 910M, BROADCASTING.

Production—Programming, Others

"Television or radio continuity can be creative—mine is Graduate next week from Kansas University's Journalism School. Draft free, responsible, 22, single. Limited commercial experience—unlimited ideas. Trained in continuity, news, performance. No sales. Replies promptly answered. Box 977M, BROADCASTING.

Creative college graduate desires position as producer-director. 3 years experience in all phases of broadcasting. Fully assistant director for large CBS affiliate. In one of top 25 markets. Box 908M, BROADCASTING.

Ten years experience with top network TV newsroom as writer, editor, producer, reporter, with foreign programs. Seeking increased responsibility with commensurate pay. Will consider foreign. Not a "yes man," but I'll work for you, not for me. Box 941M, BROADCASTING.

Film manager. Photographer, editor, darkroom technician. Very responsible, 9 years TV experience in all phases of film operations, film buying, programming, contract negotiations and film production. 17 years experience in motion picture, still photography and darkroom operations. Capable of supervising entire film and photo operation. Box 944M, BROADCASTING.

Seeking position as tv news director. Previously employed as correspondent with national radio network in addition to solid background as newscaster-cameraman with Fox Movietone and network tv. Extensive college study in the media. Box 945M, BROADCASTING.

Young aggressive man would like to make change where his abilities can be utilized. Age 25, married. 8 years directing-producing in all phases of television. Professional musician. Will answer all replies. Box 955M, BROADCASTING.

Gods gift to show biz I am not. But if an honest "doer" with 8 solid years experience and good knowledge of operations, promotion, production, programming interests you, Box 977M, BROADCASTING.

FOR SALE

Equipment

ITC 1000 watt FM transmitter, one year old, new tube in transmitter, with spares, also one program line amplifier 8 months old. Box 867M, BROADCASTING.

Used FM transmitters. One 10-kw Western Electric now operating. One 1-kw Western Electric. Write Box 725M, BROADCASTING.


RCA BTF-3B 10 kw fm transmitter $5000.00. Will crate and ship. Box 966M, BROADCASTING.


RCA M-21327H harmonic filter. Buy or trade for M-21327L. Write or call Mel Kerr, KIMA-TV, Yakima, Washington.

Wanted in good condition: Professional disc cutting system; studio mixer, two or three channel, receiver amplifiers. Ampex 930 or equivalent, microphone, EV-656 U-47 or equivalent. Box 4P, BROADCASTING.


WANTED TO BUY

Equipment

For Sale—(Cont'd)

Great savings ... take over monthly payments of $170 on like new Shaler-Aiken installation equipment complete with Mackenzie tape recorders. Contact Verne Pfeile, 1932 N. 20th, KISO, San Bernardino, California.


RCA Tk-18 monoscope camera, excellent condition, $1,000. Gates 52-CS audio console, $250. WYAH-TV, Box 111, Portsmouth, Virginia.


Five brand new Collins ATC PB190's and two AB190's. Never installed. Change of plans. Priced for fast sale, PBB's $400.00. AB's $275.00. Contact James Watt, 1901-33rd Street, Moline, Illinois. Phone 272-7349.


籴, fm, tv equipment including transmitters, orthicons, iconoscopes, audio monitor, cathodrons. Electrofind, 440 Columbus Ave. N.Y.C.

Will buy or sell broadcasting equipment. Guarantors & Broadcasting Supply Co. 1214 Urbide St., Laredo, Texas.

WANTED TO BUY

Equipment

Wanted: General Electric 12.5 kw UHF amplifier equipment. Must be complete with power and heat exchange and in good condition. Box 715M, BROADCASTING.

Used UHF transmitter wanted by education institution. Channel 1, E.F.A. Type LF. 25531E, 25531F, 25531G preferred. Box 852M, BROADCASTING.

Small college (Independent, non-profit, degree-granting) starting radio broadcast courses needs console, two or three professional tape recorders, racks, microphone, we will buy or sell for useful gifts. Box 876M, BROADCASTING.


1000 dollar bill waiting for best fm transmitter offered, also need monitors, interested in complete equipment for UHF tv. Box 965M, BROADCASTING.

RCA M-21327H harmonic filter. Buy or trade for M-21327L. Write or call Mel Kerr, KIMA-TV, Yakima, Washington.

Wanted in good condition: Professional disc cutting system; studio mixer, two or three channel; receiver amplifiers. Ampex 930 or equivalent, microphone, EV-656 U-47 or equivalent. Box 4P, BROADCASTING.

BROADCASTING, July 30, 1962
INSTRUCTIONS

FCC first phone license preparation by correspondence in six weeks at Elkins Radio License School. For more details, write: Academy of Television & Radio, 1700 E. Holton Street, Houston, Texas.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Oklahoma City, 1139 Spring St., N.W., Atlanta, Georgia.


Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.


Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Oklahoma City, 1139 Spring St., N.W., Atlanta, Georgia.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.


Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. R. approved. Elkins School of Broadcasting, 3603 Inwood Road, Dallas 35, Texas.


Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours scheduled discussion at school. Reservations required. Enrolling now for classes starting September 18, January 5. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1110 West Olive Avenue, Burbank, California.


Miscellaneous

DJ inserts; short comic skits, tailored for your show. Complete details free. Box 982M, BROADCASTING.

ATC and similar cartridges rewound and reconditioned at low rates. Broadcast Associates, Box 1382, Atlanta 1, Georgia.

Lange-Liners Skyrocketing Ratings Coast to Coast Langan, 3840 Hollywood Blvd., Hollywood, California.

25,000 Professional Comedy Lines! Topical laugh service featuring desay content. Introductions, Total Dialog. Great Comedy Books, Hewlett, N. Y.

"Stinger Series" Forty musical cappers, adding dramatic intensity. Newly recorded in U.S. and pressed onto pure vinyl just $0.96. Station Services, 1st National Bank, Peoria, Illinois.


Business Opportunity

West Coast Florida station to go on air in fall has stock interest and long term financing available to non active partners. Box 870M, BROADCASTING.

RADIO

Help Wanted

NEW STATION

Entire program staff. Non-format. Announcers, news, sales, some experience. Car necessary.

Identification: WPAC

Patchogue, L. I., N. Y.

Technical

OVERSEAS OPPORTUNITIES

EUROPEAN AREA

RADIO ENGINEERS

Minimum 5 years experience in standard and high frequency broadcasting, emphasis on high power transmitters. Administrative experience desirable.

PROJECT ENGINEER

Electronics experience and BSEE required. Knowledge of electrical and/or engineering helpful.

Travel and housing allowances given. Submit experiences and earnings to Box 841K, BROADCASTING

ANNOUNCER

Starts production minded—mature voice. Must be able to sell for the number one station in a 4 state competitive market. Station is part of a chain offering liberal company benefits including; profit sharing trust; educational foundation; full coverage insurance; personal growth potential. Send resume and tape to:

Box 981M, BROADCASTING

SITUATIONS WANTED—ANNOUNCERS

NO "JOB" WANTED

Desire good newscasting, "on spot" reporting, and/or public affairs, affiliation... capable writer... fine voice... interviews and documentaries... 2-3 yrs experience... presently employed... married... will locate anywhere.

Box 10P, BROADCASTING

TELEVISION

Help Wanted

Production—Programming, Others

SEEKING CHILDREN'S PERSONALITY

Major midwest television market is seeking creative daily children's programming personality. Gentle, light, constructive approach. No cowboys or ship captains. A respect for and understanding of children's audience are mental requirements. Resume, references, and visual examples of work required.

Box 883M, BROADCASTING

SIX WEEK COURSES

a, FCC first phone license

b, Announcer, Disc-Jockey

c, Time Salesman

NINE MONTH COURSES

d, Chief Engineer

e, Program Director

f, Owner-Manager

Guaranteed training and placement. Our graduates are working in all categories.

Write for school catalog

KEEGAN TECHNICAL INSTITUTE

"Since 1947"

207 Madison, Memphis, Tenn.

SALES

MANAGER

PROGRAM

DIRECTOR

SELLING

SALESMEN

WRITE STANLEY RAY

THE OK GROUP IS EXPANDING!!!

- Do you have the ability to sell manage men? Do you have ideas for selling new approaches to advertisers? Are you an aggressive hard worker?

- Are you a proven and tested radio salesman with a good sales record? Can you sell ideas and original thoughts rather than ratings?

- Are you an idea man when it comes to programming? Do you know Music? Can you watch details and handle a staff?

- Fit into any of these positions and you can find a place with the oldest and largest and most successful Negro Radio Group in business today. You can earn top pay.

- The OK GROUP operates stations in New Orleans, Houston, Memphis, Baton Rouge, Mobile and Lake Charles. We have immediate openings in at least one of the above categories in all 6 stations. Write sending full particulars, first letter. OK GROUP, 505 Baronne Street, New Orleans, La.
WANTED TO BUY

Stations

**What Will $50,000 Buy?**

Am looking for outright purchase or interest in either radio or television station. General Manager of top radio station - non-rockin - in first 30 markets for last six years. Thirteen years additional executive experience at TV station, national representative and national network. In early forties. Will acknowledge each response.

Box 786M, BROADCASTING

FOR SALE

Equipment

**FOR SALE OR LEASE**


Peter DiFazio

1317 W. Belmont Avenue

Chicago 13, Illinois

FOR SALE

Stations

Southern Arizona Full Time Single Market Station $8,500 down — $75,000 Good Potential — Qualified Purchasers Only. Address Owner

Box 788M, BROADCASTING

SOUTHERN CALIF. REGIONAL

Fulltime station in one of the state's dynamic growth areas. Excellent market with unusual potential. Original owner since 1946 desires to sell because of other primary interests. Valuable real estate included in total price of $150,000 on terms.

Box 919M, BROADCASTING

TEXAS SINGLE MARKET

Daytime station in growth area averaging $40,000 annual sales for past seven years. Good ownership earnings. Ideal for owner-operator. Asking $65,000 on good terms.

Box 5P, BROADCASTING

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT ESTABLISHMENT 1946**

Negotiations Management Appraisals Financing

HOWARD S. FRAZIER, INC.

1736 Wisconsin Ave., N.W.

Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling

RADIO and TV STATIONS

in the eastern states and Florida

W. B. GRIMES & CO.

200 Florida Avenue, N.W.

Washington 9, D. C.

December 2-2311

**STATES FOR SALE**

NORTHEAST. Medium market. Cross $85,000 in 1961. Asking $125,000 plus assumption of $30,000 in obligations. Very excellent location.

NORTHWEST. Top one hundred markets. Absentee owned. Full time. Asking $100,000.


MIDDLE ATLANTIC. Markets exceed 250,000. Daytime. Asking $75,000. 29% down.

JACK L. STOLL & ASS'NS.

Suite 600-601

3631 Hollywood Blvd.

Los Angeles 28, Calif. HO 4-7279

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY OR SELL?

For Best Results

You Can't Top A CLASSIFIED AD

in

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 72

main nighttime and as auxiliary daytime. WHAL Shelbyville, Tenn.—Granted license covering change in anti-trans. location and changes in ground system.

WTOX Chapel Hill, N. C.—Granted license covering changes in ground system and changes in antenna.

WMAX Grand Rapids, Mich.—Granted license covering changes in auxiliary trans. at the main site.

WSAZ-TV Huntington, W. Va.—Granted license covering changes in auxiliary trans. and in auxiliary site.

WPIX (TV) New York, N. Y.—Granted license covering installation of auxiliary antenna system.

WNEW-TV New York, N. Y.—Granted license covering usage of main and auxiliary trans. at main and auxiliary site.

WDAU-TV Scranton, Pa.—Granted license covering changes of trans. and antenna. Site.

WSM-TV Nashville, Tenn.—Granted license covering use of auxiliary trans. at main site.

WNEP-TV Scranton, Pa.—Granted license covering use of auxiliary trans. at main site.

WGBA-TV Pittsburgh, Pa.—Granted license covering use of auxiliary trans. and antenna. Site.

WKPT-TV Savannah, Ga.—Granted license covering change in ERP, trans. and antenna system.

WKPM-TV San Juan, P. R.—Granted license covering change in ERP, trans. and antenna system.

KFTR Taft, Calif.—Granted license covering increase in power and installation of new trans.

WTWW (TV) Washington, D. C.—Granted license covering changes and installation of alternate main trans. (main trans. and alternate main driver); and use of auxiliary antenna.

WMCT (TV) Memphis, Tenn.—Granted license covering change in time of auxiliary trans.

KOOL-TV Phoenix, Ariz.—Granted license covering installation of auxiliary trans. at the main site.

WJIN (TV) Jackson, Miss.—Granted license covering installation of auxiliary trans. at main site.

— Granted c/p covering increase in daytime and installation of new trans. for following stations: WMID Atlantic City, N. J.; WMBB Joliet, Mo.; WFXH Huntsville, Ala.; KFPI Kirkville, Mo.

— Granted c/p covering installation of auxiliary trans. at the main site.

WMBX-FM Camden, N. J.—Granted c/p to install new trans.

— Granted c/p to change trans. and antenna site.

— Granted c/p to change c/p to 1.75 kw.

— Granted request for c/p of license for a station operating on 1380 kc, 1 kw, 2 1/2 kw-LS, share time—WADO.

— Granted extension of authority to sign-off at 7:15 p.m., Monday through Thursday, Saturday, and Sunday, Sunday, for period ending Sept. 1.

— Granted licenses covering changes in following stations: WHK-TV Ponce, P. R.; WLBV (TV) Jackson, Miss. (main trans. and antenna); WTVY (TV) Dothan, Ala.; WKOC-TV Calamazoo, Mich. (main trans. and antenna); KOOL-TV Phoenix, Ariz. (main trans. and antenna); KRYV-TV Montrose, Colo.; and Resize trans. location: WMCT (TV) Memphis, Tenn. (main trans. and antenna); WLVK-TV Green Bay, Wis.

— Granted use of transmitters as auxiliary. Site.

— Granted use of main trans. as auxiliary. Site.

— Granted use of auxiliary trans. as auxiliary. Site.

— Granted use of auxiliary trans. as auxiliary. Site.

— Granted use of auxiliary trans. as auxiliary. Site.

— Granted use of auxiliary trans. as auxiliary. Site.

— Granted use of auxiliary trans. as auxiliary. Site.

Actions of July 17

— Granted c/p for following new vhf tv translator stations: Yampa Valley TV Assn. on ch. 4. Elko River Valley, Colo.; to translate programs of KOA-TV (ch. 4), Denver, Colo.; and Moffat County on ch. 9, Hiawatha, Colo.; to translate KOA-TV (ch. 4); same site.

— Granted KCA Denver, Colo.—Remote control permitted.

Actions of July 16

— Granted control permitted.

— Granted change in remote control authority.
Does he know what time it really is?

It's time to close ranks behind our country. And you are the one who can best tell your employees how, with your promotion of the Payroll Savings Plan for U.S. Savings Bonds. Sure, you talk in terms of their own personal stake in savings that give them security and peace of mind. You show them how easy it is. How completely painless. But then you owe it to the bigger purpose to show how much savings also help the individual's community—and his country. You can get all the facts and help you need by calling your State Savings Bonds Director. Or write to Treasury Dept., U.S. Savings Bonds Division, Washington 25, D.C.

Keep Freedom in Your Future... U.S. SAVINGS BONDS
OUR RESPECTS to David Michael Sacks, vp & gen. mgr., KGO-TV San Francisco

You don't win games standing on the sidelines

"Of all the agencies working on this summer's drive to find vacation jobs for Bay Area students, KGO-TV did the most outstanding job," California Gov. Edmund G. Brown said last October. He made the statement in presenting the state's Certificate of Commendation to David M. Sacks, vice president and general manager of KGO-TV, ABC-owned station in San Francisco.

That campaign is just one example of what Dave Sacks calls "the Sacks theory of personal involvement." To him, public service by a tv station means more than 20-second slides saying "Be Nice to Boy Scouts." It means getting personally involved in a community project and "when you're personally involved the project becomes something big and you get into it with both feet.

"Once you're involved, the next step is to get others involved. And with a thing like summer jobs for kids, which affects every family with teenage members, it's not too difficult. But you can't stop there. You've got to keep them involved with periodic reports on how the drive is going and when it's over you've got to tell them how it worked out. You must keep them personally involved every step of the way."

The Results - The 1961 "Summer Jobs for Students" campaign, which KGO-TV spearheaded, found summer work for 11,409 teenagers, 63% more than the best previous year. This year KGO-TV is at it again, just as energetically and, judging from the record employment of 3,939 students in the first month of vacation, even more successfully than before.

Dave's personal involvement also paid off handsomely the day that Russian cosmonaut Gherman Titov was touring San Francisco. About 9:30 that morning, Tennessee Ernie Ford, whose daytime show on ABC-TV originates at KGO-TV, remarked that Titov and his wife would make great guests, if it were possible to get them. "At KGO-TV, nothing's impossible," Mr. Sacks replied, and picked up the phone to call Cyril Magnin, host of the Titov party, a personal friend. Mr. Magnin said it looked bad; the schedule was airtight, but he'd see. In a few minutes he called back to say Titov was delighted at the invitation. "So were we, so was Ernie and so was Ernie's audience," Mr. Sacks related.

A Start in Radio - David Michael Sacks was born in New York Oct. 24, 1917. He was a teammate of Sid Luckman on the undefeated Erasmus Hall football team of 1932, but at Columbia U., where he got a B.S. in physics several months before his 19th birthday, there was no time for sports. "I was very young and very much the student," he recalls. After two years work on private projects ("I was sure I would revolutionize science"), Dave went to work for CBS as a studio engineer. "I was no good as a trouble shooter, but I was fascinated by show business and could read music and get a good balance, so I worked out all right in the studio," he says.

Dave spent World War II in the Navy as an educational officer at the Merchant Marine Training School on Long Island, writing textbooks and supervising the instruction of fledgling radio officers. The war over, he returned briefly to CBS, but he'd seen Northern California and knew it was the place for him. So he left New York and moved west, only to find that he had too much experience for an engineer's job in San Francisco radio. "I'd been used to 10-microphone set-ups for big network shows and west coast local programming then was mostly one man in front of one mike."

Wilt Gunzendorfer, now a station broker and who at that time was manager of KROW (now KBLT) San Francisco, suggested that Dave try his hand at selling radio and offered to give him a trial. In less than a year, Dave was sales manager of KROW, a post he kept until 1951, when he joined the sales staff of KGO-TV.

Early in 1952, Mr. Sacks was appointed San Francisco manager of ABC Spot Sales, a short-lived operation whose demise brought him back home to KGO-TV as sales manager. In 1955 he added KGO to his sales responsibilities, but two years later he gave up the radio end to concentrate on tv sales. In May 1960 he became general manager of KGO-TV and in January 1961 he added "ABC vice president" to his title.

Staff Involvement - "I'm a happy accident of the growth of ABC," Mr. Sacks said last week. "I'm where I am because of the company's ability to take people and develop them. They moved me along, gave me the chance to get to know San Francisco, its people and their needs, the kind of knowledge that underlies all good station operation. That's what I'm trying to express on everyone who works at KGO-TV—that ABC's growth, ABC's future, is their growth and their future. The main thing they have to do is become involved, personally involved, with their station and network. The first thing I did on becoming manager was to spruce up the KGO-TV building. I wanted to make it the best-looking station in town, a place every employee would be proud to work at.

"Next step was to strengthen our news operation. I am convinced that ABC-TV is going to be the first network in news nationally and I want KGO-TV to be first in San Francisco."

"If I've done anything worthwhile in the past two years, it's inculcating the staff with a pride of achievement, a pride of being part of the KGO-TV team. Now, I'm trying to inculcate the same feeling in our audience—the feeling that KGO-TV is their station, that we're doing the job they want done in the way they want us to do it."

At Home - Dave Sacks and his wife, see Ruth Goorian, live in the Marina section of San Francisco ("It has a fine view of the Bay and it's only 10 minutes from the station") with sons Paul, 18, and daughter Deborah, 14. Another daughter, Judith (Mrs. Charles Patterson), made him a grandfather last October. He got the news on the sixth hole at Green Hills and he solemnly avers that he broke all speed records from there to the clubhouse.

Mr. Sacks is a member of the board of governors of the Bay Area Economic Council and of the board of directors of the Science Fair of Junior Achievement projects. He serves on numerous city and state committees and is a member of the professional advertising fraternity, Alpha Delta Sigma. His hobbies are golf and tennis ("more golf and less tennis each year"), boating ("when you can look at water a week you just have to get out on it weekends") and watching the Giants and the 49ers. His home is equipped with five tv sets, all tuned to KGO-TV.
EDITORIALS

Seeing is believing

Last Monday's historic exchange of live television programs between the U. S. and Europe was doubly fruitful. It proved what it was intended to prove—and a great deal more.

It demonstrated impressively what test transmissions two weeks earlier had shown less dramatically—that inter-continental live television is here, feasible, now. But the performance was prophetic in a different way.

A portion of President Kennedy's news conference was Telstarred to Europe as part of the U. S. program, and in reply to a question during this portion, the President denied intentions of devaluing the U. S. dollar. He and others in his administration have been saying the same thing for some time, yet gold mining prices on the London stock market—prices which had been going up despite earlier devaluation denials—slumped sharply as a result of the President's telecast. It was as if, seeing him say it, the European dealers had suddenly heard him for the first time.

This phenomenon—the redoubling impact when sight is added to sound—is well known in commercial television. Last week's demonstration suggested that it will be no less effective in international affairs, and that television's role as a news and information medium will be strengthened as well as enlarged and quickened by Telstar and its orbiting successors.

Code dilemma

An editorial in this month's issue of Television magazine examined some of the consequences that may be expected from the thickening apparatus of internal censorship in broadcasting. The editorial pointed out that the NAB code administration had been tightened and the internal screening forces of the networks had been enlarged—all as a result of threats of government intervention.

"A system of self-regulation that responds to the criticism of government officials," the editorial said, "can be almost as useful to the aggrandizing bureaucrat as the power of direct censorship would be. The more elaborate the system of internal censorship, the more sensitive it will be to external pressures, and the more easily it can be manipulated."

The timeliness of the editorial was pointed out when FCC Chairman Newton Minow was interviewed July 22 on NBC-TV's Meet the Press. Mr. Minow was asked if the FCC could enforce restraints on commercials.

"I think," he said, "it is within our power to do something about the number of commercials, and the industry itself has a code on how many commercials you can have on. I have suggested that if the industry is unable to enforce it, we will just take its own code, not touch it, just take it as it is and make it a rule that does apply to everyone."

The use of government threats can be a handy mechanism to force compliance with the code without the formality of government rule-making. Once the mechanism begins to work in its application to the commercial sections of the code, it can easily be extended to force conformity to the code's standards of programming. Quite apart from any judgment as to whether the code's provisions are good or bad, it may be said that the use of the code as an instrument of informal government regulation is unquestionably detrimental. Yet broadcasters ought not be surprised to find themselves in exactly the switch they are in. The more they talk about the code as a strong system of self-regulation, the more firmly they commit themselves to a universal endorsement of the code's provisions and the more difficult it becomes for them to keep the government from according at least an informal recognition to its existence. If the broadcasters themselves, or a majority of them, assert that the code is a measurement of "good" broadcasting, how can they object if the government agrees? In the long run it must be inevitable that the FCC will look with suspicion on any renewal application that does not clearly indicate adherence to NAB standards.

Uncomfortable though it may be, the position in which broadcasters now find themselves is beyond immediate repair. Certainly the radio and television codes cannot be summarily discarded without disastrous consequences. But broadcasters must eventually disentangle themselves from the binding effects of centralized codes if they hope to escape being strangled by them. They may effect that escape only by assuming the responsibility of setting individual standards that can be defended in the face of whatever criticism may arise.

Laws, lawmen and logic

Broadcasters have just about had it for this session of Congress. There isn't much hope for outright repeal of Section 315—the political section—in the remaining weeks of this divided legislature. Evidently the most that can be expected is temporary suspension of the equal time provisions for some offices.

It should be clear that solution of broadcasting's regulatory problems—of which Section 315 is merely one—will emerge only through the enactment of an entirely new communications law. The existing statute was written more than a generation ago. It is as antiquated as button shoes.

There are, however, encouraging signs. The Federal Communications Bar Assn. has named a committee of able lawyers to consider the desirability of a new law (Broadcasting, July 16).

Additionally, several state associations of broadcasters have importuned the NAB to move. The NAB board at its meeting last June discussed a model statute. This association, drawing its sustenance from broadcaster members, should underwrite the effort.

The new law should be clean, clear, cohesive and intelligent. It should be a declaration of national policy. It can be achieved—possibly in the next year or two—if all elements in broadcasting work together in the realization that it is their only hope against all-out government control of their programming and business operations.

"Quit saying there are too many radio stations in Texas—those are oil well towers!"

Drawn for Broadcasting by Sid Hix

Broadcasting, July 30, 1962
"The bouffante style comes on here"... Carroll Stoker, WFMY-TV, rehearses a hair style-fashion show to benefit the Cerebral Palsy Association. It's just one of the many things you do off camera when you're considered the local expert on fashions, gardening, club and civic activities. Women throughout WFMY-TV's area of 466,640 TV homes think of Carroll this way—but more than that, she's the charming neighbor with whom they have that very pleasant "Second Breakfast" every morning at 9:15. Carroll gives the housewife a "breather" after the morning rush, and together they explore the many fascinating areas of creative homemaking. Carroll's support among women and their organizations is strong... The area Garden Club Council has established a permanent Committee to offer assistance on her programs about gardening. Check any woman's group in WFMY-TV's 44-county service area and you'll find a Carroll Stoker fan club.

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