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RADIO moves with a going America

Millions of Americans are on the move over the highways every day - going to work or going to buy. Spot Radio lets you talk to them personally about your product, as they drive. These great stations will sell them your product.

Edward Petry & Co., Inc.
The Original Station Representative

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS
#16 WTReffigies TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

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

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

Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA
the VITAL LIGHT of HOUSTON is now KTRK-TV
...leading again

The June, 1962, ARB Market Report shows Channel 4 with a 13,300 lead in average quarter-hour homes reached (9 a.m. to midnight, Monday through Sunday) over Station B, 16,800 more than Station C, and 42,900 more than Station D — maintaining and strengthening KRLD-TV's consistent number-one spot in the Dallas-Fort Worth market area.

See your Advertising Time Sales representative. He'll show you how you may best take advantage of this strong leadership by devising a schedule expressly for you.
Crossed up again

New appointment to FCC is now embroiled in fight over new space communications legislation, with Attorney General Robert F. Kennedy in act. This much was made clear at Senate hearing Friday in Attorney General's testimony (see page 9) and led to immediate suspicion that person previously selected to succeed Commissioner John S. Cross had been dropped in favor of one who has experience as tough regulator in public utility-common carrier field and therefore would be expected to deal sternly with AT&T in space communications.

Four Star timetable

Four Star Television's syndication unit, under Len Firestone's direction, expected to be operating within two weeks. Headquarters will be at 500 Fifth Ave., New York. Mr. Firestone is now screening Four Star tv film library (formerly on network tv) to pick initial properties to offer stations. Among series: The Detectives, Sergeant, and Target: The Corruptors (all one-hour) and June Allyson Show, Johnny Ringo, Gertrude Berg Show, Pete Loves Mary, The Law and Mr. Jones, Tom Ewell Show, The Westerners, Dante, The Plainsman, and Zane Grey Theatre (all half-hour).

Catv to fight

Catv operators, hurt by federal court ruling upholding tv station's rights in exclusive contracts with networks and film syndicators (page 70), determined to fight decision to bitter end. They feel this first adverse legal ruling may be used to constrict their up-to-now free and open rights to receive and transmit tv signals to subscribers. First move probably will be petition for reconsideration; failing that appeal to higher court.

KRLA stay seen

KRLA Los Angeles, ordered deleted by FCC Aug. 23 because of purported non-compliance by new ownership with regulations (BROADCASTING, July 23), is expected to get stay of mandate from FCC to enable it to perfect appeal from FCC's deletion order. Broadcast Bureau has not opposed stay and following precedent, commission is expected to grant petition with less than quorum participating because of August recess.

WTOP-TV's one-hour news

First major tv station in East to schedule daily (Monday through Friday) one hour news program, to begin Sept. 10, is WTOP-TV Washing-
MAGIC SEVEN

Start with our channel number on top (as indicated) and put a different digit in each blank square so that each row and diagonal totals fifteen.*

Send us the correct answer and win a copy of Dudeney's "Amusements in Mathematics"—Dover Publication, Inc., N. Y. (If you've already won it, say so in your entry and we'll send this one to your secretary.)

*Feel free to use the channel number of any Washington TV station within the squares (we're broad-minded that way) as long as ours is on top. This is only fair, as media buyers are putting WMAL-TV on top of their schedules since we are FIRST in share of audience in prime nighttime (7:30-11 pm) Sunday through Saturday. (ARB, June 1962) Check H-R Television for avails on our new late Night line-up which includes THRILLER, SURFSIDE 6, CHECKMATE, ADVENTURES IN PARADISE, MGM FIRST-RUN MOVIES (Post '50) and THE PLAY OF THE WEEK.

wmal-tv

Washington, D. C.

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

WEEK IN BRIEF

A new type of salesman is helping local radio. He’s the entrepreneur from the commercial jingle house who, under an arrangement with the local station, sells custom-tailored jingles to advertising prospects. See...

TAILORED SPOTS BOOST RADIO...27

CBS Radio plans to return to the cash method of compensating its station lineup in a plan which affiliates board helped draw up. New network look will emphasize short informational programs. See...

CBS RADIO CASH PAY PLAN...48

The biggest community antenna sale in history is consummated as Alfred Stern and associates put up $10 million for the 18 systems in nine states owned by Dallas industrialist C. A. Sammons. See...

BIGGEST CATV SALE YET...44

A get-tough FCC turned the screw again before its August recess. But what is even more sobering to some is the way those staff letters coerce stations into programming what the FCC wants. See...

THE CLIMATE WAS CLAMMY...60

Tv broadcasters score against catv as federal judge orders catv system not to duplicate the network or film programs of KLIX-TV Twin Falls, Idaho, where station has first-run rights. See...

COURT BANS CATV DUPLICATION...70

Merchandising of products tied to tv properties has sprouted intellectual wings. Educational, public affairs and news shows are prompting new products in an area previously identified with guns and games. See...

NEW TV-BRED PRODUCTS...34

The need for advertising creativity keeps growing, and participants in ‘Advertising Age’ workshop discuss ways to keep it flourishing despite the pressures toward mediocrity. See...

CREATIVITY AHEAD OF PRESSURE...30

The Federal Trade Commission is looking into the accuracy of methods used by broadcast rating services. The probe was “suggested” by Congress which has long worried about effects of ratings on tv fare. See...

SILENCE CLOAKS RATINGS STUDY...62

RKO General lands film commitments from major Hollywood companies. Action follows Justice Dept. look into allegation that only Paramount and Warner Bros. were cooperating with pay tv operators. See...

ASSIST FOR HARTFORD TOLL TV...54

In wake of Telstar, American Federation of Tv & Radio Artists wants to confer with European unions on talent fees. AFTRA also announces new radio program transcription plan is now in effect. See...

AFTRA & SATELLITE TV...72

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BROADCASTING, August 6, 1962
Peacock Poll

If you buy television, you should read the Omaha Report, the first complete study of color television's impact on ratings. The survey was conducted by ARB for NBC.

Color raises ratings. The survey shows how much and details the role of color in KMTV's dominance of the Omaha market.

TELEVISION AGE has published a summary of the Omaha Report. Reprints are available from any representative of Edward Petry & Co., Inc., or:

KMTV-3-OMAHA
the color station
Attorney general sees 'better' FCC members

BOTH KENNEDY, MINOW DEFEND SATELLITE BILL ON HILL

Attorney General Robert Kennedy told Senate Foreign Relations Committee Friday (Aug. 3) that FCC will more effectively meet its responsibilities to public in future with appointment of better commissioners who will "serve continuously." He agreed with contention of Sen. Wayne Morse (D-Ore.) that FCC has not effectively regulated in past, particularly AT&T.

If FCC does not protect public interest, answer is not new legislation but "new people on the FCC," attorney general said. Mr. Kennedy and FCC Chairman Newton N. Minow testified in reopened hearings on bill to establish corporation to own and operate communications satellite.

Chairman Minow protested attack on FCC. "I don't think our record is one to leave us ashamed or embarrassed," he said. Both witnesses denied that proposed bill would give communications monopoly to AT&T—as charged by opponents who conducted week's filibuster on Senate floor before bill was referred to committee (see page 66).

Anybody who makes objective study of bill could not reach that conclusion, Mr. Kennedy maintained.

Programming Quiz — Sen. Morse questioned FCC chairman on tv programming to be sent overseas via satellite and Mr. Minow stressed that satellite corporation will be common carrier, not broadcast service.

He said corporation will have nothing to do with content of programming and he assumes concept of "no censorship" by government will carry over into international broadcasting. Chairman Minow said FCC would welcome congressional advice on regulation of international programming. Sen. Morse said one of reasons he objects to bill is that nothing is said on who will control content of programming beamed overseas via satellite.

Chairman Minow said he feels President could direct that specific programs be broadcast internationally via satellite.

Sen. Morse, whose questioning of both witnesses took up most of the day, charged FCC has "misused the Communications Act" in satellite negotiations and that he plans to introduce bill to curb FCC powers. He said FCC has stretched act to such extent that it could not "bounce back to original form."

Hearing continues today (Monday) with testimony from U. S. Information Agency Director Edward R. Murrow and Secretary of State Dean Rusk.

Toy advertisers sign FTC order

Two major toy manufacturers have agreed to stop kidding kids.

Louis Marx & Co., New York, and Remco Industries Inc., Newark, N. J., agreed to consent orders issued by Federal Trade Commission against false and misleading advertising to promote toys. Agreements are for settlement purposes only and do not constitute admissions of violations, according to announcements yesterday.

Complaints issued at same time as consent orders were signed, are that in tv commercials Marx represented battle set with many miniature trees and other scenery, toy cannon firing projectiles that explode, and components that smoke; and that Remco's chemistry set contains battery and large glass beaker, and its radio kits can be used to build broadcast transmitter and transistor radio. None of these is true in products sold, although so implied on tv, FTC alleged.

Two orders are first in FTC campaign against toymakers advertising on tv where demonstrations can give children impression all that is shown is included in purchase of products.

NAB TV Code Review Board last year urged broadcasters to exercise extreme care in toy advertising so young viewers don't get wrong impression on what toys or kits will do.

Cunningham to hear NBC-RKO exchange case

FCC named Chief Hearing Examiner James D. Cunningham to preside at consolidated hearing on (1) applications by principals to exchange NBC's WRCV-AM-TV Philadelphia for RKO General's WNAC-AM-TV, WRKO-FM Boston; by Philco Broadcasting Co. for new tv station on ch. 3 (now occupied by WRCV-TV), and by WRCV-AM-TV and WNAC for renewal of licenses. FCC order schedules hearing in Washington Oct. 22 and prehearing conferences to start Sept. 10.

Examiner advises against GM, L-O-F

Federal Trade Commission examiner has held that Libby-Owens-Ford Glass Co. and General Motors Co. used deceptive camera techniques and devices in tv commercials purportedly showing difference between automobile plate glass and sheet glass.

Initial decision announced yesterday, FTC Examiner Harry R. Hinckes recommended that both companies be prohibited from continuing practice. Commercials were used in 1957 and 1958 only. FTC's complaint was issued Oct. 30, 1959. Initial decision is not final and may be reviewed and changed by FTC membership.

Examiner emphasized that no trickery is permitted when comparisons between similar products are made—even though differences are actually there. "A comparison should be as comparable as possible," Mr. Hinckes stated. "Disparity should be eliminated, particularly if the disparity has the tendency to exaggerate the comparative differences claimed."

Theme of L-O-F and GM commercials was use of safety plate glass in all windows of GM cars (instead of merely in windshield). Examiner ruled following were false demonstrations:

- Use of telephoto lens to photograph through safety sheet glass and normal lens for safety plate glass. Telephoto lens magnified distortions in sheet glass.
- Camera shot through open window labeled as plate glass.
- In shot of plate glass and sheet glass, latter was turned at sharper angle.
Edmund C. Bunker joins Radio Advertising Bureau, New York, as president, ending nine-month search for executive to replace resigning Kevin B. Sweeney (Closed Circuit, July 30). Mr. Bunker’s most recent broadcast post was that of Washington vp of CBS Inc. from which he resigned in June 1961 to become executive vp of Froedert Malt Corp., Milwaukee. Other assignments at CBS included general manager of WXIX (TV) Milwaukee, vp and affiliate relations director and later general sales manager of CBS-TV network. He was with ABC briefly after World War II, before the war, was at WSCC Charleston and WIS Columbia, S.C., and WTTOC Savannah, Ga. Mr. Bunker takes office as president-elect on Aug. 15, and takes over from Mr. Sweeney as chief executive officer on March 1, 1963, when Mr. Sweeney’s resignation becomes effective.

Paul B. Comstock, Florida attorney, named NAB vice president for government affairs, effective Sept. 1. Mr. Comstock is law partner of Sen. Spessard Holland (D-Fla.) in the firm of Holland Bevis & Smith, Bartow, Fla. He received an LL.B. degree from Oklahoma U. in 1948 and an MA in public law from Columbia U. in 1951. Mr. Comstock spent six years in federal service in Washington with State Dept. and National Security Council. Active in Florida bar affairs, Mr. Comstock was executive director of state bar association and editor of its journal for four years. Hollis M. Seavey, manager of government affairs for NAB, named Mr. Comstock’s assistant. Melvin Goldberg, new NAB vice president for research (Broadcasting, July 2), assumed his duties last week.

Raymond W. Welpott, vp and general manager of WRCV-AM-TV Philadelphia, elected executive vp of NBC owned stations and NBC Spot Sales. He succeeds P. A. (Buddy) Sugg, who resigned for health reasons (Week’s Headliners, June 18). Mr. Welpott was also elected director of NBC. Also announced at Aug. 3 board meeting: elected as vps, John M. Otter, director of national sales (Week’s Headliners, July 30) and Louis Hausman, general executive (Week’s Headliners, July 23). Mr. Welpott will continue as general manager of Philadelphia stations and maintain offices there. Pioneer in broadcast industry, Mr. Welpott began with General Electric in 1938 and took executive post with GE’s WRGB (TV) Schenectady-Troy, N.Y., in 1946, became manager in 1955 and before joining NBC at WRCV-AM-TV in May 1958, he was vp of WKY-AM-TV Oklahoma City.

For other personnel changes of the week see FATES & FORTUNES

thus making distortion in sheet glass appear more acute.
- Sheet glass in home window frame was smeared with vaseline and camera was panned across while shot of plate glass was made from camera in stationery position—thus increasing distortions of sheet glass.

“The camera techniques described above,” Examiner Hinckes said, “cannot be said to have resulted in a portrayal which the viewer could depend upon as a fair comparison, even though what was claimed of the product may have been, and in many instances was, actually true.”

Examiner held that both L-O-F and GM were responsible for actions of photographers who took pictures, even though cameramen were employed by film units hired by advertising agencies retained by L-O-F and GM respective-ly. Complaint, however, did not name agencies (Fuller & Smith & Ross for L-O-F; McManus, John & Adams for GM) as respondents.

Peace Corps seeking Colombia etv recruits

Peace Corps is pulling wraps off coming etv project in Colombia (Closed Circuit, April 30) and is seeking etv administrator and Spanish-speaking U.S. volunteer program staff to work with Colombian etv personnel for two years and train them for proposed Colombian etv network. VHF link now reaches 90% of Colombia and could beam etv to new classrooms that corps is helping to build throughout country in major effort to raise level of education.

Needed: motivated, highly-qualified volunteers willing to accept low pay and all “normal” corps rigors. Incen-
tive for volunteers: foot in door of etv project which, if successful, could be model for corps etv in other parts of Latin America, Asia, Africa.

House unit to probe FCC, FTC spending

FCC and FTC are in line for probe by House Government Activities Subcommittee, which is investigating 15 federal agencies in drive for economies and efficiency as part of “all-out effort for a ‘save-as-we-go’ tax reduction.” Hearings open today (Aug. 6). Commerce Secretary Luther H. Hodges will testify first. Department of Interior spokesmen are next. Rep. Jack Brooks (D-Tex.) is subcommittee chairman.

WDK D asks reprieve pending new petition

WDKD Kingstree, S.C., asked FCC Friday for stay of date station must leave air (Sept. 25) until 30 days after FCC has acted on petition for reconsideration WDKD said it will file (see page 60).

Otherwise Kingstree will suffer loss of its only outlet for local self-expression, local news and local religious services; station will suffer irreparable damage through loss of employees, audience and revenue, WDKD said.

CBS Films claims overseas record

CBS Films is leading international distributor of film programs made especially for tv, Ralph M. Baruch, director of international sales, claims in announcement today (Aug. 6). He says Australia, Canada, United Kingdom and Japan account for more than 70% of international potential, and that CBS Films has sold more half-hour and one-hour tv film programs in those countries than has any other distributor.

FCC’s Review Board takes first actions

First actions by FCC Review Board, activated Aug. 1, were aired Friday.

Board granted (1) extension of time to WFGA-TV Jacksonville, Fla., to file reply briefs and responses to general counsel’s office in case involving off-the-record contacts during contest for ch. 12 in Jacksonville; (2) extension to Aug. 31 for Gila Broadcasting Co. to file exceptions to initial decision recommending non-renewal of its six Arizona radio stations; (3) motion to delete “inadvertent” issue from comparative hearing on ch. 3 in Wilmington, N. C. Board denied petition to enlarge issues in Kutztown, Pa., radio hearing.

Board is made up of Donald Berkemeyer, Joseph Nelson, Horace Stone and Dee Pincock.

BROADCASTING, August 6, 1982
Inherit the tremendous audiences these great Warner Bros. properties have built in your area...

S U R E S I D E

M a v e r i c k

B O U R B O N  S T R E E T  B E A T

T h e  R o a r i n g  2 0 ' s

B R O N C O

S u g a r f o o t

Now available on an individual market basis

Warner Bros. Television Division - 666 Fifth Ave., New York, New York - Ci 6-1000
...the world's finest fresh water sailors are served by seven municipal harbors and seven private yacht clubs. Sail or power—mooring facilities are magnificent, including running water, electricity, even telephones piped directly aboard. From the classic Mackinac Race to a fun Sunday cruise—Chicago rates as a sailors' paradise!

In Chicago

WGN

TELEVISION

offers better programming through dedicated community service!

WGN IS CHICAGO
A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

**AUGUST**
Aug. 5-7—Joint meeting of Georgia Assn. of Broadcasters and South Carolina Broadcasters Assn. Speakers include Orin 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 Leitzeil, 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 Advertising Seminar, sponsored by Woodstock College. Five days of discussions led by executives of all media. College provides 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 operation, 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. Conference will be addressed by Gene Hendryx, KLFV-AM-TV Alpine, president of Texas Broadcasters Assn.
Aug. 20—Comments due in FCC rulemaking which would make public network affiliation contracts with affiliated stations.
Aug. 20—Comments due in FCC rulemaking which would establish explicit rules for the amount of permissible overlap by commonly owned broadcast stations.
Aug. 20-21—Television Affiliates Corp. Program directors meeting on public affairs shows. Lake Tower Motel, Chicago.
Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.
John H. Rube, assistant secretary of defense, will speak on research and development in defense work.
Aug. 24-25—Arkansas Broadcasters Assn., meeting, Sam Peck Hotel, Little Rock.

**DATEBOOK**

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Aug. 21-Sept. 9—1962 World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

**SEPTEMBER**
Sept. 4—Reply comments due in FCC rulemaking which would make public network affiliation contracts with affiliated stations.
Sept. 4—Reply comments due in FCC rulemaking which would establish explicit rules for the amount of permissible overlap by commonly owned broadcast stations.
Sept. 4-5—Atlantic City Broadcasters annual convention at the Nova Scotia Hotel, Halifax, N. S. The meeting was to have been held in mid-June but postponed because of Canadian federal elections on June 18. Jack Peney, CFNB Fredericton, N.B., will preside.
Sept. 4—National Advanced-Technology of Washington, seven professional engineering groups and a number of technically oriented business firms. Keynote speaker will be Sen. Warren G. Magnuson (D-Wash.). Opera House, World's Fair, Seattle, Wash.
Sept. 6-8—New York State Broadcasters Assn.'s annual executive conference, Dodge Putnam Hotel, Saratoga Springs, N. Y. Reservations are to be submitted to the NYSBA executive office in Albany.
Sept. 7-10—American Statistical Assn. and related groups, Leamington and Curtis Hotels, Minneapolis.
Sept. 10-19—First International Television Programs & Equipment Fair at Lyons, France. TV program producers, distributors, and equipment manufacturers are invited. New York contact: Henri Goldgran, 545 Fifth Ave.
Sept. 11-13—Electronic Industries Assn. committee, section division and board meeting, Biltmore Hotel, New York.
Sept. 14—Advertising Federation of America first district meeting. Maine.

**WPTF**

Personality Bob Farrington makes home (and car) radio listening an afternoon joy in this vital segment of the Southeastern market.

**WPTF**
Raleigh-Durham NBC 50,000 Watts - 680 KC
Dick Mason, General Manager
Gus Youngsteadt, Sales Manager
First in Hoosier Hearts

DAN PATCH thrilled 1905 State Fair goers.

First in Hoosier Homes

Hoosier hearts match pounding hooves beat-for-beat wherever railbirds watch. Harness racing and the big Indiana State Fair grew up together. During Aug. 25 to Sept. 5 more than 750,000 will attend...and again millions more will "be-there" simply by tuning in TV 6. For the 14th year, WFBM-TV will produce more live, filmed or taped coverage than any other local station.

No denying it...Mid-Indiana figures as your 13th television buy! Here satellite markets 15% richer and 30% bigger than the entire Indianapolis 18-county trading area give you bonus millions. Ask your KATZ man why WFBM-TV is your best TV value...and come along with us for blue ribbon selling.

Represented nationally by The KATZ Agency
On tv audio devices

EDITOR: With reference to the prediction by George Huntington of TVB concerning broad auto listenership to tv audio as the Mobilsound TV Audio Monitor becomes publicly available [Equipment & Engineering, July 23]:

It will be interesting to watch for this development. If the public actually does take to listening to tv audio in substantial numbers, I will take it as vindication of my contention that radio never should have completely dropped network-type programming. . . .


EDITOR: I thought it was a little incongruous to see Mr. Huntington’s remarks. . . . Isn’t it a little silly, though, to expect car owners to invest in these things?—especially when broadcasting could provide this type of program material with facilities already available. . . .

If you spend much time in a car nowadays, radio programming becomes a bland affair. So why not do some simulcasting now that a market may be there? Simulcasts never paid off in the early attempts as we know, and perhaps the industry ought to brush a little bit for these early votes of no confidence.

When the people aren’t at home, they have to be somewhere. And isn’t radio going with them? Or aren’t we to believe our own slogans?—J. Paul Audet, Chicago Heights, Ill.

Michigan, by the gallon

EDITOR: Many thanks for your excellent article on Michigan [Special Report, May 28] . . . one of the finest presentations I have seen.

In response to the letter by Robert B. Ingle Jr., WMAZ-AM-TV Macon, Ga., concerning the honor of which is the biggest state east of the Mississippi, [Open Mike, July 9], you are right and he is right.

Michigan must bow to Georgia in amount of land area (Georgia 58,274 square miles, Michigan 57,019); but in total land, inland water and territorial water Michigan has 96,791 square miles, Georgia 58,924. Michigan will be happy to share the title with Georgia. . . . In the future we will refer to our size as including land, inland water and territorial water, and Georgia will retain its standing as largest in land area.


Protection’s consequences

KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON-TV:
#1 IN S.F.
FOR 54 MONTHS
ARB, Jan '58-Jun '62
(homes reached avg. 1/4-hour)

S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD
"If WIS-TV were an
"If WIS-TV were an ordinary television station, we would not be wasting our paper and ink," said the Chester (S.C.) Reporter in a recent editorial. "But WIS-TV is one of the pioneer stations in the South, and the only one, so far as we know, that has consistently tried to meet its public service obligations with energy and imagination."

We thank our media colleague heartily. We don’t think we are alone in recognizing our responsibilities, but we will continue to try to justify this kind of unusual praise, with unusual performance.

WIS TELEVISION

NBC / Columbia, South Carolina

Charles A. Batson, Managing Director

The Broadcasting Company of the South

G. Richard Shafto, Executive Vice President

WIS television: Channel 10, Columbia, S.C.
WIS radio: 560, Columbia, S.C.
WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.
where monopoly or unfair trade practices may be involved, it has always been survival of the fittest."

This is great stuff, but unfortunately the NAB apparently doesn't subscribe to it.

For almost four years another River
ton, Wyo., licensee, KWRB-TV, was unable to convince the commission that "economic injury" is a basis for special treatment (Carter Mt. case). . . Then the NAB got into the act and . . . the commission reversed itself. NAB argues that KWRB needs protection and special treatment. The case is now going to the U. S. Court of Appeals. . . .

If the broadcasters are going to in-
sist on "protection" and special treatment from the FCC, then it is my opinion that they will get it, but good. . . . The price of this "protection" will be utility type regulation. . . . —Roy E. Bliss, sec-

Harry Straw, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the pros-
perous three-city "tricorn" . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course—which is the No. 1 way to saturate the Tricorn Market (and the surrounding rich area thrown in). You get a Club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club—provided our official hat can fit onto your tousled wig.

Editorializing power

EDITOR: Your editorial, "Growing up" [EDITORIALS, July 23] is excellent—espe-
cially your prediction that broadcast editorializing will soon be a greater force than print editorializing.

Our current campaign here at WDMV could very well support your prediction. On July 16 we broadcast an editorial supporting the Committee for Economic Development report, "An Adaptive pro-
gram for Agriculture." We felt, how-
ever, that it didn't go far enough and proposed some changes. A copy of the editorial went to Rep. Thomas F. John-
son (D-Md.).

Rep. Johnson phoned us to commend us for the editorial and told us he would refer to it in his speech in the House that afternoon. He entered the edito-

Sales aid

EDITOR: . . . I have found radio to be especially good at getting recent events in missiles and space before the public, and having previously been in the business for some years, I need no selling on the unique aspects of the medium.

In convincing others who have never been associated with radio in an oper-

United Press International news produces!
The road to market has to pass Main Street. To reach Main Street U.S.A., turn at Mutual. Main Street, U.S.A. is the big “buy-way”—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 listenable affiliates everywhere. If you want to sell where the buying is biggest, check the signpost and turn at Mutual. LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America. Mutual Radio | 3M A Service to Independent Stations.
TELEVISION'S MOST DISTINGUISHED AND ACCLAIMED NEW SERIES

FESTIVAL

STARRING THE WORLD'S GREATEST

STANDARD OIL CO. OF NEW JERSEY SPONSORED IT IN N.Y.C. AND WASH., D.C....THESE FABULOUS REVIEWS TELL THE STORY!

"Glowing like a match in the TV midnight"
—Time Magazine, April 13, 1962

"Sure to be a highlight of this season and perhaps a landmark for seasons to come"
—N.Y. Herald Tribune, April 4, 1962

"Producers David Susskind and James Fleming merit the thanks of us all for the recognition of the potential riches that can be at television's disposal"
—N.Y. Times, April 8, 1962

"Television's vast wasteland was cultivated last night by a brilliant hour of poetry readings conducted by two gifted performers, Paul Scofield and his wife Joy Parker"

"Viewers in the New York area had an hour of pure delight last night...they gave television a much needed lift. Long live the Festival"
—N.Y. World Telegram, April 4, 1962

"Producers David Susskind and James Fleming, the sponsoring Standard Oil Co. of New Jersey and Channel 5 deserve applause"
—N.Y. Post, April 4, 1962

"The three great media of communication—oral, written and electronic—were stunningly combined this week for the premier telecast of Festival of the Performing Arts"
—Washington Post, April 6, 1962

"At the end of the fourth show Standard Oil (New Jersey) had received some 25,000 letters of appreciation from viewers. We don't often use this space to pitch specific programs, but we hope stations and local sponsors will take a long hard look at this one when the salesmen come around"

---

PAUL SCOFIELD AND JOY PARKER in "A Duet of Poetry and Drama"

MARGARET LEIGHTON in "Dramatic Readings from Dorothy Parker"

RUDOLF SERKIN AND THE BUDAPEST STRING QUARTET

ANDRES SEGOVIA with String Quartet
OF PERFORMING ARTS

10 PRESTIGE HOUR-LONG PROGRAMS
Produced by
DAVID SUSSKIND and JAMES FLEMING

ARTISTS OF THE DRAMATIC AND CONCERT STAGES

Dorothy Stickney
in "A Lovely Light"

George London
with
The Festival Concert Orchestra

Isaac Stern
with
The Festival Concert Orchestra

Michael Flanders and
Donald Swann
in "At the Drop of a Hat"

Pablo Casals
with Alexander Schneider,
violinist, and Mieczyslaw
Horszowski, pianist

Cyril Ritchard and
Hermione Baddeley

We can't recall any television series that has ever met with this unanimity of glowing critical acclaim. In the two cities it has thus far premiered under the sponsorship of the Standard Oil Company (of New Jersey) the "Festival of Performing Arts" produced an unprecedented shower of mail congratulating everyone concerned with bringing this bold artistic endeavor to television. These 10 thrilling, one hour-long masterpieces are now being made available for first-run in other local markets. We suggest you inquire without delay.

Distributed exclusively through
SCREEN GEMS, INC.
MONDAY MEMO

from THOMAS H. CALHOUN, vp, N. W. Ayer & Son, New York

Tv's would-be censors may be barking up the wrong tree

It is a left-handed tribute to television that congressmen don’t seem to go to the movies much any more. If they did, the legislators concerned with the effects of entertainment on juvenile behavior would see some things that would make ABC’s admittedly bad-tasting Bus Stop episode look like a scene from “Cinderella.”

The number of those below the age of consent who make up motion-picture audiences today further invites suspicion that television has been abandoned to the mature and worldly while the immature and susceptible in our society are gorging themselves on the erotically rich menu of so-called adult entertainment provided by the movies.

There was a time when the most salacious thing about the movies was their lurid advertising. The advertising has not changed appreciably through the years, but the film producers have made considerable progress in developing a product to match the claims.

Years ago the motion picture industry at least made a pretense at self-imposed responsibility. It even came forth with a code which, though clumsy and ludicrous in some of its attempts to define behavior, reflected a working attempt to come to grips with the elusive intangible of good taste. Granted that industry self-policing is imperfect at best, the effort was laudable and with all its imperfections reflected a higher standard of responsibility and very often of entertainment than the sleazy rationale prevailing today.

Disregard Effects • That rationale, if it can be paraphrased, is that adult themes, if artistically handled, are somehow all right. Putting aside the fact that there can be considerable variance of opinion as to what constitutes artistic handling, there is the overriding consideration that the film makers have simply assumed greater license without assuming the slightest responsibility for the effects of that license. Do the producers and exhibitors of these adult films attempt to exclude minors from their theatres? They most certainly do not. If they were not for the patronage of minors, they’d go broke, and they know it.

Recognizing this fact, do they exercise self-restraint in their creative product? They do not. If they did, would they, in this era when children are marrying before they are old enough to write legibly, much less intelligently, suggest that pre-marital relationships or married infidelity are smart or funny? This does not deny that “The Apartment,” “The Seven Year Itch,” or even “Lover Come Back,” to mention a few of the better ones, are funny—but so are some French post cards.

There is a difference between telling an off-color story, no matter how clever, in the locker room and in the living room. The movie people have simply become so pre-occupied with telling these stories that they are no longer paying attention to where they are being told or who may be listening.

Hits Home • It is specious to reason that entertainment has no effect on children. Unfortunately, it does. Any child guidance clinic can produce ample evidence. Several years ago an acquaintance of mine suffered a temporary aberration of judgment during a particularly torrid heat wave. To escape the heat, he took his family to the nearest drive-in movie where a piece of morbidity entitled “Psycho” was playing to a predominantly teen-age audience. This film opened with a hotel room assignation scene and closed with the finding of a corpse in the fruit cellar of a farm house. The next day the eight-year-old daughter of the family, annoyed by a lack of permissiveness on the part of her mother, darkly suggested to her father that they “lock Mommy in the fruit cellar.” Amusing? Possibly, but less so if placed in context with the fact that even eight-year-olds have proven themselves capable of committing some fairly blood-thirsty acts.

One might go so far as to postulate that some people of a more advanced age than eight years could benefit from a more responsible attitude on the part of the movie makers. When the film version of “Lolita” was shown in the New York area, an inquiring reporter from one of the newspapers asked various adults who had seen the picture whether they were shocked by either the theme or treatment of juvenile nymphomaniac. One worldly Brooklyn matron replied that she thought it was fine entertainment because it was so “true to life.” Life, of course, may have been ever thus in Brooklyn, but whether this projection can safely be carried outside this colorful borough to the broader reaches of these United States is something else again.

Another point to be kept in mind is that the same creative people, by and large, are involved in both movies and television. While they may consciously create on a more wholesome level for television’s so-called family audience, their basic creative motivations and attitudes do not change, as any advertiser or agency man who is trying to get through to these people in terms of taste and policy can ruefully attest.

The answer to the smut, pornography and unhealthy preoccupation with various forms of neuroticism that characterize entertainment today does not lie, in this observer’s opinion, in further beating a dead horse about television’s shortcomings.

A Long, Hard Look • The men who control television may act stupidly at times but they are not consciously vicious as some legislative critics have tried to suggest. Possibly a more constructive approach for the future would be to take a long, hard, critical look at the movies. This by no means implies endorsement of legislative action leading to censorship in one form or another. It is a realistic fact, however, that the threat of such action can and usually does produce remarkably salutary results in the form of self-discipline. It is even conceivable that if the movie makers were driven back into some code of responsible behavior, television could be one of the indirect beneficiaries.

Thomas H. Calhoun, 44, vice president in charge of tv-radio programming at N. W. Ayer & Son, has been an Ayer vp since 1958. He joined Ayer’s New York office in 1951 as an assistant in radio and tv. He later became manager of the program and production department. He started at CBS Radio in 1939 right from Harvard U. and moved up to shortwave program manager. He served as a navy officer and after the war returned as program production manager of CBS-owned WEEI Boston.
GREAT INSTITUTIONS...characterized by knowledge

HARVARD UNIVERSITY

KWTV
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
BERGDORF GOODMAN?

TAKE A SECOND LOOK

It's Maurice's, in Duluth. Take a second look at the Duluth-Superior-Plus market — it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior-plus coverage in three states and Canada — through fifteen licensed translator stations!

This ranks Duluth-Superior-Plus 63rd among CBS affiliates* in homes delivered — it's bigger than you think! And only KDAL — serving over 250,000 television homes — delivers it all!

KDAL Duluth-Superior-Plus an affiliate of WGN, Inc.
NOW 63rd IN AVERAGE HOMES DELIVERED!
TAILORED SPOTS BOOST RADIO SALES

- Custom-made commercials ‘free’ to advertisers who buy time
- Print-oriented merchants top target for producer-salesmen
- Quality jingles, plus persuasive selling, prove convincing

A new breed of radio salesman is pounding U. S. Main Streets, mixing music and persuasion in a roundabout way to help stations improve their local business by improving the advertising.

This is the combination time-and-jingle salesman, who this fall will be working markets across the country in (you should pardon the expression) record numbers. These specialists differ from conventional commercial production houses in that they custom-tailor “free” commercials for tough local advertisers' prospects who agree to buy sizeable chunks of radio time to play them in (also see box, page 27).

These operators claim to have added millions of radio’s local billings in this way, most of it at the expense of local newspaper business. They carry the endorsement of some leading stations—subject to the usual business caveat: “be sure you know who you’re dealing with.”

These combination entrepreneurs are part of a specialized but scantily publicized segment of the broadcasting business that has been emerging over the past two and a half years. In its present form this radio specialty, according to officials of companies in the field, originated with Radio Concepts Inc., organized back at that time. RCI’s initial success spawned imitators. Today there are an undetermined number of producers offering so-called “image” or “concept” jingles, many of them in the small-sized category. Among the more active organizations, in addition to RCI, are Musical Concepts Inc., Audio Images Inc., Broadcast Productions Inc., all New York, and Commercial Producers Inc., Boston. Stations in Hundreds • There are no statistics on the number of stations that have used the services, but figures supplied by the leading companies indicate at least 400 outlets, including many large stations, at one time or another, have ordered custom-made jingles sold in conjunction with time.

It is difficult also to estimate how much money has accrued to radio that the medium ordinarily would not have obtained without these operations.

Radio Concepts Inc. reports in the past year its station clients grossed more than $1 million from initial campaigns plus an undetermined amount from repeats. If all jingle producers who work in this way are included, radio’s gross income in this area should be at least $3 million per year, according to an authority in the field, and may go even higher, depending on a station’s sales ability.

The rationale behind the organization of these companies, as explained by several producer officials, is this:

- Many local advertisers, in both small and large markets, who have been reluctant to use radio, have cited “poor quality” and “amateurishly produced jingles. Both in musicianship and in advertising concept, locally created jingles created for the local advertiser have been felt to be “highly inadequate.”

- Local advertisers could be persuaded to use radio if they were provided with a superior commercial that embodied an effective copy approach tailored to the needs of the sponsor. “In other words, what we are trying to do is to produce a commercial for the local businessman that is comparable in musical production and in effective copy to those made for the national spot advertiser,” one producer explained.

Jingle makers, who have been active in the field for a year or more, claim the inroads they have made have been among local businesses (usually retail establishments) that have been consistent newspaper users. They contend that the cooperating local radio station selects the target advertisers and invariably these are “the toughest nuts to crack” in the market.

How It Works • With minor variations from producer to producer, the modus operandi is as follows:

A jingle company salesman receives the consent of a radio station to visit the community. Station management selects two, three or four prospects in the area, described by jingle producers as “newspaper-oriented.” The station signs a contract with the producer. The contract becomes effective only if a sale is made to the local advertisers.

Payment to the jingle producers op-
TAILORED SPOTS BOOST RADIO SALES continued

Operating in this way is either on a basis of 50% of the gross time sold to the advertiser during a joint sales presentation by the jingle salesman and a radio station salesman, or what is known in the trade as the “9-3” or “10-2” formula (briefly, the producer will sell two or three commercials to local advertisers, which will compensate the station for its total commitment; the station then is entitled to 9 or 10 jingles without charge for sale by its own staffers to local advertisers).

Several Plans • RCI sells only on the 50% of the gross time basis, and though other companies prefer this approach, they permit the station to choose either formula. And, in practice, the “9-3” or “10-2” method is the dominant one, involving the commitment by a station for 12 jingles over a year’s period for a total cost of approximately $4,500 (which is roughly the going rate).

The jingle salesman thereupon will seek to sell two advertisers $2,250 each worth of time or three advertisers $1,500 each worth of time. The contract is activated only if the sales are completed. The station still has call on the producer for nine or ten additional jingles, depending on whether the time was sold “9-3” or “10-2.”

In essence, the advertiser is receiving a jingle of reputed high quality for his investment in time only; the station has access to nine or 10 commercials that can be sold for a potential of $22,500 in return for the $4,500 it has invested in time; the producer grosses $4,500.

New Breed • Jingle salesmen are expected to be versed in advertising and musical values, and have a knowledge of copywriting and radio production. All of these skills are needed when a sale is proposed to radio-shy advertisers.

“They’re a new breed of cats,” one jingle executive said. “They have to be alert and articulate—but more than that. They must be aware of these other values. I know there are some around who are just fast-talking salesmen and they hurt the field, because they promise too much and can’t deliver.”

The jingle salesman is accompanied by a station sales staffer on calls to a prospect. This is for several reasons. One is that the advertiser will have more confidence in the “outsider” if he is visiting with a local individual. Secondly, the station man is supposed to learn the technique of selling so-called “image” or “concept” commercials and apply this knowledge during sales calls on other prospects.

During the call on a prospect, the jingle man attempts to learn as much as he can about the company, the audience it wants to reach and the “image” it wants created. Sample jingles made for other advertisers are played to ascertain which general type appeals to the prospect. Advertisers fill out questionnaires and submit to tape-recorded interviews regarding details of the company’s operations.

Payment for Time • At this point, the prospect may decide he is not interested in the project and further effort is abandoned. If he evinces interest, he requests an audition version of the jingle (made with piano and voice). To receive the audition version and, if necessary, two additional versions, the prospect must agree to spend at least $350 on the station. This sum is turned over to the producer if the third audition version is rejected and the advertiser decides against a full order.

If the prospect decides on the full order in the amount of, say, $2,000 per year, he signs a contract with the local station. In turn, the station may elect either the 50% of the gross time charges or the “9-3” or “10-2” method of reimbursing the jingle producer.

Some producers supply advertisers with placards pointing up the advertising theme of the jingles. All producers suggest that the copy theme in the jingles be used in advertising in all other media so that the advertising con-

Al King, president of Radio Concepts Inc., shows an “image” advertisement created to supplement a musical jingle produced by RCI for Gimbel’s Pittsburgh store.

A rehearsal at Broadcast Productions Inc. studio shows a quartet grouped around Cornell Tanassy, producer-arranger for BPI, during preparation of a jingle.

Other jingle makers

There are more ways than one to sell custom-tailored jingles to the local advertiser. Whereas some producers tie in the production of jingles with a guaranteed commitment from the local station and a sale of time to a local businessman (story, this page), others are strictly in the radio commercial production business. Among the many companies which are exclusively jingle makers are such leading firms as Commercial Recording Corp., PAMS Productions and Futuronic, all Dallas, and Richard H. Ullman Inc., New York.
cept created is fortified and perpetuated.

The finished jingle itself is of one-minute duration and music is played by a full orchestra of 18 or more men and a vocalist or two. Jingle companies are reticent to reveal the production on individual commercials, but it is known they have had musical jingles recorded or have acquired them and placed them in a basic library. Many of the companies have 70 or more tunes available, covering different musical styles, including standard, rock 'n' roll, jazz, country, western, etc.

The station and the advertiser are assured they will receive exclusivity to the music of a particular jingle in a specific market.

Station Observation • A group of executives at stations and at station representatives told Broadcasting last week that they felt there is a need for this type of service. They pointed out that the commercials are of a reasonably high quality and, particularly in small and medium-sized markets, are of a caliber that local advertisers ordinarily could not afford. But they cautioned that the jingle company must be chosen carefully. One official of a station in a large market commented: “During a five-week period, we had three salesmen come through here from three companies. And they looked like slick operators. I wanted nothing to do with them. Finally, a fourth man came through and I was impressed. He did everything he said he would do. We pledged to buy $4,500 worth of commercials, and already they have helped us sell $14,000 worth of time. The commercials are good and we're more

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But they cautioned that the jingle company must be chosen carefully. One official of a station in a large market commented: “During a five-week period, we had three salesmen come through here from three companies. And they looked like slick operators. I wanted nothing to do with them. Finally, a fourth man came through and I was impressed. He did everything he said he would do. We pledged to buy $4,500 worth of commercials, and already they have helped us sell $14,000 worth of time. The commercials are good and we're more

jingles which had been contracted with the defaulting producer, and in addition has picked up new clients of its own.

“We went into this business because we think it is a sound one,” said George Weiss, president of BPI and a vice president of Communications Capital. “We will be happy to assume the notes and the production of jingles for any station left holding the bag by this under-financed producer. We promise to do it at no extra cost.”

Jingle producers suggest that station executives apply these yardsticks in selecting a jingle maker: Check his credit rating; check several stations with which the producer has done business; scrutinize his sales presentation and be alert to wild promises and exaggerated claims.

The outlook for the future of these “image” jingle-makers follows the pattern of new service industries in general. Producers acknowledge the field, new as it is, is already crowded, and the inevitable trend will be that the large will become the larger and the smaller outfits will disappear.

The next logical move for “image-makers” at the grass-roots levels is in TV. RCI has been in the field for several months, and recently Commercial Producers Inc. began offering TV commercials. Arthur Hammell, CPI president, reported the company has sold its TV service to several large stations and several station representative companies have endorsed the new undertaking.

Some of the larger stations and several station representatives cited certain disadvantages to plans offered by jingle makers. They noted that stations which offer the jingle company 50% of the
Keeping creativity ahead of pressure

‘AD AGE’ WORKSHOP HEARS IDEAS ON NOURISHING PERISHABLE COMMODITY

Creativity in broadcast advertising and in advertising generally has increased a great deal in recent years, but the pressure for even greater ingenuity is growing in today’s market—where the buyer is now king and the seller must beware. The problem: how to keep creativity ahead of the pressure.

This single theme appeared to punctuate much of the panel discussions and talks last week during the fifth annual summer workshop on creativity in advertising, sponsored by Advertising Age. The Tuesday-through-Friday meeting was held in Chicago.

But Kenneth C. T. Snyder, vice president and tv-radio director of Needham, Louis & Brorby, Hollywood, warned that communication about commercials among advertising people themselves is not progressing. “If anything, it’s retrogressing,” he said. The gaps, the misreadings and inconsistencies in day-to-day dealings among agencies, clients and suppliers “vitiate our work...tend to demoralize us and help breed a cynicism that affects the whole industry,” he explained.

Some creative concepts are impossible to convey in any medium other than the finished commercial itself, Mr. Snyder said; hence, he said, there must be a working rapport or faith between agency and client. But this can only be earned through performance, he said.

To help non-technical clients understand better what to expect in the finished spot, often involving concepts not easy to grasp through the conventional storyboard, Mr. Snyder offered his “time-scale storyboard system.” This technique uses visuals in sequence, with audio beneath, but with each visual scaled in size according to time and emphasis values in the commercial.

Mr. Snyder, outlining case history techniques used to “sell” commercial ideas within the agency or to the client, suggested that creative people need funds for experimentation. He noted the high cost of professional renderings of ideas and said the unions can help by providing relief in audition scales, “particularly musical, but also visual,” in the preparation of film sequences, for example. If the idea sells, he said, it means more work and money for all concerned. Suppliers can help in the same way, he said.

Tug of War • Kensinger Jones, senior vice president and creative director of Campbell-Ewald Co., Detroit, said one of the highest costs of doing business today is the “inertia” caused by the pull between those who want to change to a better way of doing something and those who want to preserve the status quo. He said that communication conferences held within his agency every three or four months on basic advertising concepts have helped stimulate creative thinking.

“Creativity involves a viewpoint,” Mr. Jones explained, and thus is much more than just an ability to write or draw. He felt “freedom to fail” is an essential condition for the encouragement of creative progress because people often learn a better way as a result of mistakes and experimentation.

Don Tennant, vice president in charge of the tv commercial department of Leo Burnett Co., Chicago, thought the problem of today is that “too many creative people have become fixers and adapters and hole-spotters instead of fulfilling their basic role: coming up with original ideas.” He was fearful that “we’re developing into a bunch of flabby creative people, more interested in how we look to the boss or the client than in whether or not we’re getting through to the public.”

Mr. Tennant thought that somewhere along the line too many creative men have decided “it was safer to blend in than to take the risks that come from standing out.” But advertising today needs the tall man unafraid to step out of the crowd if creativity is to flourish, he said. “The true creative man is realistic enough to know he can never achieve perfection—in ideas or anything else,” he said, “but he can aspire

Time Element • Hooper White, man-

‘Freyday on Thursday’ golf attracts 60

More than 60 executives from agencies, advertiser firms and media took part in the annual “Freyday on Thursday” at the Baltusrol Golf Club, Springfield, N. J.

For 12 years, George Frey, vice president of Sullivan, Stauffer, Collwell & Bayles until his retirement earlier this year and formerly with NBC, had invited friends from all over the country to this annual golf tournament. This year friends of Mr. Frey formed a committee for the “Perpetuation of the NARATES (National Assn., Reluctant Advertising Titans & Eager Sportsmen)” and scheduled the July 19 golf and dinner outing in honor of the founder. The committee has announced “Freyday” will be an annual affair.

Left photo: Foursome waiting at the first tee includes (1 to r) Mr. Frey; Don Anderson, Ted Bates & Co.; Jeff Wade, Wade Advertising; and Bill Grathwohl, Noxema Co.

Right photo: Syd Eiges, NBC vice president (left), is presented the “Highest-Gross-in-History” trophy by Jim Hergen, NBC.
There are 850,000 housewives in WHO Radio’s "IOWA PLUS"!

If you are interested in covering this tremendous "Iowa Plus" market with ONE pre-eminent medium, at ONE low cost, read on!

WHO Radio covers 117 counties as shown on the map above — and reaches 42% of the homes in the entire area, weekly! (NCS '61.)

Matter of fact, there are only five counties in the entire state which don't show up on the NCS Market Coverage Map. And we reach 23 counties in Illinois, Minnesota and Missouri. In one of those Missouri counties, 82% of the homes tune to WHO Radio weekly!

WHO Radio is one of America's greatest stations, in one of America’s greatest markets. It is admired and preferred by dozens of advertisers, millions of listeners.

You ought to study the complete NCS '61 report. Ask Peters, Griffin, Woodward!

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport.
manager of commercial production in Burnett’s New York office, said 60 seconds is actually a long time in which to make a really effective radio or TV commercial, although he admitted it takes a lot of hard work to produce. “It takes only one second for an 18-year old boy to read the one word ‘greetings’ or a letter from the government,” he observed, in holding that important decisions “can be capsulized to a specific audience in no time at all.”

To show how a single word can make a sales impression, Mr. White cited Earle Ludgin’s choice of “poof” for Stotence. The same impression also can be achieved with an unusual piece of art, a unique camera angle or editing, he said. “And strange as it may seem, silence can have a devastating effect in the noisy jungle of commercials,” he said. Simplicity, tone of voice or style, all can make time stretch and sell, he added.

“Creativity must inextricably rise above technology throughout modern business as well as in advertising,” the workshop was told by Donald H. McGannon, president of Westinghouse Broadcasting Co.

He said technological advances such as computers and automation make it easier for competitors to each higher levels of quality at lower costs. Therefore, the selling difference or “competitive edge” must come from greater creativity, he said, which is a human function no machine can duplicate.

“The increasing role and responsibility of creativity is emerging as throughout our entire economy,” Mr. McGannon said. “It seems self-evident that the more scientific research we get in advertising, which everyone can use, and the more technological advances we get in media, which are also open to everybody, the greater the need and the bigger the job which must be placed in the hands of individual creative people,” he concluded.

**Untouched Market** — Norman E. (Pete) Cash, president of Television Bureau of Advertising, discussed TV’s “hardly-touched billion dollar market,” the local retail store, whose advertising people traditionally have been newspaper-oriented because that is the only medium they know. “If you know only one medium, would you risk your job experimenting with another?” Mr. Cash asked.

Mr. Cash said it never seems to occur to the retail buyer or promotional director “that the shelf facings or counter space for Revlon, International Latex, Van Heusen in department stores, or in food chains Procter & Gamble, General Foods and Kellogg’s products far exceed those of the private label products.” But a few are learning how to use TV successfully, he related.

The list of stores includes the 7-11 Chain, Houston and Dallas; Patterson-Fletcher, Fort Wayne, Ind.; Woodward & Lothrop, Washington; and ZCMI, Salt Lake City. Macy’s, New York, is spending 10% of its $7 million ad budget in TV, he said, and will syndicate its Pallazzo home furnishings show to other stores this fall.

Gene F. Seehafer, Chicago account executive for CBS Radio, said there is “a market swing” to greater creativity in radio commercials today. His guidelines for better spots: use the words of salesmanship in the copy; seek a key-note idea or a memorable audio key-note; use audio enhancement, authentic sounds, musical punctuation or personal salesmanship where appropriate; be distinctive; and be believable.


The most creative TV commercials of the year were discussed Thursday night among panel members headed by consultant Harry Wayne McMahan. Other panelists included Victor Elting Jr., vice president, advertising and merchandising, Quaker Oats Co.; Robert B. Irions, advertising manager, American Oil Co., and Mrs. Jean Wade Rindlaub, vice president, BBDO, New York.

Their selection included the following TV spots: Corvair “Florida Swamp”; Ford, “The Lively Ones”; Laura Scudder potato chips, “Kids in Park”; Instant Maxwell House, “Cup and a Half of Flavor”; Brewer’s Foundation, “Who says Beer is a Man’s Beverage?”:


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**Tv network gross billings**

<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE-JULY</th>
<th>JANUARY-MAY</th>
</tr>
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<tbody>
<tr>
<td>ABC-TV</td>
<td>$16,197,190</td>
<td>$17,227,296</td>
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<tr>
<td>CBS-TV</td>
<td>21,444,509</td>
<td>25,360,992</td>
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<tr>
<td>NBC-TV</td>
<td>21,164,085</td>
<td>23,494,373</td>
</tr>
<tr>
<td>Total</td>
<td>$58,805,784</td>
<td>$66,101,761</td>
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**Network tv gross time billings by day parts**

<table>
<thead>
<tr>
<th>MAY</th>
<th>JUNE-JULY</th>
<th>JANUARY-MAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$18,980,657</td>
<td>$20,372,002</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>14,838,021</td>
<td>17,271,749</td>
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<tr>
<td>Sat-Sun.</td>
<td>2,519,936</td>
<td>3,100,253</td>
</tr>
<tr>
<td>Nighttime</td>
<td>41,477,827</td>
<td>45,729,759</td>
</tr>
<tr>
<td>Total</td>
<td>$58,805,784</td>
<td>$66,101,761</td>
</tr>
</tbody>
</table>

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*Source: TVB/LNA-BAR*
Hundreds of thousands lined Peachtree Street for one of the biggest Fourth of July celebrations in the nation. Thousands more watched on WSB-TV (ARB coincidental 19 rating with 73% share of audience—3:00-4 P.M.). Stars included Victor Jory, Craig Hill and Ken Tobey (of Whirlybirds), singer Eddie Arnold, "Miss Georgia," and colorful cartoon characters Popeye, Huckleberry Hound, Yogi Bear, Quick Draw McGraw and Deputy Dawg. This parade is a gift to Atlanta's tradition by WSB-TV.
A NEW AREA FOR TV-BRED PRODUCTS

Merchandising of products tied to TV properties has extended into the field of educational, public affairs and news shows.

Tv character-property merchandising, which has always relied heavily on children's, western and game shows as the source for new products, is moving into more mature areas to keep up with the increase of public affairs, educational and news shows in television.

The networks, which hold the merchandising rights to most of the public affairs shows, are tying in more books, records and games derived from informational and educational programs.

Although toys and games originating from children's cartoon series are still the best selling products, the networks feel that maintaining the life of educational fare after its broadcast date gives added value in prestige.

NBC-TV's merchandising division, headed by Robert R. Max, recently arranged a merchandising tie with the Chet Huntley news show, resulting in a new game "for all ages" called "NBC-TV News Game With Chet Huntley." Although it is essentially a board game, it calls for answers to questions on top news events reported by Mr. Huntley on his shows.

Public affairs programs, such as NBC-TV's Wisdom, Victory at Sea and The Coming of Christ have been the basis for the books and record albums. NBC is planning a book based on its new educational children's series, Exploring, scheduled to begin in September. The book will "adapt a new form, taking advantage of what is created on the show."

Simultaneous Release - NBC will depart from the conventional way of arranging publication of a book several months after a program's broadcast. In the future on some properties, several publishers will work with the network while a show is being researched, for publication at the time the program is broadcast.

Murray Benson, manager of CBS-TV's merchandising and licensing, has been tying in books with the network's informational and public affairs programs. The Thinking Machine, based on a series of science programs, is currently on the bookshelves. The Fortunes of War, Four Great Battles of World War II, based on four half-hour documentaries produced for CBS-TV's The Twentieth Century, will be published early this fall. Andrew A. Rooney, author of the book, used photographs and research collected for the series. Another Twentieth Century production, about the period between World Wars I and II, is being put into book form as The Years Between.

The CBS special, A Tour of the White House with Mrs. John F. Kennedy, will appear as a book later this year.

A fifth book, about the the biggest CBS property, CBS itself, is planned. Biography of a Skyscraper will tell in pictures and words about the new CBS building, currently under construction in New York.

John J. Convery, ABC vice president of merchandising, said several items, particularly in the publications and books area, will be merchandised from Discovery, the network's new children's educational series, beginning in the fall.

Western's are losing much of their appeal on television and more and more attention is being directed to educational programs such as Discovery for merchandising properties, Mr. Convery said.

Tv's big role - The history of character merchandising is venerable, but television has introduced a new crop of characters, from Howdy Doody to Dr. Kildare, and today, with about 450 names tied to a variety of merchandise, tv accounts for the biggest share of the business.

Besides network activities in television character merchandising, several independent organizations and large production companies exploit this field. Some of the most active are Screen Gems, Walt Disney Productions, MCA, Licensing Corp. of America, Weston Merchandising Corp., Jac Agency and King Features Syndicate.

When a company obtains rights to a property or character name, it seeks manufacturers to dictate the name for a specifically created product. Many manufacturers are eager to enter such agreements since a product bearing the name or likeness of a well-known figure in the tv world is substantially pre-sold. The agreement usually includes a standard royalty rate of 5% of the manufacturer's net wholesale selling price, which the client and licensing agent split 50-50. But there are variations from 3% to 10%, according to the nature of the licensed product, its volume potential and margin of profit.

Although character merchandising organizations are reluctant to reveal finances, estimates are that the larger firms gross more than $1 million a year in royalties.

Although the licensing agent's main function is to arrange product tie-ins with his clients, many of the larger organizations originate the idea for products or help design the package,
plan the ad campaign, prepare sales promotion material, handle publicity and arrange personal appearances.

**Clothing and Food, Too • Toys, games, costumes and publications are the most popular items tied in with tv personalities, but regular clothing and even foods have met success in this field over the past few years. Appearing in stores this summer are a wedding dress worn in a tv wedding on the Father of the Bride series and a children's kit of hospital outfits and stethoscopes bearing the image of MGM-TV's Dr. Kildare. Both tie-ins were arranged by Weston Merchandising Corp., New York licensees for MGM as well as for Video-craft Productions and Trans-Lux Television Corp.

For Dr. Kildare alone, there are doctor and nurse kits, playsuits, comic books, children's novels, paperbacks, a toy ambulance, a line of teen-age hos- iery, adult blouses and jewelry.

"By licensing a popular name and putting it on his product, a manufacturer can get a 'pre-sold' identification not available to his competition and, believe me, that's worth anything in today's market," Stanley Weston, president of Weston Merchandising, said. "We know that when a person goes shopping she will always reach for something bearing the name of her favorite, in preference to a similar product that doesn't have a licensed tie-in."

Buena Vista, the distributing division of Walt Disney Productions, has a staff of 15 in its merchandising department. About 50 tv characters are merchandised from Walt Disney's Wonderful World of Color (NBC-TV) and the Mickey Mouse Club, now in syndication. Pete Smith, director of merchandising for Buena Vista, generally merchandises about 1,000 items but on occasion has had as many as 2,000.

**Formal Wear • Licensing Corp. of America, New York, another independent merchandising organization, employs a staff of 12 men and specializes in merchandise promotion, personal appearances, fashion, food, drug and toy sales. LCA, headed by Alan Stone, lists NBC-TV's Bullwinkle and CBS-TV's Dobie Gillis as two of its hottest merchandising properties. A line of clothing from Bermuda shorts and sneakers to raincoats and formal wear has been merchandised with the Dobie Gillis image. Bullwinkle has been the inspiration for about 110 books, costumes, toys, games and clothing items.

Other tv properties merchandised by LCA are College Bowl of CBS-TV, King Leonardo and Pip the Piper of NBC-TV, the Real McCoys and The Rifleman of ABC-TV and syndicated shows including The Rebel, Sea Hunt, Superman, Whiplash and Out of the Inkwell.
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 cited 5d by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for Broadcasting each week.

Monitored week ended July 20:


- **Product:** Borden's mayonnaise. Company: Borden Co., Western Division Agency: Young & Rubicam, San Francisco. Schedule and markets: Daytime minutes on Pacific Coast.


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**TvB offers help in selling the grocer**

**CASE HISTORIES, FIRST QUARTER FIGURES CITED**

Case histories of how television is used by grocery stores in 47 markets are contained in a new Television Bureau of Advertising presentation, "The Super Medium for Markets," released today (Aug. 6).

The presentation offers evidence of the effectiveness of local tv advertising in reaching food and grocery customers and to make sales. The increasing use of tv by grocery stores is also noted in TbV's report on the 1962 first quarter spending in spot tv, which was up 18.4% over the like quarter in 1961. Food stores gross time billings in the quarter this year were $2,559,100, against $2,160,200 a year ago. Trading stamp billings also showed gains in the 1962 first quarter with billings of $1,202,944 in network and spot tv against $354,000 a year ago.

Leading grocery store users of tv in 1962 were A&P with gross billings of $1,585,970; Safeway, $1,354,630, and Kroger, $1,229,690. Examples of how stores in each of these chains use tv in their local areas are shown in TbV's booklet. Leading food stores in spot tv in the first quarter this year and their gross time billings were: Safeway, $400,560; A&P, 394,760, and Kroger, $262,960.

Tv billings for trading stamps rose in the first quarter of 1962, paced by Mac-Dowald Pledge Stamps with spot tv billings of $458,100 and S&H Green Stamps with $251,830 in spot tv and $242,944 in network tv.

**Auto facts & figures** With dealers getting set to show new auto lines, TbV has assembled market information to help attract more automotive advertising dollars into spot television in time for campaigns to introduce 1963 model cars.

TbV's premise: Auto market patterns call for matched advertising, and spot tv offers market-by-market control. TbV, after studying market information based on sales of new cars during the last five years, notes that no single make of car leads in sales in all markets. Four examples are cited in TbV's new folder.

Rambler sales are above the national average in the Northeast. Ford sales are above average in the East Central area. Chevrolet's popularity in the Pacific region is below the national average. Plymouth sells best in the North-East. TbV concludes that shifts in advertising weight in spot tv can help fill the sales gaps as they occur in the various sales areas.

**ABC-TV signs sponsors for 'Challenge Golf'**

ABC-TV has signed three advertisers for full sponsorship of its new Challenge Golf series which starts Jan. 5, 1963, the network announces.

Advertisers are Lincoln-Mercury (Kenyon & Eckhardt is agency); General Tire & Rubber Co. (D'Arcy), and Minnesota Mining & Manufacturing (Erwin Wasey, Ruthrauff & Ryan). The match play will be telecast twice on the weekend (first on Saturday, 2:30-3:30 p.m., and again Sunday, 12 noon-1 p.m.).

Arnold Palmer will team with Gary Player in match play against challenging professionals from all over the world. Prize funds total $156,000 for 13 contests and the winning challenging team will have the opportunity to collect up to $50,000, the top purse for four matches won in a row. Messrs. Palmer and Player will split $5,000 for each match they win.

Revue Studios will produce in association with World Wide Productions. Filming techniques will permit the "home gallery" to hear what takes place on the golf course (voices of players and caddies and some eavesdropping on strategy and by-play). Arnold Palmer also will handle the commentary in the series.

**Business briefly...**

- **Menley & James Labs (Foote, Cone & Belding); Bulova Watch Co. (Sullivan, Stauffer, Colwell & Bayles); North American Phillips Co. (C. J. La Roche); Ovaltine Food Products, Div. of Wender Co. (Tatham-Laird), and U.S. Rubber Co. (Fletcher Richards, Calkins & Holden) have ordered sponsorship in ABC-TV's second run of Winston Churchill—The Valiant Years, starting Sept. 30 (Sun. 6:30-7 p.m. EDT).

- **Mutual of Omaha Insurance Co., Omaha, has ordered sponsorship of Wild Kingdom, a new color series starting in January 1963 on NBC-TV (Sun. 3:30-4 p.m.). Program host will be Marlin Perkins, director of Lincoln Park Zoo, Chicago, who was former host of NBC-TV's Zoo Parade. New series will show films of wild animals and primitive peoples in all parts of the world. Agency: Bozell & Jacobs, Omaha.

- **Thomas J. Lipton Co., Hoboken, N. J., has bought one-sixth sponsorship of NBC-TV's coverage of the 1962 elections, Tuesday, Nov. 6 (7 p.m. - concl.). Agency: Sullivan, Stauffer, Colwell & Bayles, New York.

- **Standard Brands (J. Walter Thompson); Monroe Auto Equipment (Aitkin-Kynett Co.), Sylvania (Kudner), Rexall (BBDO), Nationwide Insurance**

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38 (BROADCAST ADVERTISING)
The Red River Valley is CAPITALIST country!

Look it up in Standard Rate & Data, and you'll see that retail sales per household in the Fargo-Moorhead area are among the nation's highest. Look North Dakota up in the Encyclopaedia Britannica, and you'll read that the Red River Valley is "one of the most fertile and best agricultural areas in the United States."

WDAY Radio and WDAY-TV serve a remarkably large area, containing remarkably prosperous people. These ain't no starving peasants on the tundra — they are Capitalists on a continuous spending spree!

That's another reason why you'll find both these stations on a lot of lists which are otherwise dominated by "first 50" cities. Ask PGW!
The Channel 8 market is a rich, buying market. WGAL-TV is unique in its extensive, multi-city coverage of this area. It is outstanding because, in these many cities and communities, it is far and away the favorite with its thousands of viewers. Your advertising expenditure on this Channel 8 station pays rewarding returns.

WGAL-TV

$7,832,749,000
effective buying income

Channel 8 • Lancaster, Pa. • NBC and CBS

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

STEINMAN STATION
Clair McCollough, Pres.

BROADCASTING, August 6, 1962
(Ben Sackheim), Continental Casualty Co. (George H. Hartman Co.), Del Monte (McCann-Erickson), Quaker Oats (Kenyon & Eckhardt), Norwich Pharmacal Co. (Benton & Bowles), and Pepsi-Cola (BBDO) have bought schedules on MBS' five-minute newscasts.


Universal Pictures Co. has bought a four-day series of spots on three New York stations, WHN, WINS and WNEW, to promote its new film, "The Spiral Road." Agency: Charles Schlaifer & Co., New York.

Reynolds Metals Co. has renewed alternate-week sponsorship of NBC-TV's All Star Golf, a 13-week series returning to the network Saturday, Jan. 5 (5-6 p.m. EST). Agency: Lennen & Newell Inc., New York.


**NBC Radio new business includes Johnson buy**

NBC Radio last week reported $3,400,700 in new and renewed business over the past five weeks, including the return of S. C. Johnson & Son to network radio as a major user on Dec. 31.

The S. C. Johnson order—sponsorship in News on the Hour—was placed through Needham, Louis & Brobury's Chicago office. Other top advertisers cited by George A. Graham Jr., vice president and general manager of NBC Radio: Campbell Soup Co., also through NL&B, a substantial campaign for V-8 Vegetable Juice; major renewal by Chevrolet Motor Division of General Motors (via Campbell-Ewald in Detroit), of 52 weeks of News on the Hour sponsorship.

**Bauer & Tripp, Foley merge in Philadelphia**

Two of Philadelphia's oldest advertising agencies, Adrian Bauer & Alan Tripp Inc., founded in 1927, and Richard A. Foley Advertising Agency Inc., founded in 1900, announce they will merge Sept. 1, and will be known as Bauer-Tripp-Foley Inc., operating from their present addresses, 1528 Walnut St.

Both agencies handle general advertising. Bauer & Tripp, also a merchandising and marketing organization, recently merged with Action Assoc., a Philadelphia public relations firm.

Officers and personnel of both firms are retained in the merger: Adrian Bauer, chairman of the board; Alan R. Tripp, president; Charles H. Eyles, chairman of the executive committee; E. Bradford Hening, executive vice president; and A. Edward Morgan, senior vice president.

**Rep appointments...**

- KJMM Rapid City, S. D.: appoints Jim Bowden, Minneapolis, as regional sales representative.
- WUSI Lockport, N. Y.: Prestige Representation Organization (PRO), New York, as national representative.

**Western admen list agenda in Honolulu**

A chance to hear such top advertising executives as Interpublic's Marion Harper, BBDO's Charles Brower and Dr. Daniel Starch, pioneer in media research, and at the same time to see the beauties of Hawaii is offered those attending the 1962 Pacific Conference of the Western Region of the American Assn. of Advertising Agencies, Oct. 20-25 at the Hilton Hawaiian Village, Honolulu.

Although billed as a six-day meeting, the AAAA advance program shows only entertainment items such as cocktail parties, island tours, a luau, a golf tournament and a banquet scheduled for the first three days, except for a business session for members only on Monday morning (Oct. 22). Afternoons are also left free for golf or sightseeing, and the serious part of the conference is confined to three morning sessions.

James Delafield, president of General
The beauty of television lies in its matchless ability to influence the buying habits of the buying sex. Its unique power to pre-sell precisely matches the needs of our self-service economy. Expose the ladies to a new product on television one day, and you can be sure they will be looking for it in stores the next. The records are full of examples of television's dramatic ability to sell new ideas, new products, even build new companies. The cosmetics-toiletries industry is well aware of television's unrivaled selling power and, as a result, spends twice as many advertising dollars on television as on all other measured media combined! Within television the greatest part of this industry's investment goes to the network that for the past seven consecutive years has been the most attractive to women—THE CBS TELEVISION NETWORK®
New Paramount service claims ad economies

Paramount Television Productions, Hollywood, last week announced a new tv commercial production service that Paramount claims can reduce costs up to 30%

Paul Raibourn, senior vice president of Paramount Pictures Corp., said the production facilities at the Paramount Sunset lot can handle studio and location filming, live action, animation or a combination of all. He said this service "has heretofore never been possible with one organization." The service applies to both tape and film commercials in color and black and white, it was noted.

Foods International Division, and Lane Fortinberry, Asia managing director of Time-Life International, will address the opening session on Tuesday, after a welcome by Hawaii's governor, William F. Quinn. Raymond B. Milici, Milici Adv. Agency, Honolulu, will preside. A second Tuesday morning session, Alvin Kabaker, Compton Adv., Los Angeles, presiding, will hear Mr. Brown, Alfred J. Seaman, S&C&B, N. Y., and a third speaker to be announced.

On Wednesday morning, Pierre D. Martineau, research and marketing director for the Chicago Tribune, and George Mason, Hawaii's director of economic development, plus another speaker not yet named, will speak at the first session, presided over by Jack W. Smock, Smock, Dehnam & Waddell, Los Angeles. After the coffee break, David Botsford Jr., Botsford, Constantine & Gardner, San Francisco, will head a session whose speakers are Proctor Mellquist, editor of Sunset magazine; A. J. Brenner, Foote, Cone & Belding, Chicago; and King Features cartoonist Milton Caniff.

The final sessions on Thursday morning will have Robert Heintz, Heintz & Co., Los Angeles, presiding over talks by Richard F. Casey, Benton & Bowles, N. Y.; Dr. Starch and one more speaker; and Donald B. Kraft of Kraft, Smith & Ehrig, Seattle, in the chair. Speakers will be L. F. Ohlinger Jr., advertising vice president of Hunt Foods & Industries; Barton A. Cummings, Compton Adv., N. Y.; and Mr. Harper.

Jay Ward to produce tv commercials, too

Jay Ward Productions, Los Angeles, announces it has formed a new department exclusively for production of television commercials.

Ward, producer of The Bullwinkle Show and Rocky and His Friends, says long range arrangements already have been made to produce commercials for General Mills (Bullwinkle sponsor) and Colgate-Palmolive (Ward and C-P have a merchandising tie-up on the sale of Bullwinkle and Rocky soap dispensers). Pete Burness, cartoon director for many Bullwinkle segments, will be vice president in charge of commercial department. Ward cartoon characters will be used in commercials.

Off-beat commercial has edge—Schwerin

Tv commercial tester Schwerin Research Corp. reports the off-beat tv commercial done well has the edge over the conventional, straight-sell commercial because it's as unique as "an enticingly dressed girl in a nudist colony; it rivets attention."

But it has a drawback, too, says Schwerin (tests tv commercials, programs) in its July "bulletin." The "motivating power" of the off-beat approach, once seen, tends to diminish "at a faster rate than that of a straight sell commercial of comparable effectiveness" because, as it were, "the cat is out of the bag."

A few Schwerin observations: it's not enough to be bizarre, the commercial must have a product purpose; it's still difficult to do humor; a particularly strong "payoff" is noted in commercials with no people (including even abstract animation and live action). Also in advertising...

Agency moves • A. D. Adams Adv. Inc. has moved to larger quarters at 145 W. 52nd St., New York. New phone number is Plaza 5-0845.

New REPROS • The 27th edition of REPROS, entitled The Voice of Advertising Speaks, published by G. W. Head of the National Cash Register Co. and chairman of the Advertising Federation of America, contains excerpts from letters written to Mr. Head at his request, stating replies to his question, "Why do you believe in advertising?" Subsequent issues of REPROS will disclose other excerpts from this correspondence. Copies of the current edition are available from Mr. Head at NCR's office in Dayton, Ohio, or from AFA, 655 Madison Ave., New York 21.

Dallas ad story • Keitz & Herndon Inc., 3601 Oak Grove, Dallas 4, is offering a free brochure illustrating its talent and production facilities.

Toy makers group plans suit against 'Tv Guide'

Toy Guidance Council, New York, indicated last week it will sue Tv Guide magazine for more than $1 million damages for "refusal to perform promises made to toy manufacturers and their agencies." The dispute concerns the promotion of a 32-page advertising insertion scheduled for the Nov. 17 issue of the magazine but now cancelled by the toy group.

The council, which had ordered the insert for 26 toy advertisers, claimed the magazine allegedly will not go through with terms of a verbal agreement to promote the toy section in Tv Guide's national tv spot schedule. Tv stations, in return for program advertising that Tv Guide prints for them, give the magazine free commercial time. The council's agency, Webb Assoc., New York, had placed the $320,000 order.

Pulse set on West Coast

Pulse Inc. last week announced that its west coast operation is now geared for processing full-scale market and audience research. Processing began with the company's May-June Los Angeles radio survey. Pulse explained its expansion is in view of the growing importance of the area, and in time hopes the operation will cover all of the western states. Paul Synder has moved to Los Angeles from New York to head the production staff of the agency. Allen S. Klein is director of the office.

Bankers sponsor 'Biography'

The Kansas Bankers Assn. will sponsor Official Films Inc.'s Biography series in Wichita-Hutchinson, Pittsburg and Topeka as part of an institutional advertising program on behalf of its 580 membership banks throughout the state. The regional transaction was placed through the Bruce B. Brewer & Co., Kansas City, Mo.

The series also has been sold to KLRJ-TV Las Vegas and KOLO-TV Reno. Markets sold on Biography now total 123.

Schwarz Productions formed

Mickey Schwarz Productions Inc. has been formed by Mickey Schwarz, producer-director of filmed tv commercials. Offices will be at 419 E. 54 St., New York 17. Mr. Schwarz also has formed Academy Tv Film Productions of Canada, 433 Jarvis St., Toronto, as his Canadian production center.

Dan Eriksen, formerly of MPO Videotelecommunications Inc., New York, has joined Schwarz as producer-director. Associate producer Ruby Renaut will be in charge of the Toronto office.
Only movies in Baltimore - 6 nights a week!

Big windows... little windows... picture windows... all kinds of windows, dimly lighted from within, they stand out in the dark until the early hours of the morning as the "night people" relax and enjoy the WMAR-TV movies. In the hushed hours of the night... long after the noise of the children has been quieted by sleep... tens of thousands of late nighttime viewers tune to Channel 2.

These are the people who enjoy "Channel 2 Theatre", Monday through Thursday, "Films of the Fifties" on Friday and "Big Movie of the Week" on Saturday with first-run features, never before seen on television in Baltimore, including the quality films from 7 Arts, Screen Gems and NTA.

These are the people who prefer late movies—and WMAR-TV is the only Baltimore station offering movies 6 nights a week!

Late movies on WMAR-TV offers advertisers—and agencies—an excellent opportunity to show-case a product or service night after night—in this gigantic market... the 12th largest in the nation!

No Wonder - In Maryland Most People Watch

WMAR-TV

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.
The largest community antenna systems sale in the history of the 13-year-old industry—18 systems serving 43,500 subscribers for $10 million—was announced today (CLOSSED CIRCUIT, July 30). The group which made the purchase is headed by Alfred R. Stern, an NBC vice president, who is chairman and chief executive officer of Televents Corp. The seller is C. A. Sammons, Dallas industrialist.

The 40-year-old Mr. Stern (picture, page 23) was born in Chicago, attended the U. of North Carolina, and served with the Air Force during World War II. He joined NBC in 1952 as project officer for tv programming. In 1955 he became assistant to Robert W. Sarnoff, and in 1957 was appointed chairman of NBC International Inc. In 1959 he was elected vice president of the network’s Enterprises Division.

Before joining NBC, he served as president of Raymond & Raymond, New York art gallery, and served in various production and administrative capacities at Universal Pictures and at RKO-Pathe in New York.

He is married, is the father of five children, and lives in New York. He is a first cousin of Edgar B. Stern Jr., president and principal owner of WDSU-AM-FM-TV New Orleans.

President of Televents Corp. (not related to Televents Inc., a Bill Daniels operation) is Carl M. Williams. Mr. Williams, 34, is a native of Douglas, Wyo., was graduated from the U. of North Carolina, and received his law degree from the U. of Wyoming in 1956. Mr. Williams is associated with Mr. Daniels in Daniels & Assoc., the catv broker which handled the Televents Corp. transaction. Mr. Williams is president of Systems Management Co., another Bill Daniels enterprise. In 1961 Mr. Williams was elected to the board of the National Community Television Assn. He is married and lives in Denver.

The purchase was financed by a long-term loan of $5.5 million through the Chase-Manhattan Bank, New York, and by the issuance of $2.85 million in debentures bought by institutional clients of John W. Bristol & Co. About 15 educational and charitable endowments are participants in the debenture sale, only one taking as much as $1 million, it was understood.

No information was released on Mr. Stern’s associates in the venture. No other broadcasters are involved, Mr. Stern said.

The only information released with the announcement is that the catv properties are located in Massachusetts, Vermont, New Hampshire, Pennsylvania, Minnesota, Oregon, Arkansas, Virginia and New York. Mr. Stern explained that the franchises held by the Sammons companies must be revised to show the new ownership and that this must be done before the catv systems are identified to avoid the embarrassing kind of situation in which city officials in the localities involved learn of the changes from news media instead of from company officials.

The Sammons catv holdings, according to the best-geobtainable information, include Pittsfield and Athol-Orange, Mass.; Bellows Falls, Vt.; Claremont, N. H.; Clearfield, Bradford, Warren, Minersville, Schuykill Haven and Pottsville, Pa.; Coos Bay, Ore.; Fayetteville, Ark.; Harrisonburg, Va., and Olean, N. Y.

Televents Corp. intends to “pursue vigorously the opportunities in the catv field in both the domestic and foreign markets,” Mr. Williams said. International interest will be directed toward...
What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. L-22, Building 15-5, Camden, N.J.
Idahoans oppose powers above 50 kw

The Idaho Broadcasters Assn. went on record as being "unalterably opposed" to power authorizations in excess of 50 kw for clear channel radio stations at its annual convention late in July (Broadcasting, July 23). A resolution expressing this sentiment and directed toward both the FCC and Congress was adopted by the convention.

A second resolution urged the FCC to simplify the proposed new programming forms and that they be resubmitted for further comments before they are adopted. IBA also asked that the FCC adopt separate forms for radio and TV.

NAB President LeRoy Collins, who spoke at the convention, was given a "vote of endorsement and approval for his ringing challenge to the broadcast industry..." by the Idaho association. FCC Commissioner Frederick W. Ford, another speaker, was praised for the "leadership that he is providing in Washington in making and administering the rules and regulations that govern the broadcast business."

Henry Fletcher, general manager of KSEI Pocatello, was elected IBA president succeeding Duane Wolfe of KCID, Caldwell. Other officers elected include Bill Burden KEEP Twin Falls, vice president, and Mrs. Gale Mix, KRPL Moscow, secretary-treasurer.

Cohan group wins right to install Salinas catv

Central California Communications Corp., headed by John C. Cohan, California broadcaster, has won the right to install a community TV system in Salinas, Calif., and the unincorporated areas of Monterey County. The Salinas City Council last week approved the franchise award to the Cohan group, but included several provisions suggested by the FCC earlier this summer, one that the catv system should not duplicate the local TV service.

The award was made to Mr. Cohan on the basis he offered service at the lowest cost to the public of any of the three final bidders. The others were the Jerroid Corp. and H&B American, both multiple catv operators.

Mr. Cohan owns and operates KSBW-AM-FM-TV Salinas-Monterey; KVEC and KSBY-TV San Luis Obispo, and KNGS Hanford, all California.

Outlet Co. revenues up

Net broadcasting revenues and miscellaneous income of the Outlet Co., Providence, R. I., department store which owns WJAR-AM-FM-TV there, were $646,501 in the quarter ended April 28, compared to $543,717 for the same 1961 quarter.

Total earnings in the fiscal quarter were $4,211,692 compared to $4,194,314 last year. Net earnings after estimated federal income taxes were $239,074 (48 cents per share) compared with $200,386 (40 cents per share) for the same period last year.

Sidetracked

WHK Cleveland newsman Milo Townes put the city's transit board on the right track in suggesting how to save money in expanding the city's rapid transit system. The board was debating costly extensions of its rail lines, but is considering a switch to Mr. Townes' suggestion that it use a network of existing but little-used railroad tracks instead. WHK is getting up a promotion of its own to sell the idea: the station is planning to bring diesel-powered rail buses to Cleveland and run them on the railroad tracks as a demonstration.
WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

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

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

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

**WTHI-TV**

**CHANNEL 10**

**TERRE HAUTE, INDIANA**

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

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

*WTHI-TV delivers more homes per average quarter hour than any Indiana station* (March 1962 ARB) *except Indianapolis*
Stations get CBS Radio cash pay plan

AFFILIATES BOARD APPROVES; MORE INFORMATION PROGRAMS PLANNED

The format for CBS Radio's return to cash compensation for its affiliates— including a further curtailment of entertainment shows and an expansion of information programming (Broadcasting, June 25)—has been agreed upon by the network and representatives of the affiliates, subject to acceptance by the stations individually.

Worked out by network officials with and at the request of the CBS Radio Affiliates Board, the details will be distributed to affiliates this week. Highlights:

- The five-minute Dimension information programs would be increased substantially and four entertainment programs would be dropped. The only strictly entertainment programming left in the regular schedule would be the Arthur Godfrey and Garry Moore morning shows and the New York Philharmonic Orchestra broadcasts on Saturdays.
- The compensation rate for each affiliate would be based on the station's coverage or its own rates for local time. This rate would be applied to the number of network "commercial units"—in most cases commercial minutes—carried by the station.

Network officials said that since compensation rates will vary from station to station, they cannot be compared with the payment system in effect up to 1959. But they said that several affiliates familiar with the new plan estimated it would make their own rates approximately the same as they were before.

The new system does not entirely eliminate the network's furnishing of programming for local sale, which has been the medium of payment for the last four years. The World News Roundup in the morning and The World Tonight will continue to be supplied for sale by the stations, as will some of the network's hourly news broadcasts.

Programs being discontinued—largely, officials said, because stations felt they do not always fit into local formats—are the Bing Crosby-Rosemary Clooney and Art Linkletter shows, heard Monday through Friday mornings, and the Sunday afternoon dramatic block of Suspense and Johnny Dollar. Assuming affiliates approve the plan, all but Linkletter would be dropped Oct. 1, and that

WJZ-TV shows own lacrosse league games in outdoor 'studio'

The rugged American Indian sport, lacrosse, is uncommon in itself—a game rarely played in the U. S. outside a few areas in the Northeast. But how about a television station which builds its own lacrosse field next door, modifies the rules to step up the pace so the ball is never out of play and organizes its own league starring 10 of 1962's lacrosse All-Americans?

That's what WJZ-TV Baltimore is doing. The station is telecasting 90 minutes of Box Lacrosse League matches on Saturday and Sunday afternoons for 10 weeks this summer, and hopes to schedule the sport during the fall too.

The unusual sports program is the product of two men—Herbert B. Cahan, station general manager, and Tommy Dukehart, a Baltimore public relations man and a former All-American lacrosse player. Both loved the sport and thought it would be a "natural" for television in Baltimore, a hotbed of lacrosse fans and an area where first-class players abound. The game is played at a furious pace, WJZ-TV says, with the "clash of football, the dash of hockey," plus the danger and excitement of both (players wear protective padding and helmets and injuries are common).

Messrs. Cahan and Dukehart organized a six-team amateur league, recruiting college players and alumni from area schools. The size of the teams was reduced from 10 to 6 players each, and the playing area was cut almost in half, from more than football-field size to 160 by 60. WJZ built a field and stands for up to 1,000 fans behind its studios on Television Hill. Two camera stands were erected and four-four-foot board walls protect spectators from the small, hard rubber ball, hurled at great speed by players wielding long, wooden lacrosse sticks, tipped with meshed webbing.

The teams practiced with the modified rules for two weeks, then began play July 21. Spectators will be charged $1.50 admission until WJZ-TV pays off its $6,000 investment in the facilities. Then admission will be free.

Reaction has been excellent, says Bill Chadwick, station promotion and publicity manager. "The local press has been tremendous," he said. "We've been getting banner heads on the sports pages," and game attendance has been good, he added.

No viewer ratings are being conducted by WJZ-TV this Summer, says Mr. Chadwick, but a spot check of local taverns indicates the beer and pretzel set is tuning in the matches, he said.

All the games are being videotaped, and negotiations are underway with prospective advertisers. Details are being worked out for possible appearance of a Canadian team later this summer.
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program would follow on Jan. 1, when the new compensation system would go into effect.

Fifteen Dimension programs are slated for addition to this series of five-minute information features on weekdays (7:30, 8:30 and 10:30 a.m., Mon.-Fri.), and one at 6:30 p.m. Sundays. These, like all other Dimension features, are reserved for network sale, along with most of the 10-minute hourly newscasts, Lowell Thomas, Phil Rizzuto Sportscasts, etc.

Contract forms incorporating the new plan will go to affiliates along with a detailed explanation of what's involved. Network officials say they do not require approval by any specific number of affiliates, but that without support of stations in most key markets they obviously would not put the plan into effect. Since the plan originated with affiliates, the consensus is that it will get general approval.

Network and affiliates board members began working on the new system several weeks ago in sessions headed by Arthur Hull Hayes as president of

Media reports...

Travellers tv guide • Guest Television Guide, a tv program listing designed for room placement in hotels and motels in the New York metropolitan area, will be offered to hotels this fall at no charge, for guests unfamiliar with the New York station's programming, CBS Radio and E. K. Hartenbower of KCMO Kansas City as head of the affiliates board. The current version of the plan was given final approval by the board members last week.

Stations named in award • KFLG Walsenburg, Colo.; WEJL Scranton, Pa., WLOF-TV Orlando, Fla., and WBZ-TV Boston, have been named in Radio Free Europe Fund's 1962 Broadcasters' Participation Awards Program. Awards were for supporting RFE's 1962 campaign.

Changing hands

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

• KDEF-AM-FM Albuquerque, N. M.: Sold by Frank Quinn and associates to Thomas J. Swafford, and associates for $175,000. Mr. Swafford, who has been in radio for 25 years (he was a CBS vice president, general manager of WCAU Philadelphia and sales manager of the network's WCBS New York during the last 10 years), owns 51% of the purchasing company, White Oaks Broadcasting Co. With Mr. Swafford are Dr. Joel Friedman, a Brooklyn dentist, 19%, and Midland Capital Corp., Buffalo, N. Y., small business investment firm, 30%. KDEF is a fulltime station on 1150 kc with 1 kw day and 500 w night. KDEF-FM operates on 94.1 mc with 1.65 kw. Broker was Patt McDonald.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 83).

• WTAE (TV) Pittsburgh, Pa.: 50% interest sold by Earl F. Reed and Irwin D. Wolf Jr., voting trustees, to Hearst Corp., present 50% owner, for $10.6 million. Hearst owns also WBAL-
WAPA-TV Baltimore, WISN-AM-FM TV Milwaukee and 50% of WRYT-AM-FM Pittsburgh.

- KTVT (TV) Fort Worth, Tex.; Sold by Naft Telecasting Inc. to WKY Television System Inc., for $800,000 and agreement not to compete. WKY Television owns WKY-AM-FM Oklahoma City, and WTVT (TV) Tampa, Fla., and is owned by the Oklahoma City Oklahoman and Times and the Farmer-Stockman. Naft continues ownership of KCOP (TV) Los Angeles, KPTV (TV) Portland (Ore.), and KFYZ Houston, Tex.

- WRIO Rio Piedras, P. R.: Sold by Isidro Quinones Vital and Soillina S. de Quinones to William M. and Hope W. Carpenter for $237,500. Mr. Carpenter is former executive vice president of WAPA-TV San Juan.

**Reeves sales, profits advance in first half**

Revenues and profits in the broadcasting division of Reeves Broadcasting & Development Corp. advanced substantially during the first half of 1962 compared to the similar period in 1961, Hazard E. Reeves, president, reported last week.

Consolidated gross revenues for the first six months of 1962 totaled $2,271,000 and net income before taxes was $12,000, Mr. Reeves announced. Pluses in broadcasting, Mr. Reeves said, include the FCC's approval to de-intermix Bakersfield, Calif., where Reeves owns ch. 29 KBAK-TV, and a network rate increase of 25% for WHTN-TV Huntington, W. Va., also owned by Reeves. The third Reeves station is WUSN-TV Charleston, S. C.

**ABC Radio affiliates begin regional meets**

More than 100 representatives of ABC Radio's northeastern affiliate stations are expected in New York Aug. 13 at the initial meeting of five regional affiliate conferences which run through Aug. 22. Fall programming plans, station reports and sales outlook and progress will be discussed.

Other meetings: Chicago Aug. 15; Los Angeles Aug. 17; Dallas Aug. 20, and Atlanta Aug. 22.

**It's now Midnight Sun**

All-Alaska Broadcasters Inc., the owner of a group of radio and tv stations in Alaska, has changed its name to Midnight Sun Broadcasters Inc., the company's name when it was purchased from the Lathrop Co. in 1960. Stockholders have re-elected Alvin O. Bramstedt, president and general manager; Charles M. Gray, vice president and technical director; James C. Fletcher Jr., vice president and national sales manager (New York); Delmer Day, vice president and western sales manager (Seattle); R. D. Jensen, secretary-treasurer (manager), KTKN Ketchikan, Donald G. Andon, director (manager), KFAR-AM-TV Fairbanks), and Merriman Holtz Jr., director. The company also owns KENJ-AM-TV Anchorage and 30% of KINY-AM-TV Juneau.

**Taft revenues, income up for fiscal quarter**

Revenues and income were up in the first fiscal quarter ended June 30, Taft Broadcasting Co. reported last week. Net revenues for the period were $3,057,975 compared to $2,606,162 in same 1961 period. Net income after taxes was $578,541 (37 cents per share) for the 1962 quarter compared with $460,683 (29 cents per share) for the 1961 quarter.

A quarterly dividend of 10 cents per share, payable Sept. 14 to stockholders of record Aug. 15, was voted by the board of directors last week. Taft Broadcasting owns WKRC-AM-FM TV Cincinnati, WBRC-AM-FM-TV Birmingham, WTVN-AM-FM-TV Columbus (Ohio), and WKYT (TV) Lexington, Ky. Taft also owns two bowling centers in Cincinnati.

**Time Inc. sales up $11.7 million for half**

Time Inc.'s, revenues for the first half of 1962 rose $11,705,000 to a record $158,595,000, and net income totaled $5,108,000, or $2.39 per share, according to a stockholders report on July 30. Net income for the first half of 1961 was $5,232,000, or $2.66 per share, but this did not include losses from Silver Burdett Co. (textbook publishing), which was acquired in April 1962.

The report noted that Time Inc.'s broadcasting division and other divisions, operated at higher levels in the first six months than in the like period a year ago. But the company's performance was not as good as hoped.

The report noted that KOGO-AM-FM-TV San Diego became part of the Time Inc. Broadcasting Division on May 1, and May and June operating results were included in the income statement. Other Time-Life stations are: KLZ-AM-TV Denver, WTCN-AM-TV Minneapolis, WFBM-AM-TV Indianapolis, and WOOD-AM-TV Grand Rapids, Mich.

---

**WESTERN VHF TV STATION!**

Located in a solid-economy, fast-growth market in the West, this major network affiliated VHF television station has assets of approximately $900,000.00 including its own land and building. Will show good cash flow this year on gross sales of $1,000,000.00-plus. Capable of doing much better under more aggressive ownership. Purchased at $2,500,000.00 on basis of 29% down and reasonable terms to responsible buyer. Another H&L Exclusive.

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51
The Greeks had a word for it... several words, in fact. Yes, self-discipline is the core of a civilized society. Stated simply, it means doing what you should do, not just what you want to do.

Like people, organizations need self-discipline. Individual standards differ. Cooperatively-set standards are "convenient and necessary" to insure acceptable performance and to preserve the integrity of the whole. In broadcasting this is achieved by The Radio and Television Codes.

Finding fault with the Codes is a popular pastime. Like cooperative or democratic government, cooperative self-regulation is sometimes halting, circuitous and leveling. But this is the price of living together in a complex interrelated industry. "Life in society," observed Will Durant, "requires the concession of some part of the individual's sovereignty to the common order."

Yes, the Greeks had a word for it: "TTOTÉ ΣΤΗΝ ΚΥΡΙΑΚΗΝ." Freely translated it means "Never on Sunday," which after all is one kind of self-regulation. Corinthian goes further. It observes The Radio and Television Codes on Sundays, Mondays and all ways.
GOVERNMENT

FM ALLOCATIONS FILINGS DUE AUG. 31

FCC hopes to make table final for fm assignments by fall

Comments on the FCC's proposed rulemaking to establish a table of allocations for the 80 commercial fm channels (chs. 221-300; 92-108 mc) are due Aug. 31 and the commission hopes to finalize the table this fall.

The table of assignments, similar to that in force for tv, is the final phase in the new fm rules adopted 10 days ago (Broadcasting, July 30). Reply comments are due Sept. 17 and finalization of the fm allocations will receive top priority at the commission.

However, extension of the deadline for comments would delay the finalization date of the fm channel assignments by cities beyond the fall target.

In inviting comments, the FCC said it will use the following priorities in assigning fm channels: (1) accommodation of existing stations on their channels, although “if over-all efficiency warrants, shifts in channels will be decided upon;” (2) a first fm service to as much of the U. S. as possible—particularly that portion without a local nighttime service; (3) at least one fm station in each community; (4) a choice of at least two fm services wherever possible; (5) substitutes for am stations which are marginal from a technical standpoint.

Unassigned channels under these priorities will be allocated to cities on the basis of size, location in relation to other communities and the number of outside services. The new fm rules, effective this Wednesday (Aug. 8), establish three classes of commercial stations (instead of the present two) with the following powers and, maximum antenna heights, co-channel separations:

Class A—3 kw maximum, 100 w minimum; antenna 300 feet; 65 miles separation. Class B—50 kw, 5 kw; 500 feet; 150 miles. Class C—100 kw, 10 kw; 2,000 feet; 180 miles.

Three fm zones also were established by the new rules, instead of the present two. The new Zone I is identical to tv Zone I (all area east of the Mississippi River); Zone IA includes that part of California from San Francisco south and Zone II includes the rest of the country.

No Grandfather Clause = Existing stations with facilities greater than the new maximum for Class B stations in Zone I and I-A and Class C stations in Zone II may have to reduce power and/or antenna height when the table of allocations is adopted. The FCC asked that comments on this subject discuss whether mandatory cutbacks should apply to all stations with greater facilities than the new maximum permits or only in certain zones.

The FCC said it has decided an fm allocations table would best serve the public interest because (1) a pre-engineered table is the best way to insure efficiency of channel use; (2) it is the best way of providing for future fm needs in areas where economic support for fm presently is lacking and (3) a table is the better way of assuring a fair and equitable distribution among the states than is a “first come first served concept.”

When the FCC first released the fm rules on comments a year ago, the agency asked for discussion of the duplication of am-fm programming. No ruling was made on the questions of whether duplication is in the public interest and whether it constitutes a waste of frequency space.

“We have this question under consideration and a notice of proposed rulemaking on this subject may be issued shortly,” the FCC said.

Chairman Newton N. Minow and Commissioner Frederick W. Ford agreed to adoption of the new fm rules but objected to their release before the table of allocations is ready. Commissioner Ford said he would have withheld the new rules and notice of rulemaking until a proposed table could be released simultaneously.

House committee hears embassies radio bill

The House Commerce Committee heard testimony last week on legislation which would permit foreign embassies to set up radio transmitters in Washington, D. C., in exchange for reciprocal U. S. privileges abroad.

Undersecretary of State George W. Ball, FCC Commissioner T. A. M. Craven and Department of Defense representative M. E. Curtis testified. Commissioner Craven said the bill (HR 11732) is appropriate if deemed necessary. The committee went off the record during a portion of Secretary Ball's testimony concerning operations in U. S. embassies overseas. Chairman Oren Harris (D-Ark.) said the committee would consider the bill during executive sessions scheduled to begin Aug. 14.

The Senate Foreign Relations Committee has reported favorably on similar legislation (S 3252), and referred it to the Senate Commerce Committee to consider its technical aspects.
Candidate suggests White House radio-tv post

Richard S. Aldrich, who is running for the House next November from the 19th Congressional District in New York (Manhattan), asked President Kennedy last Friday (Aug. 3) to consider the creation of a broadcast secretary as a new White House post. Mr. Aldrich proposed that the new secretary receive equal status with that of Press Secretary.

Mr. Aldrich pointed up the advantages of Telstar, asserting "it has vastly complicated and improved communications opportunities in the 1960s" and "will in all probability complicate electronic journalism still further."

Mr. Aldrich wrote the President that he thinks the new secretary would have the responsibility of keeping Mr. Kennedy informed on radio-tv developments "around the world" as well as acting as "specialist to advise how best to use electronic media."

The Republican candidate suggested also that presidential news conferences might receive better ratings "if approached from a creative, broadcasting production viewpoint," noting that it is essential that these conferences be seen by the largest possible number of viewers.

The man selected should be a man of vast broadcasting experience," Mr. Aldrich said in recommending that NAB President LeRoy Collins be asked to consult with leading broadcasters in determining "who might best do the job." He also complimented President Kennedy for his "forward-looking attitude and use" of the broadcast medium but that he felt "immediate action giving radio-tv equal status to the press is imperative."

Justice Department assists Hartford pay tv

NUDGES FILM PRODUCERS, GETS THEIR COOPERATION

The Hartford pay tv test has received help from a legal arm of the federal government. The aid, a gentle arm twisting, was by the Department of Justice, which wrote letters to recalcitrant movie producers indicating it would like to know what they were doing, if anything, to help out the RKO General three-year test in the New England city.

The Justice Department's interest was solicited by RKO General about three weeks ago. RKO General told the federal agency that only two of the major Hollywood producers (Paramount and Warner Bros.) were cooperating in the subscription tv operation. The other majors, RKO General stated, were dragging their feet in giving RKO General firm play dates.

As soon as Department of Justice interest was shown, other major producing companies hurried to firm up play dates for the showing of their current films over RKO General's ch. 18 WHCT (TV) in Hartford. These include MGM, United Artists, Columbia Pictures and 20th Century-Fox.

FCC Chairman Newton N. Minow joined with RKO General in asking the Justice Department to look into the situation. He also urged the matter be expedited, since, as RKO General stated, it had only sufficient feature film commitments to operate through Oct. 1. It was this statement which launched the rumor that RKO General was ready to suspend the Hartford fee tv service.

The Phonevision pay tv test in Hartford, in which Zenith Radio Co., is cooperating, began June 29. RKO General sources say there are now 500 subscribers, with orders coming in at the rate of 25 per day.

Although the WHCT pay tv service has been operating for a month, there have been no rental fees charged (75 cents per week). There will be none, it was said last week, until Oct. 1 when a full-fledged program is expected.

Examiner recommends grant of Houston am

A hearing examiner recommended that the FCC grant a new am station on 1520 kc, 500 w, in Houston last week despite Broadcast Bureau objections that the applicant didn't make a thorough study of the programming needs of the community.

The bureau based its protest on its claim that James D. Higson and Peter Frank, the applicants, had made similar program proposals for stations in Fresno, Calif., and Indianapolis. The applications were dropped before the hearing. Hearing Examiner Isadore A. Honig decided Messrs. Higson and Frank had made a careful study of Houston and that in view of the eight existing stations had established a format planned to meet the city's needs.

The examiner also took into account the "principals' extensive experience in radio programming. Mr. Frank is president of a radio production organization bearing his name and has produced television programs, commercials and public service programs for radio and tv. Mr. Higson was program director of KHJ-TV Los Angeles owned and managed KLOG Kelso, Wash., for a year (1959-60); he has also operated KNBB (FM) Newport Beach, Calif.

The Higson-Frank application was the only one remaining for the Houston facility after SBB Corp. withdrew its application and was reimbursed by Higson-Frank for expenses in March.

Lou Poller indicted on perjury charges

Former broadcaster Lou Poller was indicted last week by a Washington, D. C., grand jury on perjury charges in connection with an expanding government investigation of loans made from a $180 million Teamsters Union pension fund.

Mr. Poller, who still holds a permit for ch. 24 (WCAN-TV Milwaukee), was charged on seven counts of perjury before the grand jury earlier this year. He was accused of testifying falsely that he couldn't remember a 1959 meeting at the Miami (Florida) National Bank, of which he was president at the time, which concerned use of the Teamster pension funds. Mr. Poller was indicted last Wednesday (Aug. 1) and resigned the next day as president and director of the bank.

"If you can be indicted for a poor memory, it's just too bad," he told newsmen in denying the charge.

Mr. Poller is in the news in broadcasting, too. He has a $4.3 million triple-damage suit pending against CBS-TV which the U. S. Supreme Court has ruled that a lower court must hear (BROADCASTING, Feb. 26). He charges that CBS conspired to eliminate WCAN-TV when the network bought the second Milwaukee uhf station operating at the time (in 1955) and cancelled WCAN-TV's CBS affiliation contract.

In addition to WCAN-TV, Mr. Poller formerly owned WARL Washington and stations in Scranton and Chester, both Pennsylvania.

FCC proposes new uses for upper frequencies

Two proposals for new ways to utilize the upper part of the broadcast spectrum have been put forth by the FCC.

The commission proposed to reallocate the microwave bands 6425-6575, 10550-10680, and 11700-12200, so that certain portions can be used exclusively for common carrier mobile and private mobile uses.

In general, the FCC said, the common carrier portion could be used for
any type of mobile service rendered by common carriers, including video pick-up for TV broadcasters, closed loop TV and maritime and aeronautical services.

Comments on the proposal are due Oct. 1.

In a separate rulemaking, the FCC, with Commissioners Robert T. Bartley and T. A. M. Craven dissenting, proposed a new class of service to promote ETV by using channels in the 1990-2110 mc or 2500-2690 mc band to transmit educational and cultural materials to schools and other selected receiving locations. Special receivers at widely scattered points could convert the transmissions for viewing on regular TV sets.

The FCC has experimented with such a system at Plainedge, Long Island, N. Y., and estimates it would be considerably less costly than closed-circuit and microwave relay systems used for the same purpose.

Special applications for such systems would be required and their use would be restricted to nonprofit organizations engaged primarily in supervising instruction.

Comments are due Sept. 17.

FCC would relax rules for on-duty operators

A change in on-duty requirements for operators at certain types of radio stations has been proposed by the FCC.

Rules would be relaxed to permit stations to use qualified operators holding first-class permits on a part-time basis instead of full time as now required. Stations allowed this alternative would be non-directional and am with power up to 10 kw and fm stations (including educational fm) with power up to 25 kw. Such operators would be "on call" to correct improper technical operations and would be required to check and adjust the transmitter at least four times per week.

At the same time the FCC proposed to tighten operator requirements for routine operation of the transmitter. Presently a restricted radiotelephone permit is required; the change would demand a radiotelephone third-class operator permit. The difference is that the latter requires a written examination while the former does not.

Those stations which are apt to use part-time operators would be required to employ a higher grade operator as soon as the rule changes went into effect. Stations now using restricted radiotelephone operators for routine transmitter maintenance would be given an additional year to comply.

Comments on the proposal are due Oct. 3.
Lee holds fort at FCC as others vacation

It's August vacation time again and the two upper floors of Washington's Post Office Department Building are devoid of the usual heavy traffic and volume of business.

Commissioner Robert E. Lee is acting chairman; the other six FCC members will spend most of the month out of town. In the penultimate meeting of the commissioners, a motion was passed authorizing a board of one or more commissioners to act on routine matters and motions and in general to hold the fort. Commissioner Lee is also scheduled to testify on certain matters concerning the FCC on Capitol Hill.

Chairman Newton N. Minow planned a vacation with his family at an undisclosed location. Commissioner Robert T. Bartley with his family planned a motor trip and Andover, Me., the U. S. Telstar tracking station, will be the first stop. He intends to return to Washington Aug. 20.

Commissioner Frederick W. Ford, since he lives in nearby Alexandria, Va., plans to be "in and out of the office" during August. He also plans to take his daughter on a tour of colleges.

Commissioners T. A. M. Craven and John S. Cross will spend their vacations at the same resorts they have gone to in previous years. Commissioner Craven will be at Laconia, N.H.; Commissioner Cross at the River View Resort in Eureka Springs, Ark., which is managed by his wife.

Arimo, Idaho, is Commissioner Rosel H. Hyde's destination. That's his wife's home, near his own hometown, Downey, Idaho. He plans to go to the Seattle World's Fair with Mrs. Hyde and their daughter Mary.

At the fair the commissioner may well encounter Broadcast Bureau Chief Kenneth A. Cox, who leaves tonight (Aug. 6) for his former home, Seattle, and who also plans to attend the fair with his family.

Says he told Enright to 'take the Fifth'

A former attorney for television quiz impresario Daniel Enright testified last week that he had advised Mr. Enright and other witnesses to plead the Fifth Amendment when appearing before the House Legislative Oversight subcommittee probe of the quiz scandals, but that Mr. Enright thought that undesirable "public relations-wise."

The lawyer, Hyman Zoloto, said he believed clients should avail themselves of the constitutional protection against self-incrimination whenever possible and left the case when his advice was not followed.

He testified at the license renewal hearing of WGMA Hollywood, Fla., owned by Mr. Enright and Jack Barry, his partner in quiz program ventures. (Broadcasting, July 30).

Mr. Zoloto contradicted earlier testimony by Henry Bloomgarden, a contestant on Twenty One, that Mr. Enright had advised Mr. Bloomgarden to leave the country or alternatively attempt to get the quiz hearing moved from the House to the Senate through Mr. Bloomgarden's alleged influence with congressmen. Mr. Zoloto said he was present when Mr. Bloomgarden alleged that Mr. Enright had given him such advice and that the story was untrue.

Another former Enright attorney, Thomas Gilchrist, testified that Mr. Bloomgarden told him in the presence of Mr. Enright that no contestant had been given questions or answers on the Barry-Enright quiz shows. Mr. Gilchrist said he believed the denials of dishonesty and had proposed presenting affidavits of contestants to this effect to the New York district attorney.

After taking testimony July 31, Hearing Examiner Elizabeth Smith continued the hearing to Sept. 18. No hearings are scheduled during the August recess.

House approves $14.4 million FCC budget

AGENCY GETS $262,000 TRIM AS BILL GOES TO SENATE

The $14.4 million 1963 FCC appropriation contained in the $11.5 billion Independent Offices Appropriations bill was passed in the House 368-12 last week, shaved but $262,000 from the commission's request.

Other agencies fared not so well, although most received more money than they were given for fiscal 1962.

The commission's budget, trimmed slightly, still is $1,830,000 more than the 1962 appropriation. It leaves intact a May request of $1,517,000 for space and electronic computer operations.

Commissioners Frederick W. Ford and Robert E. Lee will testify Wednesday before the Senate Independent Offices Appropriations Subcommittee.

The Federal Trade Commission, which keeps an eye on broadcast advertising, requested $11.8 million and got $10.7 million, still $375,000 more than in 1962. The subcommittee noted FTC had 70 unfilled jobs at the time of budget hearings.

The FCC budget includes $1.2 million for the installation of a computer to "produce operating efficiencies and a net financial saving of approximately $200,000 a year over a 10-year period."

The House also approved $184,000 for the establishment of a space communications working group and $135,000 for radio monitoring equipment at five Navy installations, to be shared by the FCC and the Navy.

In a related action Rep. Charles S. Joelson (D-N.J.), who proposes that the FCC charge broadcasters fees for license processing, urged support of his bill, arguing income from the fees would help reduce the need for large FCC appropriations.

Louisianans scramble for KLFT frequency

An applicant for the frequency formerly used by KLFT Golden Meadow, La., claimed last week that the former KLFT licensee, Leo Joseph Theriot, whose authority was revoked by the FCC for misrepresentations and repeated technical violations, has interests in a current applicant for the frequency.

John A. Egle, mayor of Golden Meadow, is seeking 1600 kc there, in competition against KLFT Radio Inc., owned by Edward Diaz and Clerville Kief. He asked the commission to enlarge hearing issues to determine wheth-
YOU MAY NEVER HEAR A BIRD SAY 300 WORDS*

BUT... WKZO Radio Can Speak for You
in Kalamazoo-Battle Creek
and Greater Western Michigan!

Pick any quarter-hour between 6 a.m. and midnight, Mon. thru Fri.—and WKZO Radio will be reaching more people in Kalamazoo-Battle Creek and Greater Western Michigan than any other radio station! (Pulse, Sept., '61.)

More facts? NCS '61 credits WKZO Radio with more circulation than any radio rival—40.4% more than all other Kalamazoo stations combined.

Greater Western Michigan is a fast-growing market. Kalamazoo itself is expected to outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965. (Sales Management.)

Ask your Avery-Knodel man for all the facts!

*Sandy Pauls," a budgerigar, knew 12 nursery rhymes and over 300 words.
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FOR “RIGHT-NOW” VIEWING!

On “SCOTCH” BRAND Live-Action Video Tape, you can electronically mix free-wheeling visual ideas with unequalled speed! No sweating out the lab wait for costly, time-consuming processing! Video tape plays back the picture moments after the latest “take”—helps conserve precious production time.

The sky’s the limit on special effects you can achieve with “SCOTCH” Video Tape. The automotive “teaser” commercial at right, for example, matted the man, seat, steering wheel into a previously taped highway scene. It dramatized the performance but kept secret new car styling. With video tape and today’s versatile electronics equipment, you can combine different backgrounds and foregrounds . . . put live-action on miniature sets or in front of stills or movies . . . combine several images of the same person. You can introduce pixies and giants . . . do split-screen comparisons . . . create special-pattern wipes . . . combine photos, drawings, cartoons, movies, live-action—you name it! Video tape shows how you’re doing immediately when improvements are easy, corrections economical!

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SPECIAL EFFECTS—NO LAB DETOUR!

2. Seat, steering wheel, gas pedal were added at the studio, using VideoScene, a high-quality electronic matting process.

3. Presto! The driver's in the picture, too. VideoScene process masked out supporting platform, steering column, other unwanted elements.

5. A close-up of the engine, shot in the studio and matted against highway background, was no problem with VideoScene.

6. A superimposed slide completes the teaser commercial, which shows the ride, but keeps new-car styling a well-guarded secret.

Magnetic Products Division 3M COMPANY
The climate was clammy before Minow

FCC STAFF’S LETTERS TO LICENSEES IS COERCION, THINK SOME

Much has been printed and said in recent months about the regulatory climate at the FCC; in fact, most of that “said” by broadcasters cannot be printed.

The FCC’s “get-tough” policy—which the commission insists is not that at all but strict enforcement and interpretation of the laws and rules—was never more forcibly noticeable than in the actions at the agency’s last two full-scale meetings before the August recess. At those meetings the commission refused to renew the license of WDKD Kingstree, S. C., and KRLA Los Angeles; fined four stations; started revocation proceedings against two others; reopened the record in two TV cases to find out if applicants lied; told 50 stations they had violated the FCC’s rules, and ordered renewal hearings on misrepresentation charges (Broadcasting, July 30, 22).

All told in the past 12 months, the commission has revoked five stations, denied license renewals to two, fined 13 and issued short-term licenses to 28 others. Never in the agency’s 28-year history has it compiled such a record in 12 months; in fact, fiscal 1962 enforcement decisions surpass such actions for all previous years combined.

The commission first received authority from Congress in 1960 to issue short-term licenses and fines. But, the FCC always has been empowered to revoke a station’s license or to refuse to renew.

Not included in the foregoing appraisal are the scores of renewal and revocation hearings now under way or scheduled and industry-wide investigations of such questionable activities as double billing, racing news, local programming by TV stations (limited to Chicago) and local news presentations by radio stations (in San Francisco only).

Unanimous Decisions. * It is significant that FCC “death sentences” have been given on unanimous decisions—with all commissioners who participated in the KRLA case reversing the chief hearing examiner’s recommendation for a short-term renewal. There was not a dissenting voice to the revocations of WIOS East Tawas, Mich.; KLF Golden Meadow, La.; WGRC Green Cove Springs, Fla.; KCPA (FM) Dallas, or the refusal to renew WDKD.

In all six cases, the commission found the applicants made willful misrepresentations to the commission: the major factor in each instance. The commission will show no mercy when it is convinced a licensee has lied, misrepresented or hidden material facts or shown a lack of candor, it was indicated. This was pointed out by a commission official last week in two cases—KIMN Denver and WDKD.

Both stations got into trouble (KIMN over two years ago) because of alleged smutty statements made over the air by disc jockeys. When the KIMN licensee was warned, he immediately took corrective measures, admitted such broadcasts had happened and pleaded for mercy. The license was renewed and the station was permitted to change hands.

But on the other hand, the FCC official said, WDKD’s owner ignored repeated warnings and willfully attempted to deceive the commission. And in each of the commission’s death penalties, the licensee has been found not to have the necessary character qualifications.

Advance Warnings. * Broadcasting published background articles on the new regulatory climate at the commission in February, April, May, July and December, 1961 and a major piece last February which warned that there would be “more regulation of broadcasting in 1962.” What is responsible for the FCC’s tough attitude? Can FCC Chairman Newton N. Minow take the credit—or blame?

There is no question that the FCC was piqued—and deeply so—by the criticism it received of the 1958-59 rigged TV quiz and payola scandals. In fact, a determination “not to let it happen again” was a motivating factor in last spring’s warning to all licensees not to engage in double billing.

In July 1960 the commission issued its programming policy statement which attempted to define for licensees what is expected of them in the area of programming. A year later, the agency made its promise-against-performance statement in connection with the license renewal of KORD Pasco, Wash. Both statements have been often quoted since by the commission and are relied on heavily in renewal sanctions against stations. Both statements are controversial and leave much to be desired as clear guidelines for licensees, according to the legal fraternity.

Many—including some at the FCC—feel the 1960 statement borders on censorship.

The Complaints & Compliance Division of the Broadcast Bureau was also formed in 1960, giving the FCC its first complement of field investigators for matters other than technical.

Thus, the present FCC attitudes were guiding staff and commission actions long before most broadcasters ever heard of Newton Minow. But there can be no question that chairman’s many vocal indictments of broadcasting have added impetus and have influenced to a degree the actions of the staff.

The chairman would like to go much farther in many regulatory areas than is now commission policy (namely, making a licensee answer for dropping a network public affairs program; magazine concept for advertising; license fees; program renewal forms), but he has not to date gained the support of a major-

er Leo Theriot is a principal in or owns KLF Radio; whether that applicant submitted misleading or incomplete information to the FCC; whether Mr. Theriot has conspired with Messrs. Diaz and Kief to derogate FCC rules and whether the two last named have the character qualifications to be licensees.

Mr. Egle said that Mr. Diaz is attorney for Mr. Theriot and associated with him in several business ventures; that he has a direct business interest in the Theriot Building in Golden Meadow. He said KLF Radio has an agreement with Mr. Theriot to lease the equipment and real estate of the former station over a 10-year period at $3,000 per year and 6% interest for the equipment and $160 monthly for lease of a transmitter site and studio. The agreement is with KLF Radio as a corporate entity and not with Messrs. Diaz and Kief. Mr. Egle said, so that Mr. Theriot must look to station operating revenues for payment and would thereby have a direct interest
in station revenues and operations for at least 10 years.

Mr. Egle said the programming plans and staff of KLFT Radio are the same as those used by Mr. Theriot.

Mr. Egle stated that he had been urged to apply for the KLFT facilities by Messrs. Theriot and Diaz as soon as the FCC announced revocation.

(Broadcasting, March 19). He said Mr. Diaz drafted an application form which stated the physical property would be sold by Mr. Theriot for about $25,000 and that both men urged him to submit the application. Later, Mr. Egle claimed, Mr. Theriot said he would want a total of $53,000 for the property but that Mr. Egle should submit the application as drawn and "we could work out the difference between us." Mr. Theriot said he would accept a note to be paid out of station profits, Mr. Egle said.

In the meantime, Mr. Egle charged, Messrs. Diaz and Kief filed a competing application for the station without waiting for Mr. Egle's decision.

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SILENCE CLOAKS RATINGS PROBE

Nobody will talk about Magnuson-inspired investigation

The investigation of program ratings by the Federal Trade Commission, reported to be in its final throes (CLOSED CIRCUIT, July 30), was originally requested by Sen. Warren G. Magnuson, chairman of the Senate Commerce Committee.

"We sent the FTC a great deal of material and asked them to check into the matter," Sen. Magnuson said. The material was gathered in connection with a 1958 hearing on ratings held by Sen. A. S. Mike Monroney, a member of the committee (BROADCASTING, June 30, 1958).

Last week the FTC and several companies under investigation refused to comment on the progress of their negotiations. It is understood the commission sent letters of inquiry to a few of the larger broadcast rating services questioning the degree of accuracy the service could promise subscribers, the effect of cumulative errors on final figures and other possible pitfalls in the method. Misuse of rating figures, unethical practices between rating services and certain stations and misleading claims by stations using rating figures were reportedly not at issue in the FTC probe.

One possible outcome of the rating company-FTC negotiations, according to attorneys, could be a consent order under which the services would agree to make fuller disclosures to clients on the methodology by which figures are arrived at with emphasis on the margin for error.

Harris Plans Look - The House Commerce Committee, headed by Rep. Oren Harris (D-Ark.), has also investigated rating services and has promised further hearings. It appears extremely unlikely that such hearings will be held during the current session of Congress however.

There has been liaison between the House committee and the FTC and cases of abuses and deception in the use of ratings seem to have been placed in the congressional bailiwick.

Grounds under which a government agency such as the FTC explores a business such as ratings, were indicated in a statement by Sen. Monroney at the 1958 hearing: "It is not the desire of the committee to interfere unduly in the conduct of an essentially private business. Our only concern is with the possible impact of ratings on the service the public receives and upon the overall development of the tv industry."

The FTC investigation has been primarily concerned with tv rating services but has touched upon radio ratings. It is understood that the FTC would consider it deceptive trade practice if time-buyers and agencies are led to invest in one program or station in a particular market if that preference is based on a statistical margin that is inaccurate.

WMOZ takes exception to examiner's stand

WMOZ Mobile, Ala., took exception last week to Hearing Examiner Herbert Sharfman's recommendation against renewal of the station's license (BROADCASTING, June 4).

The station said the examiner recognized that WMOZ employs an owner to enter logs and incorrect logs to the FCC were "hostile and disloyal," but said the examiner didn't give enough weight to the "conspiracy" against Mr. Estes.

The Broadcast Bureau agreed with the examiner but chided him for criticizing the bureau's witnesses, holding that witnesses against a broadcaster who has violated commission rules are merely doing their duty as citizens. Such witnesses may be hesitant to come forth in the future if are subjected to official criticism, the bureau warned.

NAEB asks more time for application views

The National Assn. of Educational Broadcasters asked the FCC last week to extend the deadline for comments on the agency's proposed revision of application forms for educational outlets until Oct. 1 and replies to Oct. 16.

NAEB said it wanted to contact all member colleges and universities and is experiencing difficulty because of the academic summer recess.

Comments on the new simplified forms for educators were due Aug. 2. National Educational Radio & TV Center supported the proposal except for the detailed breakdown of cost of installation the form requires.

WGHB-TV Boston, an etv station, favored the proposal generally but agreed with NETRC's objection and asked that the analysis of a week's programming required be drawn from the school term last completed 90 days before renewal instead of from programming in the 30 days immediately before renewal. WGBH-TV also requested different forms for stations requesting facility changes from those for new educational stations. WGBH-TV claimed only certain portions of the new-station forms are applicable to existing stations seeking changes.

FCC warns broadcasters to label 'alien' programs

Propaganda programming, sponsored and paid for by foreign governments, is being broadcast by stations without any announcement of the foreign sponsorship involved, the FCC said last week in warning licensees to take "such action as may be appropriate."

The commission said that the "alien" broadcasts include documentary films and other matter containing political propaganda or controversial statements distributed by foreign agents. Sec. 317 of the Communications Act requires stations to announce the source of such programming and further requires licensees to "exercise reasonable diligence" to obtain the necessary information to identify the sponsor, the commission said.

In addition, the FCC pointed out, Sec. 508 of the act requires public disclosures where payments are made to persons other than the licensee for the broadcast of programs. "The foregoing is brought to the attention of commission licensees in order that they may take such action as may be appropriate to comply with the requirements of the act in this regard," the FCC said.

WFUN needs 'proof' to move:

The FCC has ordered WFUN South Miami, Fla., to prove that it can "effectively serve South Miami as a medium of local self expression..." with its main studio in Miami Beach. The commission last week ordered a hearing on the WFUN application to locate its transmitter across Biscayne Bay from
The most advanced achievement in recorder engineering to date, the superb new remote-controlled professional Sterecorder 777 series features the exclusive and patented Sony Electro Bi-Lateral 2 & 4 track playback head, a revolutionary innovation that permits the playback of 2 track and 4 track stereophonic or monophonic tape without track width compromise—through the same head!

Included in an array of outstanding features are individual erase/record/playback heads, professional 3" VU meters, automatic shut-off, automatic tape lifters, an all-solenoid, feather-touch operated mechanism, electrical speed change, monitoring of either source or tape, sound on sound facilities, and an all-transistorized military plug-in type circuitry for simple maintenance. The three motors consist of one hysteresis synchronous drive motor and two hi-torque spooling motors.

Unquestionably the finest professional value on the market today, the 777 is available in two models, the S-2 (records 2 track stereo) and the S-4 (records 4 track stereo). Both models can reproduce 2 and 4 track tapes. And, the Sterecorder 777 models will integrate into any existing component system. $595 complete with portable case and remote control unit.

*Through the exclusive Sony Electro Bi-Lateral 2 and 4 track playback head.

Sony has also developed a complete portable all-transistorized 20 watt speaker/amplifier combination, featuring separate volume, treble and bass controls, mounted in a carrying case that matches the Sterecorder 777. $175 each.

Also available is the MX-777, a six channel all-transistorized stereo/monophonic mixer that contains six matching transformers for balanced microphone inputs and recorder outputs, individual level controls and channel selector switches, Cannon XL type receptacles, a switch to permit bridging of center staging solo mike. $175 complete with matching carrying case.

The first/complete/portable/all-transistorized/high fidelity/professional recording & playback system: $1120 complete.

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Rep. Anderson seeks to drop tv set tax

An Illinois Republican congressman, who blames the FCC for "the present chaos in television frequency allocations," introduced a bill (HR 12745) to free all-channel receivers from federal excise taxes last week.

Rep. John B. Anderson, of Rockford, where the FCC once proposed deintermixture, said he wants to equalize the price of present sets and all-channel receivers. He explained that removing the tax from all-band sets, while retaining it upon standard receivers, would accomplish that goal.

The FCC made "fundamental errors . . . in assigning channels," said Rep. Anderson. "Now the FCC wants to be bailed out of its present predicament—after threatening to disrupt tv reception by deintermixture and switching around uhf and vhf frequencies in areas like Rockford, Ill.—by the all-channel receiver legislation already passed by Congress, but I don't believe the American public should now be penalized for the shortsightedness of a few government officials," he said.

The congressman indicated he doesn't think all-channel receivers priced $20 or $30 dollars above present vhf sets should be purchased "just for the sake of bailing out the FCC" when consumers have no use for the extra feature.

KRLA asks stay of order

KRLA Pasadena, Calif., asked the FCC last week to stay the date the agency has ordered KRLA to leave the air (Aug. 23) because the station is appealing to the U. S. Court of Appeals.

KRLA asked to be allowed to broadcast until 30 days after the court acts. Leaving the station this month would cause irreparable damage to the station and to its employees, KRLA stated.

The commission has refused to reconsider its decision not to renew KRLA's license because of deceptive contests, alleged lack of licensee responsibility, misrepresentations to the FCC (BROADCASTING, July 23).

It is expected that the FCC will grant the stay but no action had been taken as of late Friday (Aug. 3).

The Broadcast Bureau told the commission last week that it would not oppose the stay requested.

Rep. Dowdy likes Robin, is cool to Will

Whether Robin Hood, condemned a "larcenist" by a District of Columbia attorney and praised as a "fighter of corruption in government" by a Texas congressman, may be a fit subject for television broadcasts in the Nation's Capital remains an open question for at least another week.

That's how long Democratic Rep. John Dowdy (D-Tex.), chairman of a District subcommittee considering legislation for censorship of broadcasting and theater in Washington, D. C., will leave open the record of hearings conducted last month.

Rep. Dowdy is author of a bill (HR 9686) which would ban the broadcast of programs and the exhibition of movies and theatrical productions which emphasize crime, violence or sex, or contain obscene language. Almost a dozen witnesses have testified on the bill. Broadcasters are among opponents.

Rep. Dowdy refused to comment on whether he thought the bill would pass. "Indirection was more likely that it needs reworking (its language has been changed once this year) and will suffer the fate of much censorship legislation: failure."

Talk of Robin Hood came up in the closing minutes of the last hearing when Robert F. Kneipp, a District assistant corporation counsel, argued the bill would be extremely difficult to administer and that even the portrayal of such story characters as Robin Hood, "a larcenist," would be prohibited. Rep. Dowdy disagreed, saying Robin Hood to him was "a fighter of corruption in government."

Mr. Kneipp though that was just the point; it's this kind of subjective judgment which makes the proposal unworkable, he said.

When the D. C. attorney suggested Sophocles' "Oedipus Rex" and Shakespeare's plays would be censurable under the bill, Rep. Dowdy said he was discussing "things we ignorant folks don't know anything about." Asked when he'd read Shakespeare, the Texan answered in high school ("when I had to"), and that he found nothing objectionable in the playwright's works.

DODD WANTS TO HEAR TV RESEARCHERS

Senator thinks study will back up his beliefs

Sen. Thomas J. Dodd (D-Conn.), chairman of the Senate Judiciary Committee's Juvenile Delinquency Subcommittee, says he may ask researchers who plan to conduct a government-and-broadcast-sponsored study of television's effects on children to tell his subcommittee the results.

The Department of Health, Education and Welfare, NAB, educators and broadcasting representatives plan such a probe (BROADCASTING, July 9). Senator Dodd had the study last spring at the end of his subcommittee's own investigation (BROADCASTING, May 21), on which a report is still to be made. The planned study was suggested by NAB President LeRoy Collins at the Senate hearings.

Sen. Dodd during a recorded interview on the Mark Evans Show on WTTG (TV) Washington, D. C. (Sunday at 7:00 p.m. EDT), described the forthcoming research as "one of the most valuable things to come out" of the investigation.

Sen. Dodd said he thinks the proposed study would confirm scientifically what he already believes: that there is a relationship between violent crime shows, sadism and sex on television and juvenile delinquency.

The senator shrugged off a question asking if he feels a Senate investigation should seek to determine whether a similar effect might be created by newspaper accounts of crime and the comic strips. He said he would agree that someone might make an investigation.

Saying he had good cooperation from network executives during his investigations, Sen. Dodd added that he doesn't like to "rake the television people over the coals," but thinks appearance of the researchers before his subcommittee after their study will be worthwhile.

Noe stations renewed

Unconditional license renewals were granted by the FCC last week to three Louisiana stations owned by former Gov. James A. Noe—who had been fined $10,000 for fraudulent contests on one of the stations. Mr. Noe's stations include WNOE New Orleans (the fined station) and KNOE-AM-TV Monroe, La.

Mr. Noe paid the fine without appeal, but the FCC held up the renewals and asked for an explanation of what steps had been taken to insure that the violations would not be repeated (BROADCASTING, May 28). Mr. Noe's answer satisfied the commission and renewals were by unanimous vote.
Raytheon's Microwave System Planning Kit helps you engineer initial requirements, carry out preliminary terrain and tower surveys. It also explains topographic maps, path clearances, profile plotting, signal attenuation, FAA and FCC regulations.

In designing this Planning Kit for TV Station Chief Engineers, Raytheon experts drew on their extensive experience servicing over 1000 microwave installations in every type of terrain and climate throughout the world.

Raytheon KTR Microwave, for Intercity Relay network pick-up, is available in both 1/10th-watt and 1-watt systems to meet individual needs. These systems have proven reliability, operating unattended over extended periods in all environments.

The world's largest manufacturer of microwave tubes and equipment, Raytheon also offers TV Stations complete, no-obligation System Engineering Service.

P. S. That curious little character climbing the mountain in the illustration is none other than Ludwig Von Microwaffen — Raytheon's sight surveyor par excellence! Look for him in your next mailing from Raytheon.
Senate foreign relations gets space bill

GLOBAL ASPECTS DUE FOR STUDY BY COMMITTEE

The Senate Foreign Relations Committee on Friday took up the international implications of the administration's satellite communications bill, with FCC Chairman Newton N. Minow as the first witness. The open hearing, to run to Aug. 10, will hear Secretary of State Dean Rusk and other officials.

The committee is under instructions by the Senate to report back this Friday, at which time Senate leaders hope to bring the bill on the floor for debate and vote.

The satellite legislation has been kept from the floor since July 26 with a small band of liberal senators filibustering against the legislation. The group, led by Sen. Wayne Morse (D-Ore.), maintains that the bill is a giveaway and that the prospective private satellite corporation will be dominated by AT&T. One of its arguments is that the bill permits private interests to deal with foreign governments.

The administration-sponsored measure (HR-11040) proposes to establish a satellite-corporation, half of whose stock would be offered to the public and the other half to communications common carriers. Each group would be limited to six directors, with the President appointing three directors to represent the government. The bill also provides that the corporation will be regulated by the FCC. It was passed almost without opposition by the House.

Support for the legislation came from President Kennedy last Wednesday. At his news conference, the President said the bill was "carefully drafted... The responsibilities of the federal government are very well reserved, both in the membership on the Federal Communications Commission, the powers of the State Dept., and the general executive power of the President, so I must say that I think the bill is the best way to do it."

Lack of Faith - The FCC was chided several times during the filibuster. At one point Sen. Albert Gore (D-Tenn.), one of the opposing group, declared he had turned on a 5-minute TV newscast in Washington and that he had been "forced" to listen to commercials before the news came on.

"I am not sure that is evidence that the FCC has exercised supervision over the content of programs in the United States," Sen. Gore exclaimed. "What the FCC would do with respect to international television I am not sure."

Meanwhile, Telstar, the communications satellite put into orbit July 10, was used twice more last week for TV relaying.

On July 30, the BBC and Britain's ITA Telstarred programs to England. BBC, with the premier announcer, Richard Dimbleby of New York, toured mid-Manhattan. ITA broadcast news events of the day from New York, with news clips supplied by CBS.

On July 31, Europe's Eurovision broadcast former President Eisenhower in Stockholm with the Swedish Prime Minister to the United States. Both NBC and ABC broke into their regular programs at 3 p.m. to carry the former president for the eight minutes of the overseas telecast. A Trendex 27-city survey showed that NBC's presentation of President Eisenhower had a 6.7 rating and ABC had a 2.3 rating. CBS carrying a regular program, The Millionaire had a 6.3 rating, the service reported.

To France - Today, Aug. 6, France's RTF is scheduled to use Telstar to telecast a U. S. news program to its viewers at home. The RFT program will be assisted by CBS.

Last Thursday, a group of 16 FCC staff officials, plus FCC Commissioner Robert T. Bartley, visited Andover, Maine, the site of AT&T's ground space installation (BROADCASTING, July 30).

Colorado ask hearing

Colorado Broadcasters Assn. handed a resolution to the FCC last week that the group passed June 23 at its annual convention in Boulder, protesting the FCC's freeze on AM applications (BROADCASTING, May 14).

The association asked the FCC to reconsider the freeze and set a hearing for expressions of all views.

CBA said it recognizes "the need for adequate re-evaluation of engineering standards" for AM stations and believes the best way to arrive at a solution is through joint conferences with broadcasters.

New heads appointed for FCC divisions

Three acting chiefs of FCC units were appointed by that agency last week to fill vacancies created by formation of the commission's new Review Board. A new head of the FCC's Education Branch also was named.

John J. O'Malley Jr. was appointed acting assistant general counsel in charge of the Regulatory Division, to take over the duties of Dee Pincock, who is now on the Review Board. Mr. O'Malley has been with the FCC general counsel's office since 1955 when he graduated from Georgetown U. Law School. He earned bachelor's and master's degrees at Boston College in 1951 and 1952 respectively. Mr. O'Malley, a native of Redding, Mass., is married and has five children.

Replacing Donald Berkemeyer, chief of the Office of Opinions & Review, is David Warren, who has been with the FCC 11 years. Mr. Warren graduated from Boston U. Law School and was in private practice in Maine before joining the FCC Broadcast Bureau in May 1951. He is married and has two sons.

Sylvia D. Kessler has been appointed acting chief of the Renewal & Transfer Division of the Broadcast Bureau, formerly headed by Joseph Nelson. Miss Kessler first joined the FCC in 1942; she left the post of chief of the Office of Opinions & Reviews in 1953 to enter private communications law practice in Washington, returning in 1961. She graduated from Southeastern U., Washington, in 1936.

The above appointments became effective Aug. 1.

Dr. Lawrence T. Frymire, manager of WKAR-AM-FM, East Lansing, the U. of Michigan's educational stations, has been named chief of the education branch of the FCC's Research & Education Division. He has been granted leave by the university from Oct. 1, 1962 to Aug. 31, 1963. He will replace Dr. Keith Engar, who is returning to the U. of Utah.

Dr. Frymire is chairman of the radio planning committee of the National Assn. of Educational Broadcasters and a member of the NAEB.

Detroit hooks on

The airborne experimental educational TV programs sponsored by Purdue U. soon will be transmitted to Detroit via ground stations under FCC authority granted last week. The commission authorized Purdue to build two UHF translator stations on chs. 79 and 83 to duplicate the educational programming of stations KS2XGA and KS2XGD.

At the present time, the signals which emanate from an airplane circling over Indiana cannot be adequately received in Detroit. The translator stations will serve an estimated population of two million persons and will enable Detroit viewers... to receive clear and satisfactory pictures of the airborne transmissions," the FCC said.

66 (GOVERNMENT)

BROADCASTING, August 6, 1962
SO AUDIO AND VIDEO WERE MARRIED—blissfully united in a 60-second television commercial advertising the BankAmericard. Secret of this happy mating is a music score pre-planned to accommodate the exact selling message, and pre-recorded for frame-by-frame synchronization on Eastman film, with prints on Eastman print-stock. Two steps—negative and positive, both Eastman, both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and... go Eastman—all the way!

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$1,869,000 granted by Congress for Samoan etv system

Congress last week granted the Department of the Interior $1,869,000 to establish a three-channel vhf educational television station in American Samoa to elevate the quality of teaching on the tiny U.S. island possession.

The appropriation awaiting President Kennedy's signature would provide funds for three 100-kw vhf transmitters, 35 engineers and technicians, 28 television supervisors (to work in classrooms during tv programs) and 12 teachers experienced in television instruction.

The problem which required etv in American Samoa (1960 pop. 20,-051 who survive on subsistence-level agriculture growing bananas and coconuts, packing tuna) is an inadequate school system, according to John J. Kirwan, assistant director of the office of territories, Department of the Interior. Samoan teachers, handicapped by limited knowledge of English, are inefficient in that tongue, and English is the language of commerce, higher education and government, Mr. Kirwan explained.

With help from the National Assn. of Educational Broadcasters and U.S. electronics executives, Samoan Gov. H. Rex Lee determined that etv is feasible as a method of improving the quality of education on the seven islands. The unsatisfactory alternative was to import several hundred U. S. teachers, said Mr. Kirwan.

Recruiting for the dozen tv teachers is under way. Samoan etv would also seek to tap a growing library of taped etv in the U. S.

Once on the air (goal is Septem ber 1963), Samoan etv would include extensive adult education programming. Gov. Lee also hopes to win a little international good will: U. S. programs may be received in Western Samoa (New Zealand).

live network and grant-in-aid committees.

He has said his first task will be a study of the effect of the FCC's new fm standards on educational broadcasters. He will also work with educational broadcasters in development of stations with money partially granted by the federal government under the aid to etv bill.

FCC waives mileage in Nebraska, Kansas

Two ch. 13 tv stations in the Midwest were granted new transmitter sites last week which placed them less than the required 180 miles apart. The FCC waived its rules to permit a separation of 188.3 miles for KHOL-TV Kearney, Neb., and WIBW-TV Topeka, Kan.

KHOL-TV also is increasing its power from 110 kw to 158 kw and antenna height from 550 feet to 1,110 feet. WIBW-TV will increase its antenna height to 1,380 feet from 1,010 feet.

Ten days ago, the commission granted three other applications to move transmitters of tv stations which also involved waivers of mileage separations (BROADCASTING, July 30). Commissioner Robert E. Lee dissented to last week's action as he did to the three previous ones.

FCC hearing postponed involving WIZR, WSPN

A hearing in Saratoga Springs, N. Y., involving license revocation proceedings against WIZR Johnstown, N. Y., and the renewal of WSPN Saratoga Spring has been postponed by Hearing Examiner Herbert Sharfman.

The hearing will be rescheduled for sometime in September, the examiner said. The WIZR revocation order involves the alleged activities of permittee Martin Karig in violation of FCC rules (BROADCASTING, May 7). The commis sion has refused to let WIZR go on the air pending the hearing (BROADCASTING, July 9).

In a related phase of the case, the Broadcast Bureau has filed objections to an amendment by which Mr. Karig would sell his interest in Genkar Inc., applicant for a new station on 1230 kc in Gouverneur, N. Y. The bureau said it would withdraw its objection if it's shown Mr. Karig will dispose of all connections in Genkar Inc.

Libel suit against CBS thrown out in Alabama

A federal judge ruled last week that CBS could not be sued in Alabama for libel in a program originating in New York.

Three suits were brought by three city officials of Birmingham, Ala., before Judge Seybourn Lyman. They asked more than $1.5 million in damages for alleged libel in a program CBS produced and broadcast concerning racial tensions in Birmingham.

More time for comments

An extension of the deadline for comments on FCC proposals to permit public inspection of network contracts and to change rules on multiple ownership of broadcast properties was granted by the commission last week at the request of the NAB and all three tv networks (AT DEADLINE, July 30).

The new due date is Sept. 20. Reply comments are due Oct. 4.

Newhouse suit dismissed again

A federal judge in Syracuse, N. Y., has dismissed a 10-year-old $1 million civil antitrust suit against S. I. Newhouse and his two Syracuse newspapers and radio station.

U. S. District Judge James T. Foley said that WNDR Syracuse had failed to "prove evidence of quality and conviction to sustain the claim... that a conspiracy existed among these four defendants." This is the third time the WNDR conspiracy case has been dismissed by a federal judge. In the two other instances, the appeals court sent the case back to the district court for the taking of testimony.

WNDR, which filed the suit in 1952, claimed that the Newhouse newspapers (Syracuse Herald-Journal, Post-Standard and Sunday Herald American) and the Newhouse broadcast station (WSYR) conspired to give a competitive advantage to WSYR in radio columns and advertisements of the newspapers. The newspapers and broadcast management denied this contention. Judge Foley's decision, granting defendant's motion to dismiss, came after eight weeks of testimony, most of it by Arthur C. Kyle Jr., general manager of WNDR.

Wichita bid dropped

The FCC last week dismissed Wichita TV Corp.'s application for a new tv station on ch. 9 in Garden City, Kan., at the request of the applicant. The proposed station had been intended to serve as a satellite of KARD-TV Wichita, Kan., which is licensed to Wichita TV Corp. KTVC (TV) Ensign, Kan. (ch. 6), had protested the Garden City application on economic injury grounds.
Designed for stereo and multiplex operation, ITA FM transmitters in 5, 7.5 and 10 kw power levels are the most compact, fully accessible transmitters sold. Their single cabinet construction requires less than 6 square feet of floor space and vertical arrangement of components virtually eliminates blind spots. Automatic recycling assures continuity of operation and extra long-life ceramic tetrode PA tubes greatly reduce operating costs! They're your best buy in medium power FM transmitters.

High Performance Features
- Silicon Rectifiers
- Self Neutralized
- Remote Control Provisions
- Expandable to higher power
- Free test and tune-up

ITA ELECTRONICS CORPORATION
BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA
Television broadcasters won their first victory against community antenna operators last week when a federal judge forbade a catv system to duplicate a network or film program being broadcast by a local tv station.

The ruling prohibits Cable Vision Inc., Twin Falls, Idaho, catv system, from duplicating any network or film program which KLIX-TV Twin Falls “exercises a right of first run.”

The decision was hailed by LeRoy Collins, NAB president.

The order was issued July 30 by U. S. District Judge William T. Sweigert of the Southern District of Idaho. Judge Sweigert is the same judge who ruled last year against three Salt Lake City telcasters in their suit against the same catv system for property right infringement. The Salt Lake City stations claimed the catv system was using their signals without permission. In that case, Judge Sweigert ruled that catv systems could not be prevented from picking up and using broadcast signals unless the stations had a copyright on them (BROADCASTING, July 3, 1961).

Triple Play • The latest ruling stems from the original suit filed by the KSL-TV, KUTV (TV) and KTVT (TV) Salt Lake City against Cable Vision Inc. and Microwave Inc., a microwave relay system which feeds Salt Lake City tv signals to the Twin Falls catv system. After that suit was filed, Cable Vision and Microwave Inc. filed an antitrust suit against KLIX-TV and 13 other tv stations in four western states. They claimed that the tv broadcasters were conspiring to monopolize tv in Twin Falls. In turn, KLIX-TV filed a counterclaim, alleging that the catv system was illegally infringing on the station’s contract with the networks and film syndicators. These contracts, KLIX-TV maintained, gave it exclusive rights to the first run of such programs. KLIX-TV also claimed that the use by the catv system of such programs constitutes unfair competition.

In issuing a preliminary injunction—which will be made permanent after the parties agree on a final order and which must be approved by the court—Judge Sweigert held that Cable Vision and Microwave Inc. may not bring the Salt Lake City pictures to Twin Falls for showing over the catv system if KLIX-TV is also running them.

The judge’s ruling reads:

“For the foregoing reasons the court, finding that KLIX (sic) has acquired a contractual exclusive right to the first run of network and film programs in the community of Twin Falls which plaintiffs, Cable Vision and Microwave Inc., are tortiously interfering and with which they are unfairly competing to the detriment of KLIX and finding, further, that KLIX has no adequate remedy at law except through the issuance of a preliminary injunction herein, concludes and orders that such preliminary injunction should issue prohibiting defendants, during the pendency of this action or until further order of the court, from duplicating for community antenna subscribers in Twin Falls, Idaho, any network or film program to which KLIX exercises a right of first run.”

Duplication Hurts • KLIX-TV claimed, the court’s decision stated, that when the catv system carries a network program from a Salt Lake City station, this program includes commercial announcements by the Salt Lake City station, not the sponsors who have bought KLIX-TV for this time period. This practice, KLIX-TV contended, prevents local sponsors from being seen in the Twin Falls area as they would be if the catv system did not duplicate the programs. Because of this duplication, KLIX-TV claimed, it is subject to a reduction in its audience and in turn to a loss of commercial advertising revenue.

KLIX-TV, on ch. 11, is not interconnected for network service. It takes off the air the programs of Salt Lake City affiliates of the three networks, rebroadcasting one of the programs simultaneously. On occasions it tapes a network program for delayed broadcast. The Twin Falls station is owned by the A. L. Glasmann group. George Hatch, Mr. Glasmann’s son-in-law, is president of KLIX Inc.

Judge Sweigert made it plain that he is ruling on the controversy in the realm of common law. This is not a question of protecting a tv station from the competition of a catv system, he emphasized.

“It has been generally held as a matter of common law,” Judge Sweigert said, “that one who contractually acquires, either expressly or impliedly by reference to a general industry-wide custom, the exclusive right to the first call of entertainment programs, is entitled to protection of that valuable economic right, not only against the grantor, but also against acts of third persons which tortiously and unfairly prevent exploitation of the right or diminish its value. This is true without regard to and apart from any question of copyright ownership of particular program content.”

Collins Comments • Expressing gratification at the “landmark” decision, NAB President Collins said the ruling should have important and far-reaching implications. He added:

“While the decision of the court is an ancillary one, subject to later order in the case and subject also to review by appeal, we in NAB nevertheless applaud its clear and firm enunciation of the broadcaster’s contractual exclusive rights in programming which may not be lawfully circumvented.”

CBS tv stations set cooperative programs

The five CBS-owned tv stations will cooperate to produce 35 programs in a new Repertoire Workshop series intended to develop and expose “lesser-known” professionals and outstanding amateurs in the acting, music, writing and producing fields. Each station will put together seven programs. The series will be seen on all five stations starting in January 1963. The programs will be open to drama, music, dance, pantomime, one-man shows and various other art forms.

Hal Hough, vice president of program services for the CBS Television Stations Division, explained that each
Hartford pay tv airs Bolshoi Ballet tape

The much-discussed taped program of highlights of the Bolshoi Ballet, produced by Television Industries Inc. in 1959 during the aegis of its former president, Matthew Fox, finally went on the air for the first time last Thursday (Aug. 2) over the experimental pay tv station of RKO General Phonevision, WHCT (TV) Hartford.

Three years ago Television Industries sought various methods to market the taped program. It was offered for network sale. Mr. Fox even proposed that stations buy it and offer it to the public on a voluntary pay-tv basis, asking viewers to pay a certain amount. The tape ultimately was withdrawn from the market.

For the presentation over WHCT, the two-hour tape was transferred to film. It was offered for a fee of $2 per subscriber. The tape was produced in Los Angeles during the 1959 tour of the Bolshoi Ballet, presented by S. Hurok. The film version, titled “The Best of the Bolshoi,” includes 21 selections from such works as “Swan Lake,” “Giselle,” “The Stone Flower,” and “The Flight of the Bumblebee.”

AP series to cover pro football news


College football news will be included in the daily Sportsman script in weeks immediately preceding the first “football Saturday,” Sept. 15.

Throughout the season, according to John Aspinwall, AP broadcast news editor, there will be pre-game predictions of probable winners in both professional and college games. On Saturdays there will be roundups of games played, and separate stories on the more important games.

The Sunday Quarterback, a 15-minute script on college football, will return Sept. 23. A printed schedule, listing all principal college games will be mailed in mid-August.

WBNS-TV to produce Rod Serling series

Rod Serling, the writer who created The Twilight Zone on CBS-TV, will be associated with a 39-week series to be produced and telecast locally by WBNS-TV Columbus, Ohio.

The Rod Serling Show will be on WBNS-TV at 6:30 p.m., Sundays, starting Sept. 16.

Mr. Serling will be at Antioch College, Yellow Springs, Ohio. The series will treat such motion picture greats as Gary Cooper, Clark Gable, Marlene Dietrich and Cecil B. deMille. Jack Hunter of WBNS-TV will direct the series, and Dave Parker of Ohio State U.’s motion picture division will help Mr. Serling in research for the show.
AFTRA WANTS SATELLITE TV FEE PLAN
Conference sought with European unions to set up charges

The American Federation of Television & Radio Artists is attempting to set up a meeting with performers' unions in Europe to establish fees for actors and announcers who take part in satellite programming.

Donald Conaway, AFTRA executive director, said in New York last week that the proposal for an international conference is one of three adopted at the union's conference two weeks ago in Miami Beach. The other two involve the lowering of certain radio transcription fees and a request for a joint Screen Actors Guild-AFTRA study on TV programming fees.

Mr. Conaway said Telstar's launching has posed "a great challenge." He stressed rates cannot be set realistically "until many problems are settled." Mr. Conaway said he sent a letter to Gerald Croasdale, general secretary of British Actors Equity, requesting him to set up a London meeting of American and European performers' unions.

The union already has put into effect its new radio program transcription plan. Mr. Conaway said it aims to stimulate employment of performers in radio and is the union's answer to requests from producers to establish "more equitable" rates.

Mr. Conaway noted only non-commercial programs are involved. Under the plan, transcribed programs of up to four minutes can be broadcast for 13 weeks an unlimited number of times without additional compensation for the performer. Under the old plan, additional fees were prescribed for additional plays on stations. Mr. Conaway said the new method represents a "drastic reduction" in fees.

The union hopes similar committees soon can be organized by AFTRA and SAG to study program rates of the federation and the guild. Its objective, Mr. Conaway said, would be to eliminate "disparities" in contracts, particularly in program syndication. In reply to a question, he denied the study is intended to raise program rates for performers.

Film sales...

The story of... (Ziv-UA): Sold to Consumers Cooperative Assn., through Potts-Woodbury Inc., Kansas City, for use on stations in Ames-Des Moines, and Sioux City, all Iowa; Topeka, Kan.; St. Joseph, Mo.; and Sioux Falls and Rapid City, both South Dakota, and for use in half-dozen other undecided markets. Series is now sold in about 85 markets.

Films of the 50's, Warner Bros.'s Vol. 3 (Seven Arts Assoc.): Sold to WRC-TV Washington, WITI (TV) Milwaukee, KARK-TV Little Rock, Ark., and KATC-TV Lafayette, La., which also purchased Vol. 2.

Boston Symphony Orchestra Tv Concert Specials (Seven Arts Assoc.): Sold to WFGA-TV Jacksonville, Fla., and WCHS-TV Portland, Me.


Jazz Scene, USA (Meadowlane Productions): New series of 39 half-hour programs of contemporary and traditional jazz, sold to WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, WJZ-TV Baltimore and KPIX (TV) San Francisco. Now in 5 markets.


Films of the Fifties (Seven Arts Assoc.): WPTV (TV) West Palm Beach, Fla., has purchased all three volumes of post-'50 Warner Bros. motion pictures. Vol. 1 is now in 127 markets, Vol. 2 is in 100 and Vol. 3 is in 67 markets.

Bowery Boys Features (Allied Artists Tv Corp.): Sold to WTVO (TV) Rockford, Ill.; KGO-TV San Francisco; WFMJ-TV Youngstown, Ohio; and KAKE-TV Wichita, Kan. Now in 15 markets.

The Dick Powell Show (NBC International): Sold to Sveriges Radio (Sweden) and Radiofusin Tv Bege (Belgium). The 29 one-hour shows have already been sold by NBC International to England, The Philippines, Canada, Mexico and Australia.

Patterson-Liston rights

TelePrompTer Corp., New York, has acquired the right to carry the closed-circuit telescast of the Floyd Patterson-Sonny Liston heavyweight championship bout on Sept. 25 to community antenna tv systems throughout the U. S. and Canada. A contract has been

COLORCASTING

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

NBC-TV:
Aug. 6, 13 (10-11 p.m.) Actuality Specials, various sponsors.
Aug. 6-10, 13-15 (10:30-11 a.m.) Play Your Hunch, part.
Aug. 6-10, 12-15 (11:11:30 a.m.) The Price Is Right, part.
Aug. 6-10, 13-15 (12-12:30 p.m.) Your First Impression, part.
Aug. 6-10, 13-15 (2-2:25 p.m.) Jan Murray Show, part.
Aug. 6-10, 13-15 (11:15 p.m.) Tonight, part.
Aug. 6, 13 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell, American Home Products through Ted Bates.
Aug. 7, 14 (7:30-8:30 p.m.) Laramie, part.
Aug. 8, 15 (10:10-30 p.m.) Play Your Hunch, part.
Aug. 8, 15 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fair Plywood Assn. through Cunningham & Walsh; Pittsburgh Glass through Maxon.
Aug. 9 (9:30-10 p.m.) The Lively Ones, Ford through J. Walter Thompson.
Aug. 9 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty; Buick through Burnett, R. J. Reynolds through Esty.
Aug. 11 (9:30-10 a.m.) Pip the Piper, General Mills through Dancer-Fitzgerald-Sample.
Aug. 11 (10:10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
Aug. 11 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.
Aug. 11 (11:36-11:30 p.m.) Tales of Wells Fargo, American Tobacco through Sullivan, Stauffer, Colwell & BYers, and part.
Aug. 12 (9-11 a.m.) Saturday Night at the Movies, part.
Aug. 12 (11:30-12 p.m.) Patterns in Music, sus.
Aug. 12 (6-6:30 p.m.) Meet the Press, co-op.
Aug. 12 (7-7:30 p.m. Bottleneck, part.
Aug. 12 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, Kodak and RCA through J. Walter Thompson.
Aug. 12 (9-10 p.m.) Bananza, Chevrolet through Campbell-Ewald.

72 (PROGRAMMING)
signed with Graff, Reiner & Smith Enterprises, Los Angeles, which holds ancillary rights to the bout, according to Irving B. Kahn, TelePrompTer president. In addition, TelePrompTer will lease large-screen project equipment and arrange long lines cable facilities for the closed-circuit telecast. The cost of the cctv rights was not disclosed.

Religious group plans tv program production

The Educational & Religious Radio and Television Assn. Inc., Washington, announced it will enter the television program production and distribution field last week.

Miss Ella F. Harllee has been named director of the newly formed, national non-profit organization, which is setting out on a two-year pilot project that will emphasize "local community utilization of its [own] material." She formerly was executive director of the Religious Film & Television Project (fore-

runner of the association), American U., which has been producing Bible Telecourses five years with the D. C. Council of Churches and WMAL-TV Washington.

The association was established from a grant by Lilly Endowment Inc. The grant is conditioned on use of the funds to develop and distribute educational and religious material. The association has budgeted $84,000 for its first year.

Miss Harllee said one problem of public service religious and educational programming is a lack of "sufficient promotion," and that the association will give professional help to community groups.

The association is incorporated in Indiana. On its board are Miss Harllee, president; Dr. Harold Dudley, Bethesda, Md., chairman; Roy T. Combs, Indianapolis, treasurer; and E. Homer McMurray, Washington, secretary.

MGM-TV to produce new one-hour series

MGM-TV will produce The Travels of Jamie McPheeters as a full-hour series for the 1963-64 tv season, Robert M. Weitman, MGM studio head, announced last week. John Gay will write the opening episode of the series, adapted from the Pulitzer Prize novel by Robert Lewis Taylor, relating the adventures of a boy and his father in the Gold Rush days in the Old West.

Seven episodes of Dr. Kildare are scheduled to go into production in the next nine weeks at MGM-TV, Norman Felton, executive producer of the one-hour series, announced last week. The series returns to NBC-TV Sept. 27 in the Thursday 8:30-9:30 p.m. period.

Independent tv forms new sales division

Independent Television Corp., New York, has formed a new sales division for public affairs programming. Abe Mandell, ITC executive vice president, announced the appointment of ITC sales executive Hal Danson as director of the new unit, which is called public affairs & educational program sales.

The sale of two series of five half-hour programs each to National Educational TV & Radio Center was reported. The series, to be distributed to 50 stations in local markets, are Five Revolutionary Painters, covering the lives and works of Rembrandt, Van Gogh, Goya, Brueghel and Caravaggio, and Landscape Into Art, discussions of the natural backgrounds used by famous artists in their best known works.

Hayward quits pay-tv test

Producer Leland Hayward announces he is discontinuing his association with the RKO General Phonevision pay-tv experiment in Hartford, Conn., because of "the demands of other commitments." Mr. Hayward has been a programming consultant for the experiment since September 1960.

KCOP revamps programs

KCOP (TV) Los Angeles has spent $2 million to revitalize its fall prime time program schedule, reports John Hopkins, who took over as president and general manager in the spring. Nine new series have been added to the KCOP schedule, including three new cartoons from the Hanna-Barbera Studios, Wally Gator, Lippy the Lion and Touche Turtle; Bomba, one-hour jungle adventure series; Theatre 13, a package of 19 horror motion pictures scheduled for late evening viewing; five one-hour series originally broadcast on the tv net-
works: Frontier Circus, The Outlaws, Bourbon Street Beat, Surfside 6 and Bronco; and a former network series, The Rebel. The new fall line-up, which includes rearrangement of other KCOP programs, will be promoted with radio announcements, newspaper and magazine space, bus posters and on-the-air promotion on KCOP itself during September.

Program notes...
Air Force show host - Kyle Rote, sports director of WNEW New York, has been named the 1962-63 host of Tops in Sports, a five-minute show distributed by the U.S. Air Force to hundreds of U.S. radio stations. Mr. Rote, former co-captain of the New York Giants football team, will interview players of various seasonal sports.

“Comedy Workshop” program - As a means of encouraging the development of comedy, WJRW New York, N. J., will start broadcasting next month a half-hour weekly program called Phil Foster's Comedy Workshop. Mr. Foster, a well-known comic, will audition tapes from comedians and scripts from writers. He will select a sampling to be broadcast on the program. Listeners will vote for the best performers and writers each week, and winners will participate in a comedy workshop revue to be held in late fall at theatres in New York and New Jersey.

Program's name changed - Where Do We Go From Here?, a special series of CBS News programs discussing U.S. economic problems (Broadcasting, July 16), has been retitled Money Talks. The series will be telecast on CBS-TV five consecutive evenings beginning Monday, Aug. 20.

News commentary series
A new service that will provide local radio stations with commentaries by six newsmen has been formed by Joseph Coggins, former Mutual correspondent, in partnership with The Rolling Co., New York station representative.

 Called Metroscope, the service will supply to clients an 18-minute tape each day, divided into six three-minute commentaries by Quentin Reynolds, Nelson Case, Walter Kiernan, Don Dunphy, Helen Hall and Mr. Coggins. Bolling will serve as sales agent and hopes to sell the service initially to national advertisers.

The day many phones went unanswered on agency row
Timebuyers from several eastern cities put out to sea July 28 aboard the Norwegian-American Lines' Oslofjord, which Capital Cities Broadcasting Co. chartered for a day's cruise to nowhere. More than 350 guests, the majority from New York agencies, boarded the ship in New York at 8 a.m., returning late that evening. In past summers Capital Cities has treated agency timebuyers to one-day outings at Saratoga, N.Y., and Bermuda.

A Dixieland jazz band greeted the timebuyers as they arrived at the pier. As the ship moved out to sea, a champagne breakfast was served, the first of three full-course meals. Between meals, the passengers enjoyed such diversions as gambling in a casino, using special folding money with a picture of a different Capital Cities station manager on each denomination, or swimming and sunning. More than 30 prizes were auctioned off at 6 p.m. when the bidders made use of their winnings at the gaming tables. Each guest was given a nest egg of $1 million worth of the play money upon boarding the ship.

Capital Cities' stations, all of which were represented on the voyage, are: WROW-AM-FM and WTEN (TV) Albany, WKBW-AM-TV Buffalo, all New York: WPAT-AM-FM Paterson, N. J.; WPRO-AM-FM-TV Providence, R. I., and WTVD (TV) Durham, N. C. Marc Edwards, the company's public relations director, was cruise co-ordinator.

Left picture—Capital Cities executive vice president Tom Murphy (l.) and Bill Lewis, WTEN (TV) Albany sales manager, take a turn at guiding the "Oslofjord" under the watchful eye of Captain Odin Buuas.

Right picture—Tired frolickers relax at day's end on the sundeck, avoiding thoughts of how they would convince the little lady that they had had another hectic day at the office.
Nine CBS-TV affiliates on Gleason train stops

A private seven-car train, "The Great Gleason Express," leaves Los Angeles Thursday (Aug. 9). Number one passenger will be CBS-TV comedy star Jackie Gleason. Herding the comedian's new fall tv series Jackie Gleason's American Scene Magazine (Sat., 7:30-8:30 p.m.), which begins Sept. 29, the train will visit nine cities where local CBS-TV affiliates will act as hosts: KOOL-TV Phoenix; KKTU (TV) Colorado Springs; KLZ-TV Denver; KCMO-TV Kansas City; KMOX-TV St. Louis; WBBM-TV Chicago; KDKA-TV Pittsburgh; and WMAR-TV Baltimore. The tour ends in New York Saturday, Aug. 18.

Cooperating in advance planning are the program's five sponsors: Colgate-Palmolive Co., the Drackett Co., Rent-A-Car, Philip Morris Inc., andRalston Purina Co.

Along for the ride with Mr. Gleason will be Sue Ann Langdon, a regular performer on the new Gleason Show, choreographer June Taylor, a six-piece dixieland band and other performers.

Idea bank organization plans Mobile meeting

WTUF Mobile will be the host to the convention of the North American Broadcasters Idea Bank next Jan. 3-5. A dozen member stations of the information exchange cooperative (Broadcasting, July 9) were represented at its first convention in Danville, Va., last month. WBTM Danville was host. Art Stamler, NAB director of promotion, spoke about editorializing. Discussion groups covered a wide range of topics in public service, sales, and promotion.

Attending were representatives of WHELP Richmond, WBTM, WODY Bassett, WGH Newport News, all Virginia; WCW Charleston, W. Va.; WCUM Cumberland, Md.; WJTN-AM-FM Jamestown and WCBA Corning, both New York; WWYN-AM-FM Erie, Pa.; WKDA Nashville and WBIR-AM-FM Knoxville, both Tennessee; and WTUN.

Dave Lyman, founder and national director of the idea bank, announced he is assuming a new position in Illinois today (Aug. 6), and that all correspondence should be addressed to him at WQUA Moline, Ill.

Drinks on the stations

KPHO AM-TV Phoenix mailed food buyers at area chain stores a "do-it-yourself lemonade kit" to promote the introduction of MCP Pure Lemon Juice (Mutual Citrus Products) in a pressurized can. The mailing included ice cubes (a water-filled balloon labeled "liquid state").

ABC's tv station heads complete sales tour

The managers of ABC's five owned tv stations completed a cross-country tour last Monday (July 30) with their special sales presentation "Blueprint for '63." Advertisers and agency people were guests of the station managers at showings in Los Angeles, San Francisco, Chicago, Detroit and New York.

The highlight of the presentation was a special film which provided advance glimpses of the 1962-63 ABC-TV programming. It featured John Astin and Marty Ingels, stars of "I'm Dickens...He's Fenster," a program scheduled for Fridays at 9 p.m. on the network in the fall.

Three other companies were covered in this week's Broadcasting.

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JULY '64 FOR UHF-VHF SET

EIA surveys manufacturers at FCC request, finds most think two years are needed for switchover

A cutoff in July 1964 for tv manufacturers gives the time needed to shift to production of all-channel tv receivers is the view of most of the industry (Closcd Circuit, July 30), the Electronic Industries Assn. informed the FCC last week.

Ten manufacturers indicated that date as the preferred time for the changeover from the manufacture of vhf-only sets. Last year, tv makers made 6,177,797 sets, 370,977 with uhf tuners.

The information was submitted after an inquiry from FCC Chairman Newton M. Minow.

Responding to the EIA questionnaire were 21 tv set manufacturers. The suggested cutoff dates ranged from August 1963 to June 1965. Of the 10 suggesting July 1964, two recommend other dates but said July 1964 is acceptable.

Most said they need a transition period to clear existing inventories, now virtually all vhf-only. Tuber makers said they need at least two years to increase uhf tuners some 15 times to meet full production.

Manufacturers said 1963 tv lines are already announced and frozen in production and design. If the July 1964 date is accepted, it was indicated, the first all-channel tv receivers should be on the market in 1965.

The July 1964 date coincides with the period when new models are announced to the trade, James D. Secrest, EIA executive vp said last week. The 1963 models are already in production and distribution, and the design for the 1964 models, to be announced in the summer of 1963, have been frozen by many manufacturers, he said. To change this pattern would be both expensive and disruptive to the normal trade pattern, he added.

The survey and correlation of the answers were directed by L. M. Sandwich, staff director of EIA's consumer products division.

EIA has called a meeting of engineers representing set and tuner manufacturers Aug. 7 at EIA engineering offices in New York. They will try to list minimum technical standards for all-channel sets.

Congress passed a bill earlier this summer requiring that tv receivers in interstate commerce be equipped to receive all channels, both uhf and vhf. The bill authorizes the FCC to establish standards to ensure "adequate" reception of uhf.

Zenith sales, earnings set all-time highs

Zenith Radio Corp. reports all-time record for sales and earnings in the first six months of 1962.

Consolidated sales for the first half of 1962 were $145,996,770, the highest first half in Zenith's 44-year history. This was 25% ahead of the $116,698,673 sales in the same 1961 period.

Net consolidated profits for the half-year amounted to $6,982,609 (77 cents per share) after depreciation and estimated provision for federal income taxes. This is a 30% increase over the previous record earnings of $5,393,244 (60 cents per share) in the first half of 1961.

Among other new records: factory shipments of black and white tv receivers; distributor sales to retailers of black and white tv sets; factory shipments and distributor sales of radio receivers, and factory shipments of high fidelity stereophonic instruments.

Dividend for Magnavox

Magnavox Co. directors have voted to increase the annual dividend rate 40%—from 50 to 70 cents per share—as recognition of the substantially increased earnings of the company (sales increase of 42% and profits increase of 67% in first six months of 1962), it was announced.

The first quarterly payment of 17¼ cents per share will be made Sept. 15 to stockholders of record at the close of business Aug. 24.

In the first six months of 1962, Magnavox sales totaled $87,563,000, compared to $61,792,000 for the same 1961 period. Net income after provision for federal income tax was $4,285,000 (59 cents per share) compared to $2,599,000 (36 cents per share) for the 1961 period.

3-M quarterly sales up 13%

Minnesota Mining & Manufacturing Co. reported record second-quarter sales of $172.8 million, up 13% from last year, and net income of nearly $19.8 million, up from $17.9 million a year ago. Six-month sales were $334.5 million and net income $38.75 million, compared to $293.6 million sales and $34.5 million income for that period last year. The figures for subsidiary Mutual Broadcasting System were not disclosed.

GPL offers c-c commercial monitor system

GPL Division of General Precision, Inc., Pleasantville, N. Y., offers a new closed circuit television system, the Precision 800, which, it hopes, will be used by advertising agencies to pre-screen commercials and artwork for clients and personnel. The fully automatic equipment, reported to have a clearer picture than any present system, features automatic light compensation, single-knob control and push-button magnification. The 800 has a video meter which monitors the output signal and simplifies set-up without test equipment.

The 800 reportedly will operate in dimly-lighted areas and automatically compensates for light or dark subjects and for varying illumination. Company claims it can be used by non-technical personnel.
Clifford J. Backstrand, president of Armstrong Cork Co., Lancaster, Pa., elected chairman of board of directors. M. J. Warnock, executive vp, elected president, and Curtis N. Painter, senior vp, named executive vp, succeeding Mr. Warnock. James H. Binns, vp and general manager of floor and industrial operations, elected to fill board vacancy created by retirement of Edmund Claxton, vp for new product planning; and Walter E. Hoadley, vp and treasurer, elected to fill vacancy created by resignation from board of Kenneth O. Bates, former executive vp, who retired in April. In addition, Mr. Binns was designated senior vp in president's office, succeeding Mr. Painter. In assuming board chairmanship, Mr. Backstrand completes 12 years as Armstrong's chief executive officer. He joined company in 1926. Mr. Warnock joined Armstrong in 1941 as director of advertising and promotion. He was elected vp in 1950, director and senior vp in 1959, first vp in 1961 and executive vp in April of this year.

Richard H. Wilbur, brand manager of Mead Johnson & Co., joins Helene Curtis Industries, Chicago, as brand manager handling both current and new products under development. Harvey T. Lyon, assistant to Curtis' vp-acquisitions, promoted to market development manager for company's products division.

Edward S. Almgren and Alfred J. Hoffman elected vps of BBDO, New York. Mr. Almgren is art supervisor. Mr. Hoffman is copy group head.

Francis C. Gillon, local advertising consultant in Cedar Rapids, Iowa, forms Gillon & Assoc., advertising agency, that city. Keith Miller, formerly with WMT Cedar Rapids, and James (Buzz) Waters, formerly with KCRG-TV Cedar Rapids and KVTV (TV) Sioux City, join Gillon as account executives. Mr. Waters will also serve as radio-tv media analyst.

Merrill E. Williams Jr., art director of Creamer, Trowbridge & Case, Providence, R. I., advertising agency, elected president of newly formed Art Directors Club of Providence. Other officers elected: Peter Heese, first vp; Phillips D. Booth, second vp; William J. Gardner, secretary, and Ned Broomhead, treasurer.

Tony Armone, pr director of KHJ-TV Los Angeles, joins Morehart Land Co., Santa Monica, Calif., as advertising and pr director. Frank Barron, on promotion and exploitation staff of KHJ-AM-TV, named director of that department for KHJ radio.


William Craig, group supervisor in radio-tv department of Young & Rubicam, New York, named associate director of department. Richard Low, assistant business manager and director of contracts at CBS, joins Y&R as head of newly created tv business affairs office. Kingsley Colton, in Y&R's office management section, named assistant director of tv business affairs office. Marvin Kostlow and William Lynn, program supervisors, assigned additional executive responsibilities on Bristol-Myers and Johnson & Johnson accounts, respectively.

Marian B. Dennis, office manager of Hoag & Provandie, Boston advertising agency, promoted to account management group.

Mel Thomas, former director of marketing of Advertising Promotions Inc., Chicago, joins Olian & Bronner, advertising agency, that city, as account executive.

Hal Stebbins, head of his own Los Angeles advertising and pr firm, Hal Stebbins Inc., appointed to committee of board on improving advertising of American Assn. of Advertising Agencies. David Williams, Erwin Wasey,
Ruthrauff & Ryan, New York, is committee chairman, and Alfred J. Seaman, Sullivan, Stautfer, Colwell & Bayles, New York, vice chairman.

Richard W. Garbett, former product manager of Thomas J. Lipton Inc., joins Kenyon & Eckhardt, New York, as account executive.

Peter D. Grumhaus, formerly with John W. Shaw Adv., Chicago, to Clinton E. Frank Inc., that city, as account executive.

Thomas J. King, senior vp and manager of Detroit office of McCann-Erickson, named executive vp in charge of agency's central region. M-E's management in Detroit and Chicago will report to Mr. King in his new capacity. Replacing him as manager of Detroit office is F. W. Overesch, senior vp, who has been management service director on GMC truck account.

William Santoni, media buyer at Cunningham & Walsh, joins Geyer, Morey, Ballard, New York, in similar capacity.

Garry C. Simpson, Charles J. Maguire, John C. Thomas, Stanley L. Tusan and Thelma L. Imschweiler join staff of N. W. Ayer & Son. Mr. Simpson was producer-director of educational series for New York State Education Dept. Mr. Maguire worked for CBS animations and CBS production sales. Both will work on Ayer's New York commercial production staff. Mr. Thomas was broadcast supervisor at Leo Burnett and will work as service representative in Chicago office of Ayer. Mr. Tusan joins Chicago art staff. He was freelance artist in California before joining agency. Miss Imschweiler, previously with Curtis Pub. Co., joins copywriting staff in Philadelphia.

Lansing B. Lindquist joins Guild, Bascom & Bonfigli, San Francisco, as consultant on network and station relations. Mr. Lindquist has his own New York consulting firm working with agencies and advertisers who use tv and radio on national or regional level.


Len Levy, Nick Amos and John Mann join commercial production department of Foote, Cone & Belding, Chicago. Mr. Levy was manager of radio-tv department of North Adv., that city. Mr. Amos previously had been with Compton Adv. and Wilding Productions, Chicago. Mr. Mann joined FC&B from WITI (TV) Milwaukee.


Robert S. DeBear and Edward J. Smotzer join Needham, Louis & Brorby, New York, as copywriters. Mr. DeBear formerly was with G. M. Bassford Co. and Fuller & Smith & Ross, both New York. Mr. Smotzer previously was in Pittsburgh with Fuller & Smith & Ross and BBDO.

Henry A. Mattoon, vp and associate creative director of McCann-Erickson, New York, transfers to agency's Los Angeles office as vp and general manager. Mr. Mattoon replaces David J. Hopkins, who takes over as managing director of Hansen Rubensohn-McCann-Erickson, Australian affiliate of McCann-Erickson International, in Sidney.

Marie Selvaggi, formerly with Rutledge Adv. and D'Arcy Adv., appointed production manager of Storm Adv., St. Louis. Dawn Peterson, formerly with Western Printing Co., joins Storm's St. Louis art staff.

Alfred J. Scalpone, former CBS-TV vp in charge of network programs in Hollywood, elected executive vp in charge of Los Angeles office of C. J. LaRoche & Co. Mr. Scalpone started his career at Young & Rubicam and was vp in charge of radio and tv production at McCann-Erickson before joining CBS-TV.

Phil Dean, head of his own pr-publicity firm in New York, named publicist chairman of Broadcasters’ Promotion Assn., that city. George T. Rodman, director of advertising, promotion and press information of KGO-TV San Francisco, appointed BPA's membership chairman for western states.

**Marie Torre to KDKA-TV**

Marie Torre, nationally known syndicated columnist of New York Herald Tribune who in 1959 went to jail for 10 days rather than disclose source of story information in connection with Judy Garland's claim for $1,393,333 against CBS, joins news department of KDKA-TV Pittsburgh, effective in mid-August, as member of noon news team. Miss Torre will also contribute daily features to our Monday through Friday 9:00 a.m. news program, as well as contributing to creation of documentary programs produced by station. Miss Torre had been with *Herald Tribune* since 1955. She started her career with *New York World Telegram & Sun* in 1942.

W. J. Klein, vp of Allis-Chalmers Mfg. Co. (electrical-mechanical power equipment), Milwaukee, named director of marketing services and pr in corporate move to reorganize external communications functions. Reporting to him will be Charles W. Parker Jr., named manager of marketing services, including advertising, and Alfred B. Leech, named pr manager. Mr. Parker formerly was general manager of marketing of new products department. Mr. Leech was with Newsweek magazine. Firm is shifting broadcast emphasis to more local farm radio.

Mr. Mattoon

Mr. Scalpone

Mr. Klein

Mr. Parker

Mr. Hawkins

**THE MEDIA**

Ed Hawkins, account executive in Los Angeles office of Lennen & Newell, resigns to join KTTV (TV) Los Angeles as director of station's regional sales office in San Francisco which will open in September. Mr. Hawkins, who reports to KTTV Aug. 13, will, as western sales and marketing manager, be in charge of area including San Francisco, Seattle and Portland. In expansion of KTTV's New York and Chicago sales offices, Gerry Velona, Martin Bergman, and Tony Santino, account executives with KTTV in Los Angeles, transfer to station's national sales department in New York. Robert
Dickenson, also account executive with KTTV Los Angeles, promoted to account executive in national sales and moves to station’s Chicago headquarters.

David W. Wagenvoord, vp and general manager of WWOM New Orleans, elected executive vp in charge of radio operations of Franklin Broadcasting Co. (WWOM New Orleans, WLOD Fort Lauderdale, Fla., WFW St. Louis, KOME Tulsa, Okla., and WMIN St. Paul, Minn.).

James P. Smith, manager of Adam Young Inc.’s Boston office, appointed general sales manager of Young’s radio rep firm in New York. He will be succeeded in Boston by William A. Queen, former vp and partner of New England Spot Sales, Boston. Mr. Smith joined Young firm in 1957 and was administrative assistant to vp and national radio sales manager before going to Boston 18 months ago. He will report to Clifford J. Barborka Jr., vp in charge of Adam Young Inc.

Roger Coleman, director of fm, WABC-FM New York, elected vp and general manager of QXR Network. Mr. Coleman, who has been with ABC-owned New York fm outlet since January 1960, assumes his new post today (Aug. 6).

Donald E. Pille, program director of WCSI-AM-FM Columbus, Ind., elected vp and general manager, replacing Jack E. Douglas, who resigned (FATES & Fortunes, July 23). William R. Williamson, WCS1 account executive, promoted to sales manager.

Homer Griffith, president of Mid-South Broadcasting Enterprises, Austin, Tex., appointed general manager of KAZZ (FM), that city. Principals of Mid-South are reported to be negotiating for purchase of Austin fm outlet.

Ron Overlander, general manager of KLOH Pipestone, appointed general manager of KBMO Benson, both Minnesota. Mr. Overlander replaces Robert D. Zellmer, KBMO general manager, who was granted leave of absence, effective Aug. 15, to become associated with KPGE Page, Ariz.

Morton S. Cohn, program-production manager of WLOS-TV Asheville, N. C., named station manager of WLOS-AM-FM-TV (Skyway Broadcasting Co., division of Wometco Enterprises). Prior to joining WLOS in November 1959, Mr. Cohn was program manager of WCHS-TV Charleston, W. Va.

Elmer W. Lower, NBC director of news and pr, named general manager of NBC News. In new post, Mr. Lower will supervise NBC News film operations and NBC News bureaus in Washington, Chicago and Los Angeles. He will also supervise NBC News syndication series and continue as general manager of election coverage unit.

Bob Martin, KMOR Littleton, elected president of Colorado Broadcasters Assn. Jerry Fitch, KGLN Glenwood Springs, and Ralph Atllass, KIUP Durango, elected vp and secretary-treasurer, respectively. Directors elected to one-year terms are: James Croll, KOAA-TV Pueblo, Lloyd Allen, KGIW Alamosa, and Mason Dixon, KFTM Fort Morgan. Russell Shafer, KBOL Boulder, and Mr. Atllass were elected to three-year terms on CBA board of directors.

Ken Hildebrandt, general sales manager of The Jack Douglas Organization, Hollywood, joins KMEX-TV Los Angeles, in similar capacity. KMEX-TV, Spanish-language uhf station on ch. 34, is scheduled to begin operating in early September.

George S. Milroy, sales manager of WDTM (FM) Detroit, promoted to national sales manager. His new responsibilities include representation of 35-station QXR Network as well as WDTM. Mr. Milroy, who joined fm outlet in 1960, has served in present capacity since March 1961. William H. Arron Jr., account executive, succeeds Mr. Milroy as WDTM sales manager.

Chris J. Stolfa, commercial manager...
of KCMO-FM Kansas City, named station director of KMBC-FM, that city. KMBC-FM has scheduled target date of Oct. 1.

Blaine W. Whipple elected secretary-treasurer and controller of Radio Service Corp. of Utah (parent company of KSL-AM-FM-TV Salt Lake City).

Joe Thompson, former manager of KHT Phoenix, joins KEPI (FM), that city, in similar capacity.

Mel Winters named assistant sales manager of KJH-AM-FM Los Angeles. Irv Raskin, vp and general manager of WAPA Peoria, Ill., joins KJH as account executive.


Walter A. (Wally) Schwartz, national radio sales manager of Westinghouse Broadcasting Co., named assistant general manager of WINS New York, Westinghouse-owned station. Mr. Schwartz joined Westinghouse in 1959 as director of am radio sales office in Detroit. He was appointed national radio sales manager in March 1961.

William L. Waring III appointed sales manager of Southern Melody Inc., affiliate of WPKM (FM) Tampa, Fla.

Robert O. Southhart, member of sales staff of WFRV (TV) Green Bay, Wis., since November 1956, promoted to local sales manager.

Doug Wildhofer appointed sales manager of KMUR Murray, Utah. John D. A. Elstun and Suzon Anderson named program director and traffic director, respectively. Gene Baker, Frank Crowley and Brent Larson join station as air personalities.

Timothy J. Canty, account executive with WBBM-AM-FM Chicago, CBS-owned stations, joins CBS Radio Spot Sales, that city, in similar capacity.

Tom Camarda, assistant media supervisor at Dancer-Fitzgerald-Sample, joins George P. Hollingbery Co. as radio account executive.

Eric Mart, presentation writer with ABC-TV sales development department, joins NBC-TV, New York, as sales planning representative in sales proposals unit.

Fm association chief

Jack Kiefer, president and general manager of KMLA (FM) Los Angeles, elected president of Fm Broadcasters Assn. of Southern California for 1962-63. Other officers are: Sleepy Stein, KNOB (FM) Long Beach, vp; BJ Hamrick, Western Fm Sales, secretary, and Jeannette Banoczi, KGK (FM) Garden Grove, treasurer.

Richard Duffield, Richard Janik and Stuart M. Miller named to local sales staff of KTTV (TV) Los Angeles. Mr. Duffield, formerly with station’s special projects division, will serve as account executive. Mr. Janik and Mr. Miller, formerly with station’s publicity and merchandising departments, respectively, will serve as assistant account executives.

Felipe Cantu and Bill Straley, both formerly with Cusick-Schwerke & Wild Adv. Agency, San Antonio, join KUNO Corpus Christi, Tex., as marketing director and sales manager, respectively.

Larry Walker, executive vp and general manager of Carolia Broadcasting Co. (WSOC-AM-FM-TV Charlotte, N. C.), will retire Oct. 1 for reasons of health. J. Leonard Reinsch, president of Carolia Broadcasting Co., announced today (Aug. 6) that C. George Henderson, WSOC-FM general sales manager, will become vp and general manager for tv, and Henry Sullivan, WSOC radio general manager, will become vp and general manager for radio. One-time classical pianist and vaudeville performer with programs on CBS and NBC, Mr. Walker entered Charlotte radio in 1930 as announcer-entertainer, became program director of WBT there in 1945 and secretary-treasurer of parent Jefferson Standard Broadcasting Co. in 1948. He joined WSOC Broadcasting Co. in 1951 as vp of one of three applicants for ch. 9 in Charlotte. WSOC won the battle and executive vp Walker put the station on the air April 28, 1957.

Jerry Friedman, account executive at KKHI San Francisco, and Ed BOmouthfield, representative of Seeburg Corp.’s Background Music Div. in Santa Clara County, join sales staff of KFRC-AM-FM San Francisco.

Tom Stanton, member of sales staff of CBS-TV Stations National Sales, Chicago, and former account executive with KMOX-TV St. Louis, returns to sales staff of CBS-owned St. Louis TV outlet.

Jim Bentley named operations manager and film buyer for KCRL-TV Reno, Nev. New outlet, which is NBC-TV affiliate has on-air target date of early fall.

Hal Raymond, formerly with KISN Portland, Ore., and KAYO Seattle, joins KBOX Dallas as program director.

Bill Clark, former program director of WTKM Hartford, Wis., joins WGGV Charleston, W. Va., in similar capacity.

Paul Gordon, former news director of WTOA (FM) Trenton, N. J., named program director of WEAV-AM-FM Plattsburgh, N. Y.

Don Sbarra, vp and director of sales of KARD-TV Wichita, Kan., named vp and general manager of KARD-TV and Kansas State Network.

Philip G. King, vp in charge of New York office of Pat Mc Dermott Co., pr firm, joins WCBS-TV New York as director of information services.

Richard Lawrence, former program director of WABY Albany, N. Y., appointed program manager of WORL Boston. He replaces Bill Givens who resigned to join Daniel F. Sullivan Adv., that city, as radio-tv director.

R. A. (Dick) Fennel and Glenn Adkins Jr. appointed program manager and production manager, respectively, of WLOS-TV Asheville, N. C.

John T. Clayton, public affairs director and promotion manager of WHLI Hempstead, L. I., N. Y., named manager of advertising, promotion and publicity of WBNC-AM-FM New York. Mr. Clayton succeeds Stephen Kirschenbaum, who has been named supervisor of on-air promotion for WBNC-TV. Burton M. Wanjik, former sales manager of WVOX New Rochelle and WFYI Mineola, both New York, joins WBNC-AM-FM as account executive.

Judy Hauens, continuity writer for WGAL-TV Lancaster, Pa., joins WMHT (TV) (etv ch. 17) Schenectady, N. Y., as program producer.

Arthur W. Hefner, coordinator of NBC News information services, resigns to join publishing firm of John Wiley & Sons, New York.

Don Crichton appointed sports director of WWYN-AM-FM Erie, Pa.

Robert M. Byron, formerly with WFTL-AM-FM Fort Lauderdale, joins announcing staff of WPTV (TV) West Palm Beach, both Florida.

John L. O’Donnell, formerly with WIRL Peoria, Ill., joins announcing staff of WMID Atlantic City, N. J.

Anthony Lanzone, Jack Winslow and Geraldine Tellee appointed account executive, announcer and receptionist, respectively, of WEJL Scranton, Pa.

John A. Buning, field representative of National Assn. of Broadcasters, resigns to assume post of general sales manager and chief engineer of WBAR Bartow, Fla. Station was recently purchased by J. E. Yarbrough, chief engineer of WBDO-AM-FM Orlando for last 34 years who is president of WBAR Inc., Hazel D. Yarbrough, vp, and Mr. Buning (For The Record, July 30). Mr. Buning, whose broadcast experience spans service with ABC and Mutual networks, joined NAB’s station relations staff in 1958.

Ted Barry, air personality with KENS-TV San Antonio, Tex., joins WHEC (TV) Rochester, N. Y., in similar capacity.

Danny O’Shea, WFUN Miami Beach, and Pat Hughes, WQXI Atlanta, join WQAM Miami, Fla., as air personalities.

Sanford L. (Sandy) Gibbons, production manager of KPHO Phoenix, joins KWBY Scottsdale, Ariz., as air personality.

Arthur L. Rice, air personality with KXOK St. Louis, joins WMYA Springfield, Ill., in similar capacity.

Robert Falcon, former announcer and d.j. with WSUN-AM-TV Tampa-St. Petersburg, named station manager of WASH (FM) Washington. Kathryn Epstein and Sherm Brody appointed Washington FM outlet’s sales manager and program director, respectively.

Mary Jo Hipple, member of promotion department of WSJS-AM-TV Winston-Salem, N. C., named assistant to promotion manager.

Donna Traverse, formerly with

ITA chairman to resign

Sir Ivone Kirkpatrick, chairman of Independent Television Authority in England, announced that he will resign post later this year. Sir Ivone said that his decision had nothing to do with Pilkington report which sharply criticized commercial network over which ITA has regulatory power. He will become chairman of National Bank, private banking company.

WTAO Cambridge and WORL Boston, both Massachusetts, joins WMTW-TV Poland Spring, Me., as hostess of Teddy Bear Playhouse, replacing Sally Proud.


Ralph O. Briscoe, budget director of CBS Television Stations Div., New York, appointed assistant controller of that division. Mr. Briscoe joined CBS in January 1958 as member of corporate financial staff.

Lou Johnson joins staff of WLIS Old Saybrook, Conn.

Jack Par joins KEX-AM-FM Portland, Ore., as air personality.

Henry H. Hicks, ABC Radio news editor, awarded Ford Foundation Fellowship and will enter Columbia U., New York, in September for course of study on Soviet Union. He has been granted nine-month leave of absence from ABC.

Louis I. Teicher, manager of staff orchestra of CBS-TV, New York, named director of music operations of CBS-TV network.

Dave Cummins, program director of WICE-AM-FM Providence, R. I., joins WHH Portsmouth, Va., as air personality. Gary Lawrence, for past year handling special promotion and sales assignments for WHH, named air personality.

Richard J. Braun, continuity director of KALL Salt Lake City and Intermountain Network, joins promotion staff of KBTR (TV) and KBTR Denver. George M. Mathews, local sales manager of WMBD-AM-FM Peoria, Ill., to KBTV as account executive.

Michael Ruppe Jr. and Henry Hirsch appointed pr manager and advertising-sales promotion manager, respectively, of KYW-AM-FM Cleveland.

Gary Waller, member of operations and promotion departments of CBS-TV in Los Angeles, named director of promotion of KCOP (TV), that city.

Michael Keating, account executive with CBS Radio Spot Sales in Los Angeles, joins sales staff of CBS-owned KNXT (TV), that city.


Maury Rosen, salesman with KWKL Pasadena-Los Angeles, Spanish-language station, promoted to retail sales manager.

Ray Tannehill, news director of WEV Cleveland, to assist sportscaster Gib Shaln in this season’s broadcasts of Cleveland Browns football games. Mr. Tannehill will travel with team and provide play-by-play and various pre- and post-game programs.

Ron Beach, promotion director of WLN-AM-FM Lancaster, Pa., returns from six months active duty with U.S. Army to assume former duties.

INTERNATIONAL

Michael Wright named tv sales manager of Kenya Broadcasting Corp. He will also handle advertising, pr and station promotion.

Ross McLean, executive producer of CTV Television Network, Toronto, and formerly of Canadian Broadcasting Corp., that city, resigns to become independent program consultant.

MAGNIPHASE

MAGNIPHASE — protects antenna system from damage caused by static discharge or transmission line faults.

MAGNIPHASE — will instantaneously squelch transmitter output, preventing arc from being sustained by RF energy. Immediately self-restoring, transmitter interruption goes unnoticed on the air.

Continental Electronics

MANUFACTURING COMPANY

4712 SOUTH BUCKNER BLVD. DALLAS 27, TEXAS

Subsidiary of Ling-Temco-Vought, Inc.
Fink chosen IEEE chief

Donald G. Fink, director of Philco Scientific Laboratory, appointed general manager of newly formed Institute of Electrical & Electronic Engineers (IEEE), New York. Mr. Fink will, however, remain at his Philco post until his successor is named. The merger of American Institute of Electrical Engineers (AIEEE) and Institute of Radio Engineers (IRE) to form Institute of Electrical & Electronic Engineers (IEEE) becomes effective in January 1963. As general manager, Mr. Fink will be chief staff officer responsible for day-to-day operation of world’s largest engineering society, with estimated membership of 160,000. He joined Philco in 1952, was appointed director of research activities in 1959, and elected vp for research in 1961.

The Press, Youth Wants To Know and Project 20, signed as producer of Dr. Albert E. Burke’s Probe series now in production by National Telefilm Assoc., with distribution date scheduled for September.

The Passing Years, half-hour documentary series to be produced by Wolper Productions for Ziv-UA. William Schenberg signed as film editor for series.

EQUIPMENT & ENGINEERING

Fred J. Borch, vp and group executive of General Electric Co., New York, elected executive vp and member of board of directors. In his new position, Mr. Borch will have world-wide responsibility for company’s five operating groups: Aerospace and defense, consumer products, electric utility, industrial and international.

John C. McElroy, John D. Nyquist, F. C. Dyer and R. C. Mullaley elected vps of Collins Radio Co. Mr. McElroy, director of engineering development, becomes vp of engineering, Cedar Rapids. Mr. Nyquist, director of manufacturing, to vp of manufacturing, Cedar Rapids. Mr. Dyer, vp of former subsidiary Alpha Corp., becomes vp of new Alpha systems division, Dallas. Mr. Mul-

W. D. West appointed manager of special broadcast accounts of RCA Victor Co. Ltd., Montreal.

Peter Thomson, formerly with CFTO-TV Toronto, joins Needham, Louis & Brorby of Canada Ltd., that city, as tv producer.


PROGRAMMING

Sidney Kaufman, former executive of Continental Film Productions Corp., Chattanooga, Tenn., and Thomas A. Pyle, production coordinator and director of Depicto Films Corp., New York, elected to board of directors of Television City Arizona. Mr. Kaufman will serve as producer and packager in TCA’s motion picture and tv divisions; Mr. Pyle as studio manager.

Norman (Buck) Long appointed national sales manager of Medallion TV Enterprises, Hollywood, and is currently spear-heading sales campaign for new half-hour country-western musical series, Star Route, U.S.A.

Jerry Schnitzer, former director and producer of tv commercials for Robert Lawrence Productions’ west coast operations, resigns to head his own production company under name of Gerald Schnitzer Productions. Winner of numerous awards in international film festivals, Mr. Schnitzer has been signed to produce new commercials for Chevrolet, Gallo Wines and Sunday-Dx gasoline among others. Address: 5746 Sunset Blvd., Hollywood 28, Calif. Telephone: Hollywood 9-1158.

H. Jerry Girouard, former district manager of NBC Films and Victory Program Sales, joins Jayark Films Corp., New York, as account executive.

Dr. Floyd M. Anderson, executive director of American Institute of Family Relations, joins KABC-AM-FM Los Angeles to host daily live broadcast of on-the-air exploration of problems of human adjustment and marital affairs. New series, to be heard from 1:25-2:00 p.m., Monday through Saturday, began last Monday (July 30).


Joan Chaffee, free-lance film editor, joins Dolphin Productions, New York, as supervising editor of tv commercials.

Robert L. Rippen, former producer-director of such NBC programs as Meet
STATION AUTHORIZATIONS

As compiled by BROADCASTING July 26 through August 1 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—auroral variations. horz.—horizontal polarization. vert.—vertical polarization. mc—megacycles. D.—day. N.—night. Ls—local sunset. Mod.—modifications. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. STA—special service authorization. STS—temporary special authorization. SSS—special service station.

Announced.

Existing tv stations

ACtIONS BY FCC

1. Commission granted applications of (1) BROADCASTING, Inc. (KTVW-TV ch. 5, Las Vegas, Nev.) to increase vis. ERP from 20 kw to 26 kw and ERP from 110 kw to 158 kw, changing location from 3.1 miles north-northwest of Axtell to 1.2 miles north-northwest of Axtell,gruntChangeEvent, height from 550 ft to 1,110 ft, and changing equipment. To Klay Gas. Assn. Inc. (WWTV-TV ch. 53, Topeka, Kan.) to change trans. location from 5.2 miles northwest of (KTVW) to 3.1 miles north-northwest of Axtell, changing trans. antenna height from 460 ft to 670 ft, and changing equipment. To Lee L. Cross, Ww. Cr. in L.A., Calif., to change trans. location from 26.3 miles west of that city, increasing ant. height from 650 ft to 760 ft, and changing equipment. To Lee L. Cross, Ww. Cr. in L.A., Calif., to change trans. location from 0.5 miles south of Kansas City, changing antenna height from 650 ft to 600 ft, and changing equipment.

2. By memorandum opinion & order, commission waived mileage separation requirement of Sec. 3.10(b) and granted application of Tri-Cities Bestg. Co. (KVKG-TV ch. 9, Monroe, Wash.) to move its trans. location to about 28 miles north of Monroe. In direction of Oceanside and Midea, in all areas, Texas increase, ant. height above average terrain to 1,270 ft, and increase ERP from 280 kw, with a 120 kw surf. denied petitions to deny by Midland Telecasting Co. (KMRG-TV ch. 15, Midland) and South- west States, Inc. (KOSA-TV ch. 7). Odessa, Tex. Comr. Lee dissented and issued statement. Action July 25.

3. By memorandum opinion & order, commission waived Sec. 3.10(c) of rules and granted application by New Orleans TV Corp. for mod. of cp of WWVE-TV ch. 12. New Orleans, to move trans. from Socia to near Chalmette, La., changing type of trans. relocate studio, decrease ERP from 312 to 132 kw vis. and ant. height from 1,320 to 1,010 ft. engineering conditions. In so doing it denied certain pleadings by Asso. of Maximum Service Telecasters Inc. Carol. Bestg. Co. (WTVJ-TV ch. 12, Jackson, Miss. and St. Anthony TV Corp. (KhMA-TV ch. 11), Houna, La. Comr. Lee dissented to memorandum opinion. Action July 25.

4. By separate action, commission waived Sec. 3.10(c) of rules and granted temporary authority to WWVE (TV) which has been temporarily on ch. 13 assigned to Bixoix, Miss. to operate from Aug. 20 to Nov. 20 on ch. at its present trans. location at Junct. (Hotel) 330 ft. with minimum radiation in direction of WTVT. WWVE on ch. 79 received 66 kw. such temporary operation not to commence until July 1 (1/2). WTVJ-Tv Co. to conduct equipment tests on ch. 13 in Bixoix, Action July 25.


New tv stations

ACtIONS BY FCC

Central Minnesota Tv Co., Walker, Minn. Granted cp for new tv station to operate on ch. 12, Elizabeth, vhs. and 13.5 kw. ant.; ant. height 930 ft. Action August 1.

Athens, Ohio.—Ohio-U. Granted cp for new tv station on ch. 20 (506-512 mc) to ERP 12.5 kw vs. 6.2 kw. ant. Height above average terrain 680 ft., above ground 632 ft. Estimated construction cost $168,000. First year operating cost $40,000. Address: Athens, Ohio.


KCO, Re: Koller Island TV Corp. Vhf ch. 6 (62-68 mc); ERP 60 kw vs. 30 kw. Location: Virginia, Va. Address: Virginia, Va.

APPLInG SStATIONS

Linden (Newark), N. J.—New Jersey TV Bestg. Corp. (606-674 mc): ERP 200 kw, vhs. 168 kw. ant. Height above average terrain 576 ft., above ground 194 ft. Earnings $50,000; annual operating cost $240,000; revenue $260,000. Address: 1020 Broad St., Newark, N. J.

KDCD-Television, Inc., Monahans, Tex. Granted for new vhf station on ch. 13, location West Orange, N. J. Geographic coordinates 40° 14' 45" N., 74° 30' 33" W. Type trans. RCA TT12A; type typc, RCA TDU-8A; antenna, RCA TDU-8A. Address: Miss. Office 254, New York, N. Y.


EDWIN TORNBERG & COMPANY, INC.

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 5-3164;
Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531
with 1 kw conditions and pre-sunrise operation with daytime facilities suspended pending final decision in Doc. 14119. Action August 1.


WFUN South Miami, Fla.—Designated for nighttime operation with 1 kw, conditions of license to move main studio to Miami Beach. Hearing issues is to determine whether WFUN can effectively serve South Miami as a medium of local self expression from proposed MacArthur Causeway studio in Miami Beach and whether applicant has shown sufficient public interest to warrant holding waiver of Sec. 1.329(a) to establish that main studio outside corporate limits of South Miami at point other than WFUN trans. site. Action August 1.

WNAM Neonah-Menasha, Wis.—Waived Sec. 3.534(f) of rules and granted application to increase daytime power from 1 kw to 3 kw, and change from DA-N to DA-2, conditions. Action August 1.

WSB, Durham, N.C.—Granted increased nighttime power on 1460 kw from 259 kw to 1 kw. Conditions: Aug. 1.

WHYN Henderson, N.C.—Waived Sec. 1.305(c) of rules and granted increased daytime power on 1450 kw from 250 kw to 1 kw, continued nighttime operation with 250 kw conditions. Action August 1.

KLTR Blackwell, Okla.—Granted increased nighttime power on 1450 kw, D, from 2 kw to 1 kw; remote control permitted; conditions. Action August 1.


WSBS Manchester, Tenn.—Designated for hearing application for change on 1320 kc from 1 kw, D, to 500 kw, 5 kw, LS-DA, 2, granted Life-Station Co., Inc., parties to proceed. Action August 1.

WAVY Media, Va.—Waived Sec. 3.188(b) (1) and (b)1 of rules and granted license of record to change from DA-1, 1 kw, to DA-2, new nighttime power of 3 kw, remote control permitted. Action August 1.

WXUR Media, Pa.—Waived Sec. 3.188(b) of rules and granted increased nighttime power on 1420 kw, D, to 1 kw, granted. Action August 1.

WAVY, Norfolk, Va.—Granted increased daytime power on 1320 kc from 250 kw to 1 kw, increased nighttime power with 250 kw. Remote control permitted; conditions. Action August 1.

KSIX Corpus Christi, Texas.—Granted increased nighttime power on 1350 kc from 250 kw to 1 kw, continued nighttime operation with 250 kw. Remote control permitted; conditions. Action August 1.

KZIA Burlington, Iowa.—Granted increased nighttime power on 1330 kc from 250 kw to 1 kw, increased nighttime operation with 250 kw. Remote control permitted; conditions. Action August 1.

KFVA, Winchester, Va.—Granted increased nighttime power on 1320 kc, D, from 2 kw to 5 kw, granted; in part opposing suggestion by WAVE Ports- mouth, and made it party to proceeding. Action July 25.

Blackwell, Okla.—Designated for nighttime operation with 1 kw, conditions of license to move main studio to Miami Beach. Hearing issues is to determine whether WFUN can effectively serve South Miami as a medium of local self expression from proposed MacArthur Causeway studio in Miami Beach and whether applicant has shown sufficient public interest to warrant holding waiver of Sec. 1.329(a) to establish that main studio outside corporate limits of South Miami at point other than WFUN trans. site. Action August 1.

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...
New am stations

APPLICATIONS

Cozad, Neb.—Dawson County Bestg. Corp., 1500 kw, 1 kw-D. O. address Cozad. Estimated construction cost $50,000; first year operating cost $10,000; revenue $60,000. Principles include: C. C. Keiter (41%), Harry A. Gallagher (31%), O. L. Lagat (20%), William B. Davis (5%).

APPLICATION

KNOX-TV, Knoxville, Tenn. (ch. 14, granted under 11.354(c) of Section 3.34) of Stewart, John, W. L. Haskel, Harold G. Archon, Gerald W. S. Willar, Emil M. Swands, and Wayne A. Davis, Leo W. Harkness, Herman V. Hansen, Frank H. Miller, William P. Trudau, and David W. Roswell. Kent L. Hall and Kent L. Hall Jr. are sole owner of KGOS Torrington, Wy., and holds operating license. Col.-other principals have no broadcast interests and are not connected with the applicant. Donato had 27% and 26% respectively of KOLR.

APPLICATION

Shorewood Bestg., P. O. Box 512, Madison, Wis. (ch. 14, granted under 11.354(c) of Section 3.34) of George H. Stowe, William R. Demling, and William G. Sullivan. Granted cp for new daytime operation with daytime facilities precluded pending decision in Doc. 14418. P. O. address Madison 5, Maitland, Fl. Estimated construction cost $175,000. First year operating cost $50,000. Revenue $100,000. Principles include Richard C. Adair, Richard F. Adair (brothers), Artists Robert F. Adair and Robert E. Adair of Eleanor Adair (wife of Richard), Cristina Adair (wife of Richard), Fred L. Adair (father). 16% each, Adair Charities Inc. holds interest in WJOB Hammond, Ind. Action July 25.

APPLICATION

Kiel, Wis.—Nashville Public Broadcasting Inc., Nashville, Tenn. (ch. 25, granted under 11.354(c) of Section 3.34) of William H. McVay 100% owner). Action August 1.

APPLICATION

Anchorage, Alaska.—City of Anchorage (ch. 30, granted under 11.354(c) of Section 3.34) of John A. Miller, Robert C. Anderson, and Harry L. Huber Jr. Action August 1.

APPLICATION

Schenectady, N. Y.—Schenectady Magna Inc., Schenectady, N. Y. (ch. 31, granted under 11.354(c) of Section 3.34) of Alfred B. James, Jr., Frank C. James, Jr., and John A. James Action August 1.

APPLICATION

Knot, Des Moines, Ia.—Canton Broadcasting Inc., Canton, Ia. (ch. 31, granted under 11.354(c) of Section 3.34) of William P. Trudau and Ann E. Trudau Action August 1.

APPLICATION

Topeka, Kan.—Ashton Broadcasting Inc., Topeka, Kan. (ch. 31, granted under 11.354(c) of Section 3.34) of Harry E. Ashton and Susan Ashton. Action August 1.

APPLICATION

Chattanooga, Tenn.—Chattanooga Testing Station Inc., Chattanooga, Tenn. (ch. 31, granted under 11.354(c) of Section 3.34) of Malcolm V. Johnson, Jr. Action August 1.

APPLICATION


APPLICATION

Grand Rapids, Mich. (ch. 31, granted under 11.354(c) of Section 3.34) of William H. McVay 100% owner). Action August 1.
APPLICATIONS

WRC State College, Pa.—Seeks relinquishment of positive control of permittee corporation by Mr. F. S. Frazier, Inc. (each 33.16%), Each transferee will pay Mr. Frazier $2,312,19 and will convert to common stock. Mr. Frazier has interest in WJIP, Grantsville, Md. Consideration: $240,988 to Mr. Robison: $22,543 to Messrs. (Grand total $335,97,616.

WSER Elkhart, Ind.—Seeks relinquishment of positive control of permittee corporation by Mr. F. S. Frazier, Inc. (each 33.16%). Each transferee will pay Mr. Frazier $2,312.19 and will convert to common stock. Mr. Frazier has interest in WJIP, Grantsville, Md. Consideration: $240,988 to Mr. Robison: $22,543 to Messrs. (Grand total $335,97,616.

Hearing cases

INITIAL DECISION


OTHER ACTIONS

PROFESSIONAL CARDS

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E. HAROLD MUNN, JR.
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Cambridge 38, Mass.
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Washington 6, D. C.
for availabilities
Phone: ME 8-1022
with power up to 25 kw. Such operators would be allowed to continue their technical operations and would be required to come up for renewal of their license every four weeks.

A joint commission would step up operator requirements for routine operation—requiring all radio telephone operator permit to "radiotelephone third class operator permit." Stations containing stations—routine-operation stations—would be required to employ higher grade operators, and changes went into effect. Stations now using restricted radio--

By memorandum opinion & order, commission waived mileage separation requirement--mean product of WTEV TV Inc. (WTEV, ch. 6), New Bedford, Mass., to continue to apply for assignment of nearulton, R.I. (main studio is in Newport, R.I.) with power up to 63.5 kw and ant. height above average terrain 65 ft. (333 ft. ASL). Commission has dismissed and Read pending the action of counsel for the station.:

By memorandum opinion & order, commission denied application to General Electric Co., Main Broadcast, Inc., Capital TV Co., and Robert A. Riesman, denied objections by Assn. of Maximum Service TV, Inc., et al. 300 miles to Riverton, R.I., filed a motion for leave to file a consolidated petition to rehear, and filed an objection to a power reduction from 300 miles to 250 miles.

By memorandum opinion & order, commission adhered to its Feb. 27, 1957 report concerning city to Davenport, Iowa—Rock Island—Hyde and Co. Corp., pending submission by applicants of additional information. Commission requested that the tendered application, for 10 kw, be filed within 30 days of the date of the order, or the application will be deemed withdrawn, and that the applicant be notified that the application will be denied.

By memorandum opinion & order, commission granted joint petition for renewal of WJTU operating on ch. 12 in Flint, Mif., and Lake Huron Bestg. Corp. for new station on that channel in Flint, held in abeyance joint petition for approval of agreement looking toward acquisition of certain station in Hastings, Minn., et al. Application July 30.

By memorandum opinion & order, commission granted joint application of the Goodwill Stations Inc., for renewal of license of WJRT operating on ch. 12 in Flint, Mif., and Lake Huron Bestg. Corp., increased power to 10 kw, with station site in the city of Flint, Mif., and Lake Huron Bestg. Corp.

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Eureka, who is 12.5% stockholder in Red- 

Continued. Sept. 11 prehearing confer- 
ence proceeding on applications of Capitol Telecast Co. and Austin 
Bestc, Inc., for new tv stations to operate 

Upon joint motion by applicants in Red- 
dish Broadcasting, proceeding was contin- 
ued Sept. 18 hearing to Nov. 13. Action 

July 23.

Grants to July 25 prehearing confer- 
ence proceeding on an application of 
Kilmue, Oakland, continued Sept. 16 hear- 
ing to Oct. 22 at place to be hereinafter determined. Action July 25.

In conformity with commission's memo- 
ration, Hearing Examiner, released Sept. 23, in proceeding on applications of Sheffield 
Bestc Corp. and Waltham, Mass., for new 

stations in Sheffield, Ala., scheduled further 

Continued Sept. 24 prehearing confer- 
ence proceeding on application of Chillicothe, Ohio, stations Bcstg. Inc., 

KLIL, KLIL, Inc., proceeding in accordance with request of SCA to proceed 
with the aforesaid new station. Action 

Sept. 25.

By Hearing Examiner Forest L. McClennan 
Forest L. McClennan, Greeno, Ohio, by 
order of the commission, released Sept. 26, 

in proceeding for new tv stations in 

Cherryville, N. C., as follows: Sept. 6 hear- 

By Hearing Examiner Chester F. 
Chester F. Armstrong, By Order of the 
commission, released Sept. 27, in proceeding for new tv stations in 

Camden, Ga., proceeding in accordance with request of SCA to proceed 
with the aforesaid new station. Action 

Sept. 27.

By Hearing Examiner Herbert Sharman 
Herbert Sharman, Newton, Mass., by order 
of the commission, released Sept. 27, in 

proceeding for new tv station in 

Alpine, Texas, as follows: Sept. 11 hearing to 


By Hearing Examiner Mary McGraw 
Mary McGraw, Santa Barbara, Calif., by order 
of the commission, released Sept. 29, in 

proceeding for new tv station in 

Lavaca, Tex., as follows: Sept. 11 hearing to 


By Hearing Examiner Kenneth L. 
Kenneth L. Wheelwright, Kansas City, Mo., by 
order of the commission, released Sept. 30, in 

proceeding for new tv station in 

Elkhart, Ind., as follows: Sept. 10 hearing to 


By Hearing Examiner John K. 
John K. Hughes, Beverly Hills, Calif., by order 
of the commission, released Oct. 1, in 

proceeding for new tv station in 

Greenville, Calif., as follows: Sept. 10 hearing to 


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**RADIO**

**Help Wanted**

Need full staff. New 5 kw serving thumb of Michigan. Edward Oyster, General Manager, Box 1509, Leeper, Michigan.

**Management**

Immediate opening for permanent management caliper man to direct good music programming and local news with some combo work on board. Booming single station market. Phone or wire, salary desired and air resume and tapes. LeRoy E. General Manager, KNNZ, Lom- poc, California.

**Sales**

Sales manager half million, lower lakes market. Salary plus percentage, Reenu, and photo to, Box 927F, BROADCASTING.

**HELP WANTED**

**Announcers**

Experienced personality morning announcer salesmen or new college graduates. Good tape, Oregon market station. Sell afternoons. $400 start plus 15% sales. Send tape/photo. Box 862M, BROADCASTING.

Wide awake fulltime operation east coast, wants steady, experienced man with per- sons, gunmen on tap. Personal letter to start. Box 988M, BROADCASTING.

Good music station in central Ohio needs strong staff announcer-cum-salesman. Rush tape, photo and reference required. Box 41P, BROADCASTING.

**Live Wire with top 40—top New England market—at least 3 years experience. Resume, tape, and salary requirements. Box 62P, BROADCASTING.**

**Announcer-chief engineer, midwest daytime direction. First job, no experience necessary, but helpful. As long as you can type and know how to work efficiently, you can be your own boss. Painless working conditions with salary plus commission. Box 28F, BROADCASTING.**

**Salesman, experienced, cover New York agencies for Long Island Radio. Salary plus commission. Box 97P, BROADCASTING.**

**Salesman to take over good account list in medium market. Wants self-starter who wants to take hold and become a perma- nent member of multiple station group. Potential for a good man. Generous draw against commission. Also have openings for announcing salesman and/or play-by-play announcing salesman. Rush tape, resume and picture. Box 90P, BROADCASTING.**

**Going up in power, adding salesman. Guarantees plus liberal commission. Prefer applicants from Kansas or adjacent states. Bob Herkes, KUAN, Phillipsburg, Kansas.**

**Earn extra money—sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingles and station promotion ideas, lowest prices. Write... Creative Services, Inc., 15 East Wacker Drive, Chicago 1, Illinois.**

**Announcers**

**Announcer, first phone required for New England daytimer. Excellent salary. Box 403M, BROADCASTING.**

**Wanted:** Announcer with first class ticket. Box 862M, BROADCASTING.

Top Chain continually on lookout for top announcers with formal experience. Believable personality and creativity important qualifications. To be consider tape and resume to Box 865K, BROADCASTING.

**Announces**

**Announcer, experienced air personality under 25 for large southern radio station with adult programming. Send tape biography and recent photo. Box 852M, BROADCASTING.**

Help Wanted—(Con'd)

**Announcers**

5,000 watt station with adult audience, over N.Y. and N.J. In New York City. Wants staff announcer for permanent position. Must have excellent voice for news and commercials (no DJ or personality work). $50 to start, ability determines future earnings. Personal interview required. Send tape, resume, references to WGRG, Kingston, New York.

**Immediate opening for experienced top 40 dj with 1st phone. Salary open for real swinger. No photo calls. Send tape and resume. All tapes will be returned upon your inquiry confidential. WLOF Radio, P. O. Box 676, Montgomery, Ala.**

**Newsman to gather, rewrite and broadcast local news. Short announcing shift, must be community minded. WARA, Atte- boro, Mass.**

**Personality. Join staff between now and September Fifteenth. Demonstrate production ability within tape of your show. WRMB, Mobile, Alabama.**

**Great opportunity. Our extensive, expanding sports coverage demands a top-notch sports back-up man. Play-by-play covering all sports on one of the nation’s—also dj work. Send resume tape and photo to WMID Radio, Peoria, Illinois.**

**Announcer for new community minded station. Must have knowledge of good music. Great delivery, good references. Broadcast- ing experience a plus. Send tape, resume and audition resume to Chuck Grant, Station Manager, WSLS, P. O. Box 857, Clermont, Florida.**

**Immediate opening for radio newsman to gather and broadcast local news, Call H. Brandrick, WVOS, Monticello, New York, 610 or 868.**

**Negro disc jockeys wanted. The OK Group is expanding its programming. Good spiritual men and five years experience wanted. Ambitious and experienced air personalities can earn good pay with the oldest and largest Group in radio. Must be able to do a live, imaginative, exciting show and pitch a commercial effectively. Write full details. Send audition tape. The OK Group, 200 Baronne St., New Orleans, Louisiana.**

**Immediate opening for an experienced staff announcer technician, first F.C.C. ticket required. Apply MacClatchy Broadcasting Company, Personnel Department, Sacra- mento, California.**

**Announcers—many. Edwards Agency, 73 Warren Street, N.Y.C.**

**Mature man with news background wanted for top Florida station. Must handle a one- day air shift. Airman tape, photo, resume and salary and to Dick Clark, Box 5806, Daytona Beach, Florida.**

**Earn extra money—sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingles and station promotion ideas, lowest prices. Write... Creative Services, Inc., 10 East Wacker Drive, Chicago 1, Illinois.**

**BROADCASTING, August 6, 1962**
Help Wanted—(Cont’d)

Technical

Eastern Regional AM-FM needs first class Engineer. transmitter and maintenance. No combo. Experience essential. Possibilities of chief’s job. Salary open. Full details—first letter to Box 471M, BROADCASTING.

Chief engineer, Michigan metropolitan daytimer. Operation and maintenance. Some help. Applicant should have background in automatic, Desire experienced, management-oriented man. Box 86M, BROADCASTING.


Need announcer-Dan. Bill Tedrick, KWR, Boonville, Missouri. 5,000 watt, non-directional daytimer wants first class Chief engineer-announcer. Maintainence a must. Fine equipment, new plant, excellent working conditions. Good salary, fringe benefits, advancement. No floaters, plugging both top forty and good music. Are of high character, experienced, and want permanent future with company. Successful organization, send immediately an audition tape, family and personal references, and accept credit references to Al Clark, KWR, Winner, South Dakota. Phone 76-4229.

Permanent opening for engineer, first phone, must be good on preventative maintenance, minor stereo multiplex. Inquire WBLY, Springfield, Ohio.


New medium market stereo needs engineer-announcers or salesmen. Good pay. Excellent working conditions-personal interview. Required. Complete resume in first letter to: Stan Anderson, WFOL-FM, 8963 Seward Road, Hamilton-Fairfield, Ohio.

1st Phone engineer for 5 kw, Michigan’s finest broadcasting plant. Apply now—wants stimulating position immediately. Write Floyd Hole, C. E. WFM, 1300 Melody Lane, Box 91, Kalamazoo, Michigan.

Chief engineer one man operation, 1kw em-fm transmitter, maintenance. Box 80P, BROADCASTING.

First phone engineer for 590 watt Virginia daytimer. Operation and maintenance. Immediate opening. Send resume and salary to, Weir, Box 817, Warrenton, Virginia.

Production—Programming, Others

Program, production director with good understanding of general operations needed at midwestern large market station by September 1st. Must be capable of programing both top forty and good music formats. Send complete resume with salary requirements. Excellent opportunity for long term position. Box 971M, BROADCASTING.

Promotion-minded program manager. Successful and basic. Also creative approach. Salary and incentive good. Any city. Send letter or outline. Definitely confidential. Write Box 45P, BROADCASTING.

Imaginative, experienced, female copy writer. Position chief in two-station department, WIBX, 5000W, adult-programming, CBS, Uiga, N. Y. Livable setting; salary; increases on merit. Staff congenial; working conditions pleasant. Immediate opening. Replies to: Stewart Station Manager.

Modified top forty needs experienced pd. Currently, buddy minded, willing to grow with station. No drifters! First phone preferred. WJIL, Jacksonville, III.

Help Wanted—(Cont’d)

Production—Programming, Others

Radio station controller take over accounting department. Experienced-immediate, salary open. Box 81P, BROADCASTING.

RADIO

Situations Wanted—Management

I can bring your small medium station top billing and efficiency. Proven record. Box 853M, BROADCASTING.

Manager-sales manager-successful, national-local market. Must have experience in top market. Seeks more challenging position with growing organization. Familiarity BS and MBS degrees. Willing to invest. References and resume available. Box 156P, BROADCASTING.

New general-manager, large metro. Exceptionally creative salesman, 38, college, married. Box 25P, BROADCASTING.

Television salesman, top producer in major market for major group. Fully qualified for sales management. Ready to move in to move up to 5kw sales radio. Resume. Box 32P, BROADCASTING.

This man thrives on tough operating problems and can help you. Craft execution, present management with top income for years. Successful firm in need of top creative management talent, seeks top radio and TV experience includes station management, salesmanship, and programming. Personally acquainted with most major personnel and timebuyers. Box 44P, BROADCASTING.

Currently managing top station in a tough multiple station market. Twelve years experience. After seven years of building here I am now ready to move up to a larger market. Have doubts outside. Box 283, Seeks change of scene. Box 56P, BROADCASTING.

Successful seasoned manager-strong sales. Employed, area $10,000. Desire southeast with full responsibility, top media, business and personal references. No hurry, must give 30 days notice. Box 59P, BROADCASTING.

Successful sales manager, married, employed and competent. Seeks managerial challenge in Virginia, Kentucky or Ohio. Box 91P, BROADCASTING.

Situations Wanted—Others

Announcers

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound, good board. Box 602M, BROADCASTING.

Award winning newcomer. Thirteen years experience includes broadcasting, reporting and network newswriting. Journalism degree. Family. Box 796M, BROADCASTING.

Still using those scary kid jocks on your air? Try a scintillating swinger. Tight board, quick mind, single, will travel. Box 896M, BROADCASTING.

Newsman currently employed 4th market. Seeks better hours. Write, gather, deliver own casts. Box 84M, BROADCASTING.

Swingin’ top 40 dj currently working desire change of scene. Box 925M, BROADCASTING.

Available September. Limited exp’d, 1st phone, mature, dependable tight announcer. All stations equally considered! Box 13P, BROADCASTING.

College graduate, conscientious and enthusiastic seeking midwest announcing position. Immediate openings. Box 213M, BROADCASTING.

Available immediately! Box 13P, BROADCASTING.

Experienced technician with 1st phone. Can do tight maintenance. Box 41P, BROADCASTING.

Kazoo player. Also outspoken humorous dj. Authoritative, w/character, Production experience. 3 years. Veteran. Box 20P, BROADCASTING.

Situations Wanted—Announcers

Announcer dj. 30, 4½ years. Familyman. Desire advancement, near N.Y.C. Box 17P, BROADCASTING.

Announcer-disc jockey—wanted permanent position 150 mile radius NYC. Box 23P, BROADCASTING.

5 years experience—in modern format, single. Top rated in market. Can advance. Box 24P, BROADCASTING.

Don’t give a darn for the whole State of Iowa; cause who in the heck likes coral! If you are in N.Y.C. or Update N.Y. and need a p.d. and/or news director who works as if he was in a big market, is presently employed at 5 kw station .... write Box 95P, BROADCASTING.

Want sports announcer who can do an A-1 job on newscast and dj show? Yes? Then listen to my tape. Box 34P, BROADCASTING.

Am working summer-replacement until September 15. Would like to join permanent staff in medium-large market at that time. 5 years experience. Marine, mature, good worker. No speculators please. Reply only if specification within in me. $150 minimum. Box 37P, BROADCASTING.


Available now, experienced dj, 22, tight board, dependable, reliable, willing worker, 2½ years experience. Married, draft exempt, all around man for major organization. Box 39P, BROADCASTING.

Broadcasting graduate, some experience, prefers west coast, Pennsylvania. Will consider others, available immediately. Box 43P, BROADCASTING.

9 years, radio, tv. All phases announcing. Professional, well-known. Desires challenging position with growth potential. Married. 28, dependable, relocate. Box 45P, BROADCASTING.


Professional announcer wants to work for you in downtown Chicago. Interview required. Let’s get together and talk it over. Contact Box 47P, BROADCASTING.

6 years experience. Personality deejay, tight production, ready to move up and select permanently by ABC. Draft free, family man ... want $150 ... first phone Box 49P, BROADCASTING

Announcer, tight production, mature voice, experienced, dependable, vet. will relocate. Box 52P, BROADCASTING.

Recent college grad., experience in announcing and sales, wants to start career. Will consider any interesting offer. North-east preferred. Presently employed. Box 53P, BROADCASTING.

Top play-by-play all sports. Tops in special events. Married. Excellent references. I can produce. Pay in figures. Box 54P, BROADCASTING.

Showman-first phone, 5 years experience, draft exempt. $150 minimum. Box 55P, BROADCASTING.

Announcer, first phone. Experienced all phases. Family and industry. Desires job with a station that can promote. Box 79P, BROADCASTING.

Country dj, announcer, available. Tape and resume on request. Box 59P, BROADCASTING.

Major market opportunity wanted. 6 years experience. Ist phone. Top rated for 2 years in major market. Excellent personality. Box 60P, BROADCASTING.

Situations Wanted—(Cont’d)

Announcers

Young and ambitious formula Jock seeks employment at formula station in metro market. Call 1-800-555-1212. Wanted number one ratings at last station in large southwest market. Box 64P, BROADCASTING.

Experienced announcer, friendly personality, dj position with security and future. Good knowledge of music, production. Superior sales record. References. Box 69P, BROADCASTING.

Young married veteran desires good music station. Distinctive style. Authoritative news personality, good air sales. Box 71P, BROADCASTING.

So what? So college graduate has sold two years dj, experience to offer Ohio-Indiana station. Professional education in commercial production—continuity. Full story with tape. Box 73P, BROADCASTING.

Alert announcer. Plus terrific sales experience. Good production, light board. Will handle commercials, all phases, religious connected school, for ministry stuff, morning living, southeast. Box 18P, BROADCASTING.

Well qualified engineer, all phases, musical, production, maintenance, versatile, family man, stable. Box 945M, BROADCASTING.

Production—Programming, Others

Newsmen—expert reporter, writer, newscaster. Experienced all general news and features. Will handle news-oriented radio or tv which knows value of intensive coverage. Station should offer full-time commitment to news. Box 980M, BROADCASTING.


Retired announcer with college and professional background in organization. Broad appeal with mature, well-trained djs, production, sports, special events. Above average salary required. Box 62P, BROADCASTING.


Top-quality dj. Experienced. East Coast. Publisher, NYC. resident Box 95P, BROADCASTING.

Top-quality djs, announcers. Excellent ratings. High programming, high sales, full-time. Box 96P, BROADCASTING.

Newsmen—expert reporter, writer, newscaster. Experienced all general news and features. Box 980M, BROADCASTING.

Situations Wanted—(Cont’d)

Technical

Employed as office manager. Returning to engineering. Have own test equipment. Experienced, capable, work with high, fast, a floater or screwer. Box 85P, BROADCASTING.

Chief engineer—14 years experience—509 thru 15 k directional, construction, maintenance, operational, versatile, family man, stable. Box 945M, BROADCASTING.


Program director—air personality. Five years experience, fineactiveman, ideally (dj) at top rated station in market of 85,000. Desire air personality, low budget, but consider all offers. Complete background, air check. Box 99P, BROADCASTING.


Announcer seeks position in east, starting September. One child. Box 830M, BROADCASTING.

HELP WANTED—SALES

Television station in leading midwest market needs experienced local salesmen. Send complete resume and picture with salary requirements to Box 3P, BROADCASTING.

Sales opening in Southwest for young aggressive salesman. Leading tv station in 3 station market. Will handle all sales. Local retail sales in our market very important phase of operation. This is a five figure job to start with and active, protected account list, salary and commission. Give complete resume and picture. Box 31P, BROADCASTING.

If you are a good salesman, like to sell for an aggressive, high-paying tv station and see pay off, you might be our man. Have experience in television sales department for experienced man. Salary, commission, account list, volume. Box 69P, BROADCASTING.

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TELEVISION

Situations Wanted—Management

General manager-sales manager for one of top 25 markets; past 8 years in 23rd. Thoroughly experienced; 15 years radio and television sales. 30, college graduate, high-type. Can produce profitable, prestige programs. Has done it. Box 27P, BROADCASTING.

Announcers

Major market, radio and television staff, negotiate. Available Box 56P, BROADCASTING.

Available immediately announcer-director on camera booth all phases, three years radio, film, television experience. Currently directing, producing. Thoroughly experienced. General manager—sales manager for radio license. Box 955, BROADCASTING.

Production—Programming, Others

Film manager. Photographer, editor, darkroom technician. Capable, mature and very responsible. 9 years TV experience in all phases of film, video, film editing, programming, contract negotiations and film production. 13 years experience in motion picture and still photography with darkroom operations. Capable of supervising entire film and video operation. Box 94D, BROADCASTING.

Young aggressive man would like to make change where he is abilitied. Can be utilized. Age 38, married. E-mail A, M.E.D. Now directing-producing in all phases of television. Professional musician. Will answer all replies. Box 855M, BROADCASTING.

"The eight dimensions of news!" Off-beat human interest; hard documentaries; pro and con; the police scene; outer space; history, today and tomorrow. I can blend them all to offer you the kind of program that im- presses the viewer of today's television news. Smooth, unobtrusive. Willing to do broadcasting anywhere. Is there a courageous company that will endorse my TV Affiliation? Currently news director NBC TV affiliate in small news. Family man, independent in politics, market. Five years top ten market radio ad drellion. No s-o-f but have tape, pies, resumes. Box 913M, BROADCASTING.

Produc er-writer-director. Experienced all branches tv including promotion, publicity, selling, market, advertising. Produced for broadcast which impressed the producer of today's television news. Now under contract 8 months in broadcasting experience. Is there a courageous company that will endorse my TV Affiliation. Currently news director NBC TV affiliate in small news. Family man, independent in politics market. Five years top ten market radio ad drellion. No s-o-f but have tape, pies, resumes. Box 913M, BROADCASTING.

Producer-director, desires position production, directing, performing. Experienced in radio and remote situations. 20 years in broadcasting. Excellent, reliable. Box 29P, BROADCASTING.

FOR SALE

Equipment

Gates BC-1F 1kw am transmitter. Best one Gates ever made! Remote controlled line for 0.25-1kw combination. Excellent condition. Will remove. Box 955M, BROADCASTING.

G.P. 16mm film recorder with Maurer sound generator. Excellent condition. $1,150. Stenson-Hoffman 5-3. 16 mm magnetic film transport with preamp and power supply for playback. $700. KHCT St. Louis. Mo.

Great savings . . . take over monthly payments of $174 on like new Shaler-Aitken automation equipment complete with Mackenzie tape recorders. Contact Verne Paule, Gen. Mgr., KRNO, San Bernardino, California.


Ampex 35-2. Collins cartridge equipment. Both, operating within factory specs.李某 Electronics, Inc., 505 Fifth Avenue, N. Y. 17, MT-2-7147.

TELEVISION

For Sale—(Conf’d)

Equipment

Thermometer, remote electrical: enables announcer to read the correct outside temperature from mike position. Range 0-1200 deg. F. Installed in less than an hour Send for brochure. Electra-Temp. Co., Box 611, San Diego 8, Calif.

Commercial crystals and new or replace- ment crystals for RCA, Gates, W. E. Billey and J-K holders, mcgraining, Repair, etc. BC-604 crystals and Conaid. Also A. M. monitor service. Nationwide unsolicited testimonials praising our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Films scratches and dirt showing on your tube? A lot of stations got rid of them by using Picke—You can too. Picke, Inc., 6295 Fisher Ave., Mamaroneck, N. Y. OW 8-2585.

Transmission Line: Teflon insulated, 150' rigid, 31.5 Ohm flanged with pulleys and all hardware. New—used. 20 foot length for $46.00. Quantity discounts. Stock #1 available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Temple 2-5758.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, moni- tors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 H St., Sacramento, Calif. Box 82P, BROADCASTING.


New Commod vhf re-broadcast receiver AV125, $150. WAFR, Sharon, Pa.


WANTED TO BUY

Equipment

5KW FM transmitter, also a 550 foot tower. Must be in excellent condition and reason- ably priced. Contact Paul Brandt, WCEN Radio Station, Middletown, Conn.

350 series ampix . . . half track . . . must be in good condition . . . 3 1/4 & 7 1/4. Box 35P, BROADCASTING.

Syne generator, RCA TG-3A or comparable model under good condition. Box 325P, BROADCASTING.

Ampex 331, 354, FM antenna (gain 4.1 or more), frequency and modulation modified. KRAF, 8090 Roosevelt Way, NE, Seattle, Washington.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 108 Pennsylvania, Tuck- hoe, N. Y.

WANTED TO BUY

Stations

AM-FM full-time east coast. Minimum five stations. Mailing address. Paying. Do $150,000. Box 86P, BROADCASTING.

I own one radio station ... want to ex- pand my operation and own another. I have interest in another station. All replies confidential. Guy Christian, KXAN, Phillipsburg, Kansas.

INSTRUCTIONS

FCC first phone license preparation by correspondence or classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Elkins Radio License School of Chicago—Six week quality instruction in radio laboratory methods and theory leading to the FCC. First class license. 14 East Jackson St., Chicago 4, Illinois.

FCC first phone license in six weeks. Guaranties individual instruction and laboratory methods by master teachers. G. I. approved. Elkins Radio License School, 3803 Inwood Road, Dallas, Texas.

Six weeks courses in FCC first phone li- cense, and in Announcing. Nine months courses in Chief Engineer. Program direc- tor, Owner-Manager, Guaranteed training and placement service since 1927. Elkins School of Broadcasting, 3003 Inwood Road, Dallas 23, Texas.

Be prepared. First class FCC license in six weeks. Top quality theory and labora- tory training. Elkins School of Broadcasting, 1139 Spring St., N.W., Atlanta, Georgia.


Be a disc jockey. FCC 1st class license in 6 weeks. Next class starts August 27—enroll now before Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Telecommunication Inc., 1700 E. Holcomb Blvd., Houston, Texas.


Jobs waiting for first phone man. Six weeks. Gets your license in only school with operating 5kw station. One price includes: everything, even room and board. American Academy of Electronics, 303 S. Francis St., Mobile, Ala.

MISCELLANEOUS

DJ inserts; short comic skits, tailored for your show. Complete details free. Box 959M, BROADCASTING.

ATC and similar cartridges, re wound and reconditioned. Low rates. Broadcast As- sociates, Box 128B, Atlanta 1, Georgia.

Lange-Liners Skycroeting Ratings Coast to Coast! Lange-Liners Hollywood Blvd., Hollywood, California.

28,000 Professional Comedy Line! Topical laugh service featuring deely جاء, introduction, prepackage. Orson Comedy Books, Hewlett, N. Y.

"Stinger Series" Forty musical cappellas, stings, punctuators, newly recorded in Rf-F and pure vinyl just $4.95. station Services, 1st National Bank, Peoria, Illinois.

BROADCASTING, August 6, 1962
TELEVISION

Help Wanted—Announcers

Virginia metro VHF needs immediately, 2 announcers—daytime and prime-time. Should know how to shoot, edit, and air news film and deliver a solid commercial. A tough assignment, but rewarding for imaginative pro's. Send VTR or 30F with full resume and references to: Harry Abbott, WLEX-TV, 124 West Tabb Street, Petersburg, Virginia.

INSTRUCTIONS

SEEKING CHILDREN'S PERSONALITY

Major midwest television market is seeking creative daily children's programming personality. Gentle, likable, 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 8851, BROADCASTING

EMERSON COLLEGE

Fully accredited liberal arts college. Specializing in radio, TV, theatre arts, speech, and production. Bachelor's and Master's degrees. Day, evening, and summer sessions. Broadcasting, announcing, writing, radio, and TV production, Electronic production studio, theatre, FM radio station, speech, and hearing clinics. Outstanding opportunities for achieving professional competence in acting, directing, writing, and studio writing for radio and TV. Good. 1st year.

Write: Director of Admissions

EMERSON COLLEGE
303 Berkeley St., Boston 16

SIX WEEK COURSES

a. FCC first phone license
b. Announcer, Disc-Jockey

c. Chief Engineer
d. Program Director

NINE MONTH COURSES

e. Owner-Manager
f. Guaranteed training and placement.

Our graduates are working in all categories.

Write for school catalog

KEEGAN TECHNICAL INSTITUTE

Since 1947

207 Madison, Memphis, Tenn.

COLORFUL

RADIO MARKET SHEETS

and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.
Continued from page 89

installation of new trans., change ant.-

trans. and studio locations and make
changes in system. WNSR-FM Manchester, Tenn.—Granted
mod. of cp to change type trans., increase
type trans. and remote control operation.

WNR-FM Chattanooga, Tenn.—Waived
Sec. 320 of rules and granted mod. of
licensing permitting establishment of
the main studio outside corporate limi-
tation. Tenn. (ann. site); remote control operation from new
studio location.

WFRQ Fort Lauderdale, Fla.—Granted
mod. of cp to change type ant., increase
power of main trans. and change ant.-trans. and studio locations.

WQH-New York, N.Y.—Granted com-
trols for major modifications for the
following dates as shown for following stations: KEEL
Shreveport, La., to Aug. 1; KBFA Burbank, Calif., to
July 15; KFTH-Nashville, Tenn., to Oct. 15.

Actions of July 25

KRAI Rawlins, Wyo.—Remote control permitted.

W2AM-FM Grand Rapids, Mich.—

Granted change in remote control authority:

condition.

Granted new trans. for the following:

station.

K2SFJ Burlington, Wisc.—Granted licen-
see in order to continue nighttime operation with
change of power of existing station.

WTVO-FM Cumberland, Md.—Granted
mod. of cp to install new trans. and new
and existing (as shown) trans.; remote control permitted.

KKLE (FM) Bellingham, Wash.—Granted
mod. of cp to change type trans. and make
changes in system and type trans.; condi-
tion.

WTVO-FM Cumberland, Md.—Granted
mod. of cp to change type trans. for the following stations: WSLQ,
Huntington, W. Va.; KERV KFV, Palms,
Beulah, S. Dak.; WSAO Senatobia, Miss.;
ERP to mod. ant. system and increase
power of existing station.

WSXJ Greenville, S. C.— Granted new trans. for the
following: W263DA Greenville, S. C.; W309BA
Wilmington, N. C.; W309BA Greenville, N. C.;
K77BC Bcstg., Inc. Buyers, Los Angeles, Calif.;
ERP system; WSAO Senatobia, Miss.; mod.
to BTN-AM/FM Grand Rapids, Mich.—

Granted change in remote control authority:

condition.

Activities of July 24

Set aside June 29 grant to Kern County
Bcstg. Co. to change trans. and increase
daylight power of KCMT (TV), Studio and
main studio in order that new trans. may be
installed.

WTKF Kingsport, Tenn.—Granted license
covering installation of old main trans. and change in ant.-trans. and main studio
locations will be shown:

WOOG-Woodland News, Los Angeles, Calif.;
K263DA Weir, K. S.; K77BC Bcstg., Inc.,
30th Ave. S.; RA-AM-FM Grand Rapids, Mich.—

Granted change in remote control authority:

condition.

Granted new trans. for the following stations: W263DA Greenville,
Huntington, W. Va.; KERV KFV, Palms, Beulah, S. Dak.; WSAO Senatobia, Miss.;
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power of existing station.

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ERP to mod. ant. system and increase
power of existing station.

W2AM-FM Grand Rapids, Mich.—

Granted change in remote control authority:

condition.

Granted new trans. for the following stations: W263DA Greenville,
WOULD GREAT-GRANDMA BE AMAZED?

She would. But millions of today's mothers and grandmothers could tell her how, in a few decades, housekeeping has been revolutionized by motor carriers. Familiar foods and new ones are washed, packaged, cooked and frozen—and handy in all seasons. Stores everywhere have “latest city styles.” From electric brooms and thinking ovens to fancy cakes-in-a-box, it's a wonderful new world for all apron queens... thanks to trucks. And a better life for the grandmas of today and tomorrow.

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

BROADCASTING, August 6, 1962
Citizenship must be lived, not just talked about.

That's the way Lester M. Biederman guides his life and it holds equal vitality for the two TV and five radio stations which he heads. They comprise the Paul Bunyan Television and Radio Networks of Michigan.

Like their founder, these stations strive to "accentuate the positive" and are quick to respond to the needs of their communities. They set aside all else to solve a problem when some emergency arises. To Mr. Biederman, it's "editorializing" in the broadest sense, far beyond mere reading of an opinion of the management dubbed an "editor." Mr. Biederman is president of Midwestern Broadcasting Co., which headquarters in Traverse City and operates both WTCM and WPBN-TV there. The other outlets include WOTM-TV Cheboygan, sold in combination with WPBN-TV; WATT Cadillac; WMBN Petoskey; WATZ Alpena, and WATC Gaylord.

Price for Dedication = "Colorful ... very outspoken ... one of the most selfless individuals you'll ever meet ... he's dedicated his whole life to public service ... he has more close personal friends who really enjoy his company." That's the way folks talk about Les Biederman.

To the Michigan Broadcasters Assn., of which he is president, Mr. Biederman is known as "the statesman," because he so often lectures them on their civic obligations and frequently is called to the State Capitol to testify before legislative committees as a prominent broadcaster and citizen.

There is hardly an activity in the state in which Mr. Biederman has not served, using the total resources of his broadcast media to support. He is recognized as the "father" of the Community College Movement there (Broadcasting, Feb. 2, 1953) and is board chairman of Northwestern Michigan College. For this the governor presented him the rare "Wolverine Frontiersman" award in 1958.

Additionally he has sparked founding of major new hospital facilities, the symphony and such other community-building things as the Traverse City Industrial Fund.

The Early Years = Lester Martin Biederman was born in Philadelphia Aug. 4, 1911. His father disappeared when he was an infant and his mother had to go to work in a factory from 6 a.m. to 6 p.m. to support him and his brother. He spent many of his preschool days locked in a bin there so he wouldn't get tangled in the machinery. He went to school in that city and by the time he was 10 he had become interested in radio, experimenting with the bell wire, oatmeal boxes, crystal detectors and headphones of the day.

After his father re-married, his stepfather encouraged and supported young Les in his radio hobby. At age 14 he left the eighth grade to go to work as office boy for a Philadelphia shipyard. Later he became stock clerk and timekeeper for $5 a week. Within three years raised himself to $10 for six 11-hour days.

Leaving school wasn't the end of his education by any means. He enrolled in special night classes during his teenage years and went as often as three hours a night, five nights a week. The arduous study resulted in blindness at one point, but after treatment his sight was partially restored.

Mr. Biederman's early work experience also included tool and die design training at the Edward G. Budd Mfg. Co. During his shipyard stint he acquired a commercial radiotelegraph operator's license and spent much of his time on ships in dock. He became familiar with all the radio stations in the Philadelphia area and did night maintenance work for both WIP and WCAU.

When he was 19, Mr. Biederman joined the engineering staff of WTEL Philadelphia and stayed with the station for 10 years, eventually becoming chief engineer. During this decade he did consulting work on a freelance basis for other stations too.

Sets Sights on Michigan = When the FCC's report on clear channels and high power came out in the fall of 1938, Mr. Biederman took a long look at the nighttime primary groundwater coverage map in it. He saw that the northern part of Michigan's lower peninsula was void of this service, so he determined to do something about it. Taking his crusade to top radio leaders of the day, Mr. Biederman proposed a network of five stations.

New one-station markets were considered rather risky in those days, so the most help he got was encouragement to venture it himself. With the help of his brother and three others, all of whom still are stockholders today, he founded Midwestern Broadcasting and filed for Traverse City. WTCM went on the air in early 1941. It was followed by WATT in 1945, WATZ in 1946, WMBN in 1947 and WATC in 1950. During the war Mr. Biederman served as consulting engineer to the U. S. Army Signal Corps.

Once the radio operations were well grounded, Mr. Biederman turned the firm's attention to careful study and training for TV. WPBN-TV took the air in mid-September 1954 and WOTM-TV began in May 1959. WPBN-TV recently shifted to a new and higher tower south of Traverse City and says it has doubled its coverage of TV homes.

During his days in Philadelphia at the WTEL transmitter site, Mr. Biederman met Ann Royal Ray, who lived nearby. They were married Aug. 3, 1936, and have two boys, Ross Alan, 21, and Paul Martin, 15. Ross finishes his advertising degree this month at Michigan State U. Paul's interests follow engineering.

Adopted by Ottawa Tribe = Mr. Biederman is active in Traverse City's Central Methodist Church. He's also a 32d degree Mason, a Shriner and an "Indian." In 1949 he was adopted as a brother and made an honorary chief by the Ottawa tribe at Harbor Springs, Mich. His given name is Gigi-Do-Nini, meaning "Man Who Makes Little Talk Into Big Talk" (radio amplifier).

Look into the backyard of the Biederman home and you'll spot a major boat-building project. Mr. Biederman rescued an old 35-ft. fishing boat when it was doomed to extinction and is rebuilding it as a yacht.

He plans to cruise to Chicago, through the canals and rivers to St. Louis, New Orleans etc., eventually working back home by the St. Louis Seaway. The trips won't be all "sail." He'll "sell" along the way too.

Mr. Biederman
Michigan's 'Ambassador'

BROADCASTING, August 9, 1982
All time is prime

The recent bullish reports on daytime and late-night television business are significant for much more than the dollars involved. They reflect a change in advertiser attitudes, and in television's commercial growth, that could make it an even sounder medium than it has been.

This is not to say that the dollars are insignificant. As reported here a week ago, late-night business now represents about $150 million in billings a year, according to TwB, while daytime represents $400 million or more. That's approximately 40% of all national TV business, and what it means is that advertisers are increasingly discovering that there is more to television than 8 to 11 o'clock at night.

The development of these non-peak hour periods produces several desirable results which in turn hasten the development of these periods. Advertisers who can't afford a full-scale nighttime campaign find that audiences are available at lower prices in other periods. Nighttime advertisers find their evening campaigns can be supported and extended by judicious buys in other periods. Users of other media discover they can get better results by switching to daytime or late-night television.

In the process, some of the advertiser demand for prime-time scheduling is transferred to the other periods and the pressure for so-called over-commercialization of the peak evening hours is reduced. And all of this is being accomplished, the records show, without loss of revenues in the evening hours.

"Prime time" is deeply entrenched in the language of television, but the growth of the other periods suggests that it is becoming an anachronism. Certainly it is no longer accurate in the sense that, by implication, it makes all other periods seem inferior. It should be used, if at all, to designate a time of day, not a quality of time; in our view it should be avoided wherever possible, rather than risk the connotation that other periods are substandard television opportunities.

Crime and punishment

Now that the FCC has "adjourned" until after Labor Day, an opportunity is afforded to examine its record since its last "session" a year ago. Our examination, however, will be confined to its actions in regard to wayward stations.

In the past year the FCC has revoked four station licenses and denied renewal to two others—the latter having been ordered within the last few weeks. Under authority it acquired from Congress two years ago, it has fined 13 stations for infractions and has issued short term licenses (less than three years) as punishment to 28 stations.

This leaves no doubt as to the FCC's meaning business in its dealings with stations which flout its authority. The question does arise, however, whether the FCC is dealing too harshly with stations in invoking the death penalty, and whether it is using the middleground authority of fine and probation in the manner that Congress intended. The death penalty has been invoked more times in the past year than in the preceding 30 years.

The two most recent cases—denying license renewals—mete out capital punishment to WDKB Kingstree, S. C., a secondary station in a secondary market, and KRLA Los Angeles, a primary station in the nation's second largest market.

Elimination of the Kingstree station may represent a cost of only a few thousand dollars to its owner. The Los Angeles station represents an investment of more than $2 million. But these values are relative. The issue is whether the FCC is justified in snuffing out the lives of these stations as first offenders.

The stations were guilty of infractions. Their owners had been delinquent in the control of their properties. The law, however, speaks of "willful or repeated" violations. If the station owners had persisted in errant practices after citation there would be no justifiable defense against permanent silencing.

Mismanagement in business occurs frequently. The recent General Electric and Westinghouse price-fixing proceedings instituted by the Department of Justice are cases in point. Penalties were invoked. People were fired. But there was no demand that these companies be destroyed.

The FCC, it seems to us, could have made its point without going to the extreme of license lifting. It has set examples for all broadcasters in dealing with other cases by taking action short of revocation through forfeitures and probationary licenses.

First offenders ordinarily get a second chance. Perhaps the courts will so decide if these renewal cases are appealed.

Tell it to Bunker

Last April when it became evident that Kevin Sweeney was serious about leaving the RAB's presidency, we suggested here that the selection committee start by looking "for a man who has big feet and doesn't sleep much."

The committee found its man in Edmund C. Bunker, who becomes president-elect August 15 and takes over as president on March 1, when Mr. Sweeney terminates nearly 10 years as radio's indefatigable sales manager.

If Kevin Sweeney has been radio's business buzz-saw, Ed Bunker will become its whirling dervish. He's a natural salesman, experienced at every level in broadcasting—local, regional and national. And he knows radio from announcer on up.

Ed Bunker takes over a going concern with a $1.2-million-plus annual budget. It is well staffed. It has momentum. There are a lot of Sweeney projects in motion to drum up spot and local sales. Ed Bunker won't miss any of them and probably is ready with a satchel full of new ideas.

We have no idea what Kevin Sweeney plans to do. But whatever he undertakes, he'll do well. We hope he decides to enter station operation so he can put into practice what he's been preaching so effectively these past 10 years. If he does, he ought to be elected to the first available vacancy on the RAB board.
KPRC and KPRC-TV won three awards recently at the 1962 meeting of the Texas Associated Press Broadcasters Association. KPRC was judged first in the state in five-minute news shows and first also in 15 minute news shows in cities of 200,000 or more population. KPRC-TV's coverage of Hurricane Carla last year earned the television station an award in the spot news film category of the competition.

KPRC-TV and its personnel garnered four awards at a similar meeting of the National Press Photographers Association. Tom Jarriel took first place for his Galveston coverage of Hurricane Carla. Chuck Pharris won a second place in the feature news division with his picture story "Photo Day at Rice University," and a third place in the general news category with his coverage of the Ashley-Lima murder verdict. In addition, KPRC-TV was adjudged a runner-up as The News-film Station of The Year. KPRC-TV was the only station in the nation to win 4 awards.
5 REASONS WHY
IT PAYS TO BUY
CHANNEL 5!

1—Local-level merchandising support.

2—Top FM coverage in All Eastern Michigan.

3—Every commercial gets full-page, front-page exposure.

4—Eastern Michigan’s only TV station telecasting color daily.

5—Near 10 years of one-ownership service to all Eastern Michigan.

WNEM-TV

Serving the one BIG TOP 40 market of Flint - Saginaw - Bay City and all Eastern Michigan.

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