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BUYING BALTIMORE? LET “BUD” HELP!

For the 14th year, “Bud” is ready, willing and able to help you buy Baltimore. Same stand . . . same unmatched knowledge of the market . . . . same service with the personal touch and the sensibly sharp pencil.

Ask the PETRY MAN to get “Bud” busy on your Baltimore buy—or call direct “BUD” (Willis K.) FREIERT—Area Code 301 . . . 467-3000.

WBAL-TV, BALTIMORE
Maryland's Broadcast Center, Baltimore 11, Maryland
**WINNER LAUDS BIG AGGIE'S VAST COVERAGE**

Bob Parker says, "whether it's coverage miles or sales mileage, I've found from experience that the Big in Big Aggie means exactly what it says." Bob Parker's understanding of vast Big Aggie Land and powerful WNAX-570 recently proved rewarding. His answer of 3,317 miles earned him first prize (a GE transistor radio) in Big Aggie's "Listening Miles" contest.

Big Aggie Land is a huge market as illustrated by the tremendous amount of mileage you can run up travelling through it. It's a wealthy market, illustrated by the fact that spendable consumer income last year was $2,048,890,000. Big Aggie Land can be sold only on WNAX-570 where over 80% of Big Aggie's 2 1/2 million residents listen to WNAX-570 three to seven times each week. To sell Big Aggie Land, America's 40th radio market . . . buy WNAX-570. See your Katz man.

*1962 Survey of Buying Power*
The influence of Castro Communism has washed up on many shores in the nearby Caribbean and Latin America. Just how far this insidious Cuban export has spread is of vital interest, especially to Miamians.

THE RED STAR: PART V was WCKT's answer to that question — a full hour telecast at 9 P.M. on the eve of the 9th anniversary of Castro's 26th of July movement. This program of on-the-spot film and taped interviews, the fifth installment of a series, presented an unprecedented closeup of the people most directly concerned: government leaders, their opposition, the professional people and the plain people of the eleven islands and nations within Havana's potential sphere of influence.

In recent months, WCKT film, videotape and sound crews have covered almost every major port or country in the Caribbean and Latin America, in an effort to keep South Floridians informed about the Red Star in the west...to deliver both citizenship and showmanship in one package.
THERE IS ALWAYS A LEADER, and WGAL-TV in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy WGAL-TV—the one station that is outstanding.

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

BROADCASTING, August 27, 1962
Two FCC appointments?

Although there has been no inking from White House on filling FCC vacancy, report was current last week that not one but two new appointments may be made. Speculation has it that Commissioner John S. Cross, who had been eliminated (this on direct White House authority) more than month ago might be reappointed. Notion now is that Commissioner T. A. M. Craven, whose term does not expire until next June but who reaches retirement age of 70 in January, will be asked to accept appointment by President as one of incorporators of upcoming Communications Satellite Corp. Commissioner Craven is top allocation expert and appointment would still preserve his government status looking toward retirement as well as qualify him to head U. S. delegation to Geneva conference next year.

Reversal of White House attitude on Commissioner Cross, if true, would stem from congressional pressure, and Commander Craven's lateral move would permit President to appoint someone of his own selection to FCC. Both Messrs. Cross and Craven are Democrats but haven't always seen eye-to-eye with New Frontier. If this eventuates it would fit precise pattern followed by President Kennedy on two recent appointments to Atomic Energy Commission wherein one congressionally supported candidate and one New Frontier candidate were named to fill two vacancies. While White House continued mum, it was generally thought that FCC Broadcast Bureau chief, Kenneth A. Cos., would get Craven slot if Cross is reappointed.

Haley's comet

White House intends moving swiftly on Communications Satellite Corp. appointments (story page 63). President Kennedy has asked government agencies affected for nominations for incorporators of what will become 15-man board—six named by carriers, six to represent public and three to be named by President. In addition to Commissioner Craven (see above) it's believed Andrew G. Haley, Washington communications lawyer and pioneer in space law, will be one of incorporators and directors to serve until stock is issued and sold.

FCC, it's understood, recommended that no government officials be named. Among those suggested by FCC as possible incorporators are Dr. James Killian (scientist); Robert V. Fleming, chairman, Riggins National Bank, Washington; Robert A. Lovett, former Secretary of Defense; George J. Fieldman, ex-chief counsel for House Space Committee; William Rogers, former attorney general; David Lilienthal, former chairman of TVA; Philip Graham, president of Washington Post Co. (WTOP-AM-FM-TV Washington, WJXT [TV] Jacksonville); Gordon Gray, former Secretary of Army (WSJS-AM-FM-TV Winston-Salem); Ex-Secretary of State Dean Acheson; Warren Baker, former general counsel of FCC, and Robert Munn, former NASA official.

ABC radio rating approach

ABC Radio, which has rejected expanded Nielsen radio index that's being subscribed to by CBS Radio, NBC Radio and Mutual, expects to sign for rating service as yet unidentified—within few weeks. Network expects it'll have to do some "pioneering work" to gain "full acceptance" at advertiser level for service it'll use. ABC Radio President Robert Pauley announced decision not to renew Nielsen in late spring, charging radio was being "short-changed" (BROADCASTING, June 11).

Whither Minow?

It may be premature but some of FCC Chairman Newton N. Minow's own colleagues are wondering whether he's planning to leave FCC any time soon (his term has six years to go from last June 30). While there's no word that his departure is imminent, he has said that he cannot afford to make career of government, with responsibilities of growing family—three young daughters, aged 9, 7 and 3. Moreover, he recently resigned from golf membership (he shoots in 80's) in Washington's Woodmont Country Club.

If and when Mr. Minow leaves, it's surmised he would return to Chicago whence he came to FCC in March 1961. He was member of Adair Stevenson's law firm there and also active in civic and Democratic party affairs. But there's also speculation that he might join his former client, ex-Senator William Benton (also co-founder of Benton & Bowles), whose Encyclopaedia Britannica operations are headquartered in Chicago area.

Networks plan ahead

TV networks are said to be month ahead of last year's pace in lining up new season properties. By February of this year, networks had completed bulk of plans for pilot commitments for 1962-63 nighttime schedule (BROADCASTING, Feb. 19). Reports now indicate this approximate stage will be reached for 1963-64 season as early as January 1963.

New program "type" said to be contender for '63-'64 and being offered for network-advertiser consideration at film studios in Hollywood: series with "Ivy" look. Producers reportedly are offering scripts with school background locales, which if they catch on as pilots, could vie with '62-'63 crop of medical shows. Says one agency program executive: "Nearly every producer has an educational show—dramatic or a comedy with the leads cast in the role of a professor or a student."

Co-op ad squeeze

Federal Trade Commission's crackdown on advertisers giving discriminatory advertising allowances on promotions and in test markets may affect broadcasters. FTC has held that all competitive outlets must get proportionate share of co-op advertising and product giveaways. Under this, some companies may not be able to finance test in large market, must have between one where they can afford to properly finance allowances they feel is adequate or abandon test.

Key words in rulings are "competitive outlets" and "proportionate share." FTC's takes this to mean allowances can be given to one outlet in each of separate markets but where several outlets in one market get allowances, all must be treated equally. FTC usually allows shares to be figured on percentage of purchases each outlet makes from advertiser.

Three-way race?

Signing of J. Walter Thompson by The Pulse Inc. (see page 32) may be followed by similar agreements with at least one, possibly two, other agencies at top of list. While announcement is withheld pending formalizing pact Dr. Sydney Roslow, Pulse director, has reached understanding with another big tv/radio agency, is near agreement with second. In recent months Pulse has added Benton & Bowles, Burnett and Compton. Additional acquisitions would strengthen Pulse agency acceptance to point rating service would be in serious contention with front-running ARB and Nielsen.
Down to earth facts: Cleveland is the only market in the nation's top 15 with a TV field all to itself. It's exclusive. No perimeter stations take a bite out of its TV audience. That's why WJW-TV gives you more sales impressions per dollar. Compared to the top 15 markets, Cleveland's WJW-TV delivers up to twice the spot audience on a CPMH basis. On prime evening shows, WJW-TV's CPMH per commercial minute is $\frac{1}{2}$ to $\frac{2}{3}$ less than the national average. WJW-TV Cleveland reaches 92% of the TV homes in the heavily populated, 18-county area of Northeastern Ohio—a market with 6.4 billion dollar annual retail sales. For the best buy in the TV sky, call your Storer Television Sales representative.
WEEK IN BRIEF

Syndicators are aiming their modest-budgeted series now at special audiences as market for “first run,” high budget, mass appeal syndication slumps because of network offerings and feature film availability. See...

SYNDICATORS WOO AUDIENCE ... 27

Control over overseas tv programs hinted at in Meyers memorandum submitted to White House. Proposal by Minow aide is for establishment of International Broadcast Office in State Dept. See...

GOVERNMENT GAG FOR GLOBAL TV? ... 60

Telstar may be today’s communications miracle but it shouldn’t be used to change principles of free and uncensored communications, NBC’s Sarnoff says. He sees bulk of tv programs still will be flown across ocean. See...

TELSTAR AND CENSORSHIP ... 60

Educators see need for 1,200 channels for etv—four times present reserved allocations. Report asks that educational applicants get fair shake in hearings when they contest commercial seekers for channels. See...

ETV SEEKS 1,200 CHANNELS ... 68

Direct conversion of light and heat to energy is next great step in electronics, RCA’s Engstrom tells Wescon audience. He urges development of portable power units. Lasers used to inaugurate show. See...

SEES ENERGY-FROM-LIGHT BOOM ... 74

Desi Arnaz predicts best year yet for Desilu Productions with four of its own programs on air in 1962-63 season and firm’s entry into live programming. Stockholders told of oil well drilling on lot. See...

ARNAZ SEES GOOD YEAR AHEAD ... 52

Both Canadian tv networks report good year ahead with sponsors coming in at great rate. CBC is happy with renewals and returnees; CTV is booming with tripled number of sponsor programs and 16 new advertisers. See...

TV SPONSORSHIP TIDE HIGH ... 73

Spot activity and sales territory analysis are two new services being added by ARB. Product usage of tv spot will be related to efficiency; territorial analysis will relate audience patterns to many markets. See...

ARB EXPANDS SERVICE ... 34

TAC stations splitting $16,000 in dividends from last year’s operations, meeting told. Selling locally-produced public service programs on national basis is seen as growing business. See...

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Ford Foundation is making loans to commercial broadcasters in addition to largesse for educational tv stations. Rep. Patman cites foundation’s influence in broadcasting in Hill speech. See...

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Mr. Minow speaks to our manager
(July 8, 1962)

The show is WFAA-TV’s “Let Me Speak to the Manager” — a half-hour informal session with Mike Shapiro answering mail from viewers. The guest is Mr. Newton N. Minow. The following is an excerpt from the interview:

**Shapiro:** A year and a half ago you gave a talk and the two famous words which everyone has seen in print and heard were those you used to describe television as a vast wasteland. Would you comment now... do you still think it is a wasteland?

**Minow:** Well, I think there has been a lot of improvement. I think the most encouraging thing is that broadcasters and the public are examining what the function of broadcasting is, what its problems are, and how it must serve the public interest.... What we want is to have the public participate in broadcasting — just as you are doing with this program. That’s what we are so delighted about, that you are exchanging views with your audience... and finding out what they want and what they are interested in. And we think starting this whole discussion has been a very wholesome thing.

Naturally, we are pleased to have a second public commendation from Mr. Minow. (The first came earlier this year at a meeting of the National Association of Broadcasters.)

Equally satisfying have been the inquiries from many stations in other markets. We feel we have started a trend. One that’s certainly in the right direction from the viewpoint of responsible management. We are more than willing to share the successful format of this show and other WFAA-TV local program innovations with interested broadcasters everywhere.

WFAA-TV

Channel 8 abc / WFAA-AM-FM-TV Communications Center / broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.
Kefauver, Ryan urge space bill caution

Sen. Estes Kefauver (D-Tenn.) and Rep. William F. Ryan (D-N. Y.) have urged House members to oppose efforts to "steamroll" communications satellite bill through House. They expressed their views in letter sent to all House members Aug. 23 and released today (Monday).

Sen. Kefauver led fight against bill in Senate. Rep. Ryan played same role in debate preceding House passage of similar measure in May. House is expected to vote today on Senate version rather than request conference to iron out differences (see story, page 63).

In their letter, Sen. Kefauver and Rep. Ryan said "attempt to steamroll the Senate version will prevent the House from adequate consideration of whether the changes from the House bill are in the public interest." Sen. Kefauver and Rep. Ryan favor government ownership of U. S. space communications system rather than private ownership provided in bills passed overwhelmingly by Senate and House.

"Regardless of your views" on bill, they said, "we strongly urge you not to acquiesce in an attempt to rush the bill through the House in order to bypass a conference." Their letter restates arguments they made against bill—that it is "giveaway" of government-financed development and technology in communications satellite field, and would give private corporation some of powers to deal with foreign countries that are now reserved to President.

Senate arm restores cut in FCC money for 1963

FCC would get full budget request of $14,617,000 for fiscal year that began July 1 under recommendation voted Friday by Senate Appropriations subcommittee.

Sen. Warren G. Magnuson (D-Wash.), chairman of Independent Offices Subcommittee, was reported to have urged members to restore $262,000 cut from FCC budget by House (Broadcasting, Aug. 6).

Sen. Magnuson argued that role played by FCC and other regulatory agencies is more important now than ever, according to subcommittee sources. Sen. Magnuson is also chairman of Senate Commerce Committee, which has jurisdiction over these agencies. Subcommittee recommendation still must be approved by full Appropriations Committee before Senate votes on it.

Network newsmen reply to Cuban bias charges

Two network newsmen have submitted statements to Senate Internal Security Subcommittee in reply to charges they slanted their reports on Cuba to favor Premier Fidel Castro. Charles Kuralt, CBS-TV, and John Hiavacek, NBC-TV, are also said to have provided investigators with transcripts of programs in question.

Charges were made by Carlos Todd, refugee Cuban journalist now living in Coral Cables, Fla., during subcommittee hearing last month (Broadcasting, July 23). Subcommittee source said two of several other press and radio commentators similarly accused by Mr. Todd had asked to be heard in executive session and that one has already appeared. But he declined to identify them.

Complete record of inquiry, including statements of network newsmen and executive session testimony, is expected to be issued within next couple of weeks. Subcommittee, headed by Sen. James O. Eastland (D-Miss.), may also issue report.

B-M, Hudson purchase ABC Radio fight coverage

Bristol-Myers Co. and Hudson Vitamin Products Inc. will co-sponsor ABC Radio's broadcast of Patterson-Liston heavyweight championship fight Tuesday, Sept. 25 (10:05 p.m. to conclusion).

ABC Radio's coverage of fight in Canada will be fully sponsored by Dominion Seven-Up Co., Ltd. Broadcast rights to fight cost $400,000, highest ever for coverage of championship bout, according to ABC Radio.

Agencies: Doherty, Clifford, Steers & Shenefield for Bristol-Myers and Pace Adv. for Hudson Vitamin.

FCC made example, WDKD appeal states

WDKD Kingstree, S. C., complained Friday FCC used licensee E. G. Robinson as whipping boy for industry in stripping him of license and asked FCC to reconsider decision (Broadcasting, July 30).

Statement said as jurists in frontier days earned reputation as "hanging judges" so WDKD came before New Frontier FCC at time agency planned crackdown without warning.

FCC set no guidelines for taste in programming but retroactively decided that Charlie Walker programs on WDKD were in bad taste, station said. FCC failed to take community standards into account, WDKD said, claiming Kingstree area residents were not shocked by Walker shows. Taste as to sex matters is more liberal these days, WDKD asserted.

In any case, FCC is forbidden to censor and if matter such as Walker shows can be reason for action, it must be taken by criminal courts, station said.

FCC ignored own policies by giving no weight to community support Mr. Robinson received and plentiful testimony he was operating WDKD in public interest, station said.

As to alleged misrepresentations by licensee, WDKD said, FCC has chosen to accept Broadcast Bureau's interpretation of testimony rather than Mr. Robinson's sworn statements. Station claimed Walker tapes were never properly identified as having been broadcast and that Mr. Robinson made no willful misrepresentations.

FCC also should have given weight to fact that tapes were made by competing station, which was not trying "to reform the industry" but to remove competitor, WDKD claimed.

Depriving licensee of main source of livelihood is harsher penalty than court would assess for many crimes, WDKD said.
Mr. Buchanan

Fox plans increase in tv production

20th Century-Fox Corp. is planning to increase its tv production activity as part of "firm policy" to secure significant place in field.

Company's plans were announced by Darryl F. Zanuck, president, following Aug. 23 board of directors meeting. He said he had asked board for "full authority" to organize "complete television department" to produce series. At present Fox produces only one series, "Dobie Gillis."

Mr. Zanuck said tv strengthening is part of "realistic" policy to restore Fox to "healthy condition" after five-year decline. He predicted company's net losses this year would be about $25 million (see story page 54).

Filter tips not safe cancer study indicates

Smoke-borne tobacco tar substances drawn through filter-tip cigarettes can cause skin cancers in mice, New York State public health research team reported Friday (Aug. 24). Scientists said tumors were induced by every brand of cigarette tested (six), but smoke from filter-tip cigarettes (two) yielded one-third tar content of that in standard cigarettes. Researchers said implications were "indirect, but significant."

Study was undertaken to determine if cancer risk had been eliminated or reduced by cigarette modifications in recent years.

Commenting on report, T. V. Hartnett, chairman of the Tobacco Industry Research Committee, said, "... human-type lung cancer has never been produced in animals as a result of having them inhale tobacco smoke throughout their lifetimes."

ABC-TV signs two affiliates

ABC-TV Friday (Aug. 24) announced addition of two new primary affiliates, bringing total to 129. WLOX-TV (ch. 13) Biloxi, Miss., with Sept. 10 target date, will carry full ABC-TV schedule, according to Robert Coe, ABC vice president in charge of tv station relations, and James Love, president of WLOX-TV.


Collins backs Javits plea for Senate tv

LeRoy Collins, NAB president, on Friday (Aug. 24) hailed suggestion that radio and tv be allowed to cover U. S. Senate sessions. Resolution to permit live coverage of Senate proceedings was introduced last week by Sen. Jacob K. Javits (R-N.Y.) (see page 62).

Expressing hope that Senate Rules Committee will act favorably on Javits' resolution, Gov. Collins added: "I likewise hope that the resolution will not go unnoticed on the other side of the Capitol and that the House of Representatives, in its wisdom, sees fit to open up its proceedings both in the chamber and in the committee rooms to the American people through radio and television."

Senate permits radio-tv coverage of committee proceedings at discretion of chairmen, but forbids live pickups from Senate floor. House has blanket prohibition against radio-tv equipment in both floor and committee hearings.

Public Service takes FCC to court in ch. 10 bid

Public Service Television Inc., owner of former ch. 10 WPST-TV Miami, Fla., Friday (Aug. 24) asked U. S. Appeals Court to review FCC action last month (Broadcasting, July 30) dismissing its application for same facility now held by L. B. Wilson Co. (WLBB-TV). L. B. Wilson was given four-month license after Public Service (National Airlines subsidiary) and two other applicants were disqualified because of off-record contacts during original hearing. In addition to L. B. Wilson, there are two other applications for the Miami vhf.

Walter Reade, Sterling merge to form new firm

Stockholders of Walter Reade Inc. and Sterling Television approved merger of two companies into Walter Reade-Stirling Inc., it was announced Friday (Aug. 24).

Walter Reade Inc., theatre chain and motion picture production-distribution concern, thus becomes publicly owned company after being privately held for over 50 years. Sterling is tv production-syndication company. Walter Reade Jr. is chairman of board of new company and Saul J. Turrell is president.

New talent for NBC-TV

Ena Hartman, Negro fashion model who grew up on Arkansas sharecrop farm, signed long-term contract with NBC-TV Friday (Aug. 24) as a new "talent discovery."

Spokesman said what shows she'll be on is future decision. Long-term pact, said to be five years, is believed first of its kind for Negro.
How do we win the response and respect of millions of listeners?

We inform them

We warn them

We protect them

We caution them

We appeal to them!

It's not always easy to influence millions of people. The ABC owned radio stations do it with clear, concise community action campaigns that make their points fast. One told how vital it was to get polio shots... another educated listeners on water safety... another went all out for safe driving... still another advocated active support for Radio Free Europe. These are typical of how each of the six ABC owned radio stations are involved in the well-being of their communities.
Take the biggest hits from Broadway's best musicals...

MY FAIR LADY
SOUTH PACIFIC
OKLAHOMA!
PAJAMA GAME
THE BELLS ARE RINGING
PORGY AND BESS
SOUND OF MUSIC
ANNIE GET YOUR GUN
THE KING AND I
CAROUSEL
PAL JOEY
KISMET
CAN CAN
BRIGADOON
SHOW BOAT
FINIAN'S RAINBOW
OLIVER

...and many more

...Set to the toe-tapping, hip-swinging beat of Latin rhythms.

Dress the stage with lavish costumes, spectacular sets, big production numbers...
and it's...

BROADWAY GOES LATIN

39 sparkling half-hours of tremendous entertainment—refreshingly new—for regional and local sponsorship

Already sold to

Ballantine Beer and

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starting as host

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KING OF LATIN-AMERICAN MUSIC
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and Guest Stars...

Xavier Cugat and Abbe Lane
The Platters
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Tito Puente
George Shearing
Toni Arden
Carmen McCrae
Barbara McNair
Van Dorn Sisters
PLUS MANY, MANY MORE
WITH THE EDMUNDO ROS FULL AD BAND ORCHESTRA, COMPLETE CHORAL AND DANCING GROUPS

Leading the world in television program sales

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100 University Avenue • Toronto 1, Ontario • Empire 2-1166

Mexico City • Paris • Rome • Buenos Aires • Sydney • and offices in principal cities in 45 countries around the world

Call collect for your market availabilities...
DATEBOOK

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

*Indicates first or revised listing.

AUGUST

Aug. 27-30—American Society of Association Executives, 43rd annual meeting. Eight major segments of nation's economy will be discussed. Among panelists will be Harold E. Hill, administrative vice president, National Assn. of Educational Broadcasters, discussing education and communications. Mayflower Hotel, Washington, D. C.

Aug. 31-Sept. 9—World's Fair of Music & Sound. An international exposition devoted to every area of the music and sound industries. McCormick Place, Chicago.

SEPTEMBER

Sept. 4-5—Atlantic Assn. of Broadcasters annual convention at the Nova Scotia Hotel, Halifax, N.S. The meeting was to have been held in mid-June but postponed because of Canadian federal elections on June 18. Jack Fenety, CFNS Fredericton, N.B., will preside.

Sept. 4-7—National Advanced-Technology of Washington, seven professional engineering groups and a number of technologically oriented business firms. Keynote speaker will be Sen. Warren G. Magnuson (D-Wash.). Opera House, World's Fair, Seattle, Wash.

Sept. 6-8—New York State Broadcasters Assn.'s first annual executive conference, Gideon Putnam Hotel, Saratoga Springs, N. Y. Reservations are to be submitted to the NYSBA executive office in Albany.

Sept. 7-10—American Statistical Assn. and related groups, Leamington and Curtis Hotels, Minneapolis.

Sept. 10-13—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, Cape Cod area.


Sept. 15—UPI Broadcasters of Pennsylvania annual meeting at Nittany Lion Inn at State College, Pa. Part of this year's sessions will be held in conjunction with the first meeting of the Pennsylvania News Broadcasters Assn.

Sept. 16-18—Louisiana Assn. of Broadcasters, annual convention and business meeting, Royal Orleans Hotel, New Orleans.

Sept. 16-18—Louisiana AP Broadcasters meeting in New Orleans.

Sept. 17—Deadline for comments on FCC proposal for a new class of service to promote educational TV by using channels in the 1990-2110 mc or 2550-2680 mc bands to transmit to schools.

Sept. 18—League of Advertising Agencies, dinner meeting, "The increasing importance of small and medium size agencies in our marketing structure." Meeting place in New York to be announced.


Sept. 20—Comments due on FCC proposal to amend its rules to permit the use of automatic logging devices.

Sept. 20—Deadline for comments on FCC proposals to permit public inspection of network affiliation contracts and to amend rules relating to multiple ownership of broadcast properties postponed from Aug. 20.

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


Sept. 21-23—New England Stereo-High Fidelity Show, Mid-Town Motor Inn, 220 Huntington Ave., Boston. Admission will be 75c. There will be a preview of the show for members of the trade and the press starting at 6 p.m. Sept. 21.

Sept. 21-23—East Central area AWRT conference, Green Meadows Inn, Columbus, Ohio.

NAB Fall Conferences

Oct. 15-16—Dinkler-Plaza, Atlanta

Oct. 18-19—Biltmore, New York

Oct. 22-23—Edgewater Beach, Chicago


Nov. 6-9—Sheraton-Dallas, Dallas

Nov. 13-16—Sheraton-Kansas City

Nov. 15-16—Brown Palace, Denver

Nov. 19-20—Sheraton-Portland, Ore.
WSBT-TV builds a new South Bend market...

There's new steel in the South Bend sky. It's WSBT-TV's 1047-ft. tower now creating a new market exclusively for WSBT-TV advertisers. With power raised to 480,000 watts, WSBT-TV is Indiana's and Michigan's most powerful station. Our audience potential swells to nearly 1,080,000* (1000 viewers per tower-foot) ... advertisers receive an immediate bonus of nearly 333,500* potential viewers all outside of the South Bend metro core! For ten years the best buy in South Bend, WSBT-TV is now even better. Top CBS shows and popular local programming make WSBT-TV's exclusive new market a best buy on any list. Yes, WSBT-TV has a big stick in the sky; it's the new standard of measure for the South Bend market. Get the details before you make your next TV buy in South Bend.

*Based on 1960 census and FCC Predicted Service Contour.

WSBT-TV
SOUTH BEND, INDIANA
Channel 22
Paul H. Raymer, Inc. * National Representative
PROGRESS IN
ATOMIC POWER

More than 120 investor-owned electric light and power companies are participating in many different types. This is a $700,000,000 effort to find the best ways to produce low-cost electric power through atomic energy.

Atomic power today is contributing to the electric supply of nearly five million electric company customers in Pittsburgh, Chicago, New York, New England and California. Other millions of families, factories, businesses and farms served by the companies’ interconnected power lines use it, too.

Of course, most of the electricity we now use is generated in conventional power plants. About four-fifths of it is produced in plants where coal, oil or gas heats water into steam to drive turbo-generators which produce electricity. Much of the rest is made in hydroelectric plants. Only a small part of our power now comes from nuclear sources. But it is an important part, and the investor-owned companies are intent on seeing it continue to grow.

One of the long-range goals of the investor-owned companies’ extensive development program is to find the best and cheapest ways to produce electricity—to make sure the American people have an abundant supply of low-cost power in years to come. Fortunately, the United States is amply supplied with conventional fuels: coal, oil and gas. But nuclear fuels will be an important supplement to these energy sources.

One of the atomic power plants being built by an investor-owned electric company is Consumers Power Co.’s 50,000-kilowatt station at Big Rock Point, Mich.


When the first self-sustaining nuclear chain reaction in history was accomplished in 1942, development of atomic energy immediately came under strict government control. For military reasons it remained so until 1954, when Congress made it possible for electric companies to own and operate atomic power plants.

In the beginning, the electric companies and others in the atomic power field were faced by a twofold challenge. First, they had to develop new machinery and methods for producing electricity in nuclear-fueled plants. Beyond this lay the equally important continued
PROGRESS IN ATOMIC POWER continued

necessity to produce this electricity at costs no higher than power produced in conventional plants, which over the years have been constantly improved in efficiency.

The technical feasibility of producing atomic power has been proved beyond any doubt, and its economic feasibility is near in areas where the cost of conventional fuels is relatively high. Widespread research and development will continue until the most efficient types of reactors for producing electricity are fully determined.

Our nation's approach to nuclear power is both broad and diversified. It involves many different reactor types. In this program, the investor-owned electric companies are working in cooperation with the Atomic Energy Commission, equipment manufacturing companies, engineering construction firms, and various other organizations. Together, they are carrying on the world's most comprehensive program to develop full and economic use of nuclear energy in the production of electric power.

Investor-owned electric companies are now operating or participating in the operation of seven nuclear power plants. The plants that were in operation in 1961 produced, during that year, over two billion kilowatt-hours of electricity. During 1962 three more nuclear power plants sponsored by investor-owned electric companies are scheduled to begin operation. Two other plants are scheduled for operation early in 1963. There is another reactor plant under construction. There are three more in preliminary design or under contract negotiations. Electric companies are also participating in eight other nuclear research, design and study projects.

In some of these projects a number of electric companies are grouped together to share the cost of the extensive research, development, design, testing and construction. Some are being financed entirely in the free market by investor-owned electric companies working independently. In others, the AEC and equipment manufacturers are providing assistance.

Electric companies are constantly searching for ways to provide more and better electric service to benefit every man, woman and child in the nation. Their atomic power program is only one aspect of a broad research effort involving problems of generation, transmission, and distribution of electricity—part of their continuing expansion of electric supply systems.

Today, the total power production of the United States is about 884 billion kilowatt-hours a year. Forty years from now, total power production for the...
An aerial view of Consolidated Edison Co.'s 275,000-kilowatt nuclear power plant at Indian Point, New York.

Southern California Edison Company operates the conventional portion of the Santa Susana nuclear power plant near Los Angeles.

Commonwealth Edison Co.'s 180,000-kilowatt Dresden Nuclear Power Station near Chicago. Nuclear Power Group also contributed to the plant.

Construction begins at Peach Bottom, Pa., on the 40,000-kilowatt atomic plant of Philadelphia Electric Co. and a group of 53 other investor-owned companies.

Yankee Atomic Electric Company's 150,000-kilowatt nuclear station—built by 10 New England companies.

An engineer at work in the 100,000-kilowatt Enrico Fermi plant being built by the Detroit Edison Co. and Power Reactor Development Co.

continued
United States will probably be in a range of from six to ten trillion kilowatt-hours. But whatever the figure, the investor-owned electric companies stand ready and able to meet the full electric power needs of all Americans.

The source of this electric power? It will come in part from falling water, in part from coal, oil, or gas, and—to the full extent it is better or more economical—it will come from the use of atomic energy.

**ELECTRIC POWER COMPANIES ARE PARTICIPATING IN...**

**PROJECTS IN OPERATION**


3. AEC-DUQUESNE LIGHT CO. (a)

4. AEC-SOUTHERN CALIFORNIA EDISON CO.—ATOMICS INTERNATIONAL (SANTA SUSANA) (a)

5. GENERAL ELECTRIC—PACIFIC GAS AND ELECTRIC CO. (VALLEYSLEX) (a)


7. CONSOLIDATED EDISON CO. OF N. Y., INC.

**PROJECTS UNDER CONSTRUCTION OR DESIGN**


9. PACIFIC GAS AND ELECTRIC CO. (HUMBOLDT BAY)


12. CONSUMERS POWER CO.


14. PACIFIC GAS AND ELECTRIC CO. (GODDE field)

15. SOUTHERN CALIFORNIA EDISON CO.—SAN DIEGO GAS & ELECTRIC CO.

16. NEW ENGLAND ELECTRIC SYSTEM

**STUDY, RESEARCH AND DEVELOPMENT GROUPS**


**INVESTOR-OWNED ELECTRIC LIGHT AND POWER COMPANIES**

...serving more than 140,000,000 people across the nation

Sponsors' names on request through this magazine

**BROADCASTING, August 27, 1962**

19
Sept. 21-23—Southwest area AWRFT conference, Sheraton-Dallas Hotel, Dallas, Tex.

*Sept. 22—New applications of video-film and video-tape in defense and aero-space industries will be reported by Robert B. Steel, senior developmental engineer for the UNIVAC Space Engineer Center of Sperry Rand at the symposium on educational TV sponsored by SMPTE at Los Angeles State College (see below). Mr. Steel's report is based on a two-year survey of tape usage for training in the military and aero-space television markets.

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

Sept. 22—Minneapolis Broadcasters Assn., annual convention, Leamington Hotel, Minneapolis.

Sept. 22-29—Institute of Radio Engineers, 12 annual broadcast symposium, Willard Hotel, Washington, D. C. 

Oct. 2—Eight annual conference of the Advertising Research Foundation, Hotel Commodore, New York City. Keynote speaker will be Irvin Mason Jr., president, Union Carbide Corp.

Oct. 2-9—New York High Fidelity Music Show, N. Y. Trade Show Bldg.

*Oct. 3—Deadline for comments on FCC proposal to reallocate the microwave bands 6420-6575, 10550-10620 and 11700-12200 so that certain portions can be used exclusively for common carrier mobile and private mobile use.

*Oct. 4—Deadline for reply comments on FCC proposal to change requirements for on-duty operators at certain classes of radio stations so that part-time duty by first class radiotelephone operators would be permitted, provide the operator requirements for routine operation of the transmitter are upgrade.

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

Oct. 8-7—Missouri Associated Press Radio-TV Broadcasters, Arrowhead Lodge, Lake Ozark, Mo.

*Oct. 8-10—Eighteenth annual National Electronics Conference at Chicago's new lakefront exposition center, McCormick Place.


*Oct. 11-12—North Dakota Broadcasters Assn. 11th annual convention at The Plainsman Hotel, Williston, N. D.


Oct. 15-19—Audio Engineering Society, 14th annual fall convention. Deadline for papers to be presented will be FM stereo broadcasting and modern telephony. Deadline for abstracts is June 1, Barbizon Plaza Hotel, New York.
Award-winning buildings show Bell System a good neighbor in communities it serves

Last year the Bell System spent some $200 million on building projects around the country.

Recently, a panel of prominent architects was invited to judge 350 telephone buildings on the basis of their architectural solution, design excellence, identification, adaptability for expansion, and harmony with the surrounding neighborhood. Before judging, the buildings had already been screened for reasonableness of cost. Four of the 39 honor and merit award winners are shown above.

These buildings represent much more than just money spent on construction.

They testify to the fact that wherever it operates, the Bell System tries to be a good neighbor. Very often, telephone buildings must be in the heart of a business or residential community. Every effort, therefore, is made to conform—and contribute—to the attractiveness of the surrounding area, and do so at reasonable cost.

Leading architects are commissioned. Construction materials are selected for their permanence and appearance as well as their economy. Landscaping is carefully done.

The results are buildings that you can be proud of—worthy of the world's finest telephone service.
The passing of time brings changes in radio. Musical tastes—programming—personnel—all vary through the years. However, just as Monument Circle, a famous Indianapolis landmark, remains unchanged.. one challenge facing the broadcaster—community service—remains relatively unchanged. There are continuous stories to be told... causes to be promoted.

WIBC has worked to fulfill these needs as they arose. Junior Town Meeting and Young America Sings were started in 1950 to spotlight the city's schools. Indianapolis Forum (1952) and Indianapolis Today (1953) were designed to point up and discuss community problems and issues. Vision Unlimited (1959) and Telescope (1960) were conceived to tell the story of governmental activities and cover in-depth those stories having socio-economic effects on the community.

In spite of the passage of time, all these programs remain on WIBC. They are only one of the reasons WIBC has maintained the largest audience morning, afternoon and evening in Indianapolis and Indiana.*

*Pulse Metropolitan Area Survey, April, 1962
*Pulse 46-County Area Survey, April, 1961

Religious radio
EDITOR: Comment has been made in recent issues of Broadcasting concerning something "new," religious radio [OPEN Mike, Aug. 13; The Media, April 30]. KPDQ has scheduled top gospel programs since 1947. . . . —David M. Jack, manager, KPDQ-AM-FM Portland, Ore.

Audio monitoring
EDITOR: Regarding your article on monitoring service for proof of radio programming, Broadcasting, Aug. 13], you may be interested to know that we have been providing monitored audio tapes of regional and national network radio stations for advertising agencies, sponsors directly, competing radio stations and networks and main offices of regional and network station chains since 1959!—Richard Drost, president, Air Check Services Corp. of America, Chicago.

OPEN MIKE®
Radio-tv buying
EDITOR: Your lead article, "Most radio-tv buyers specialize" [Broadcasting, Aug. 13], was most interesting and constructive. This type of exploration on your part is in my opinion very helpful to us all. Please do keep up the very fine work.—Sam B. Vitt, vice president and media director, Doherty, Clifford, Steers & Shenfield Inc., New York.

Fair warning
EDITOR: Here's the way we protect our property around WCSC-AM-FM-TV— John M. Rivers, president, WCSC-AM-FM-TV Charleston, S. C.
Assignment:
A different way of telling the same old story – that KLZ-TV is still number one in Denver!

The facts:
1. KLZ-TV is #1 from 9:00 am until midnight, seven days a week, in the ARB Broad Day-Parts summary.
2. KLZ-TV has 28 of the top 50 shows in the Denver market.
3. 8 of the top 10 syndicated programs are on KLZ-TV.
4. The highest rated morning (11:00 am) newscast is on KLZ-TV.
5. KLZ-TV rates number one with its afternoon (3:00 pm) newscast.
6. The 10:00 pm new on KLZ-TV outrates all competing newscasts by more than 2 to 1.
7. KLZ-TV has the number one weather show in Denver.
8. Sports is number one on KLZ-TV – both local daily sports programs and the CBS-TV "Game of the Week."

Note: All information above from the June ARB and is available through the Katz Agency.
MONDAY MEMO from Dr. MARK MUNN, ad research supervisor, Gardner Adv. Co.

"Do-it-yourself" research can help stations sell, program better

Whether we like it or not, in the fiercely competitive battles that are taking shape before us in the worlds of marketing and media, our continued growth and success may very well depend on how carefully we attend to and use the implements of our trade. For example, consider research.

Research has long been accommodated by some station executives as merely a necessary evil to satisfy the whims of agencies or advertisers. Just roll up the highest numbers and all is well, they say.

Others, more alert to the trends and times, realize that research is becoming as important a working tool in broadcasting as the microphone, the camera or the programs pumped into them.

Double assist - It doesn't matter whether broadcasting is perceived as show business or plain business, as a purveyor of popular cultures or a pied piper leading us from desert wasteland to cultivated satiety, research can do two things for the broadcaster. First, it can help him to assess his position, help him become a better purveyor, piper or whatever he had in mind. Second, it can help him sell the commodity in which he deals—time.

Research in broadcasting presents a curious combination of abundance and malnutrition. As a whole, broadcasting probably has done more and better than other media to provide the "numbers" which the critics castigate when they are without some better subject—more to measure the size of audience.

In fact, more research services using more varied techniques to produce more measurements of the listening and viewing public are available to broadcasting than are available to other media. But these measures pertain only to audience size—the number of households or persons attentively or inattentively exposed.

Judging solely by the number of services and the frequency with which they emit reports, broadcasting is, if anything, over-researched. Yet the uses to which such data are put are not always inspiring. Too often the result is only the claim that Station A has more sets tuned in than any other. The worth of the "sets" is ignored.

Room to grow - Much more is needed. The next step is to provide detailed data on those sets, far more than just the numbers of men, women, teenagers and children offered by some services and far more than the extra detail provided at the network level.

It is in this area that the print media, particularly magazines, have provided far more detail than broadcast. Yet the broadcaster, by adding only a few dimensions such as social class and total exposure by medium, could help himself immeasurably to determine whether he is talking to those who need purveying or piping.

At the same time the broadcaster could tell the advertiser and the agency whether he is, in fact, reaching the audience for which he has aimed—whether it be all willowy blondes or male cigarette smokers who sit in the Polo Grounds bleachers on Wednesday afternoons. It is almost unbelievable that today when research services offer to provide such information, they are met with resistance from some station managers who still consider that just the "numbers" are sufficient.

The land of "why?" is still almost virgin territory for the researcher. The "why?" questions cannot be asked without pause seem to be legion: What is the effect of a given program on a given commercial? Is there, in fact, no effect of any kind? What kinds of programs and commercials are most effective with married people? Divorced? What happens with repetitive exposure? (Here the cumulative audience measures provided by some services contribute.) What occurs when the same story is told in different commercials? When are media combinations used?

Whose responsibility? - Possibly to spare themselves the pain of the additional labor and an equally painful outlay of cash, broadcasters sometimes suggest that these questions really are an "industry problem" and hence should be undertaken by some industry-wide organization. I disagree. While it may often prove to be a personally satisfying solution, the technique remains obviously unproductive.

Promotional organizations have their own axes to wield and whet, while a trade association is more properly concerned with bigger issues in representing an industry. Monolithic research organizations may be committed to a single approach, or they may so dilute research to obtain agreement that an unsolved problem remains unsolved.

Academic research grants can help in some circumstances, but the university may be hampered by distance from the problem, a plethora of graduate students long on theory and short on experience, or inadequate funds to really do the job.

Time to act - Action toward solving the problem more properly would seem to reside with the broadcaster. The "do-it-yourself" era may be peculiarly appropriate. Broadcasters must awaken to the fact that they can, if they really wish to, hire qualified research people of their own and broaden their existing research program or create one.

These researchers can address themselves not only to the "why?" questions, but also to improving the existing measures of audience size. Their work can supplement and complement that of the outside services.

Such internal research should be removed from the aegis of sales or promotion. With high standards, such research can produce findings of merit which can be expected to earn wide acceptance.

No one program can provide all the answers to all the "why?" questions, but bit by bit, the answers can contribute individual pieces to the total puzzle—if broadcasters will learn to use the normal trade and academic channels available to share them.

Properly communicated, piece by piece, we ultimately can expect to learn why radio and tv do what they do. The result: the purveyor can become a better purveyor, the piper a better piper.

Dr. Mark D. Munn joined Gardner Adv. last January as advertising research supervisor. Before that he was manager of research for the broadcast properties of WGN Chicago and worked in research for that group for five years. Earlier for two-year periods each he served on the journalism faculty of U. of Washington and Indiana U. He earned his B.A., M.A. and Ph.D. at Ohio State U., majoring in mass communications. A native of Cleveland, Dr. Munn is married.
WHERE’S GEORGE?

Three name droppers lunch at the Three Seasons. Each orders the same thing, paying $10 apiece in advance. After lunch, however, they complain that the chilled artichoke hearts stuffed with blanched truffle whip were rather tepid. The maître d’ cuts the check to $25, sends the waiter back with a $5 refund.

The waiter, fearing he might not get a tip after the truffle rebuffal, gives each man only $1 and pockets the other $2. Thus each man has paid $9, making a total of $27. Add this to the waiter’s $2, and the grand total is only $29. What happened to the other dollar?*

If you can explain this money dilemma, we’ll send you an exciting new prize. We’re offering several so tell us what you’ve already won.

*Speaking of dollars—put your money on WMAL-TV’s late-night strip starting in October. “Thriller,” “Surfside 6,” “Checkmate,” and “Adventures in Paradise” will be seen, Monday thru Thursday at 11:30 pm; Friday, 1st-Run Movie at 11:30 pm and 1st-Run Movie on Saturday at 11:15 pm. Better place those orders now. Check H-R for avails.
WKRG-TV delivers 100% more TV homes, 9:00 AM to Midnight, than either Station A or Station B in Mobile-Pensacola. ARB, June, 1962.

Effective Immediately Call
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager
SYNDICATORS WOO SELECT AUDIENCE

- Big-budget, mass-appeal shows make way for new product
- Today's less expensive series is targeted toward special groups
- Seventeen in this category in production or planned for shooting

The first-run syndicated series, long identified with high budgets and mass interest, is giving way to a new breed of programming.

In its place, and yet not replacing it, is emerging a first-run species characterized by more modest budgets and special audience appeal.

A Broadcasting canvass of leading film producers, distributors and station officials last week found agreement that a virtual death knell was sounded for first-run in the meaning customarily given to it—programs with high budgets, 39 episodes, mass appeal, prime-time slotting and action-adventure dramatic formats.

Only two U. S.-produced first-run series of mass appeal are scheduled to be released this fall and the early part of 1963. They are Ziv-United Artists' The Story Of—, a half-hour series depicting in dramatic and documentary fashion the lives of persons with unusual occupations or avocations (jockey, big-game hunter), and Tongaloo, a half-hour adventure series set in the jungles of Mexico, which is being produced by Albert Gannaway for distribution by CBS Films.

British Film — Another series that will be first-run in the U. S. is a British-produced half-hour adventure series, Ghost Squad, which already has been shown in Britain, but is being released for the first time here by Independent Television Corp.

In addition, new production of series that have been in syndication over the past year has been scheduled by Ziv-UA on Ripcord and Official Films on Biography. Official Films reported that a second-year cycle of Biography is planned even though some stations which have bought the first-year version have not yet begun to telecast it.

In sharp contrast to the somber mass-appeal first-run picture is the one being projected by its special-appeal counterpart. At least 17 special-appeal first-run series are being produced or are in the planning stages for 1962 or early 1963, Broadcasting learned.

A New Type — The new type of first-run is characterized by comparatively low production budget, special audience appeal, varied formats and artistic forms (drama, entertainment, documentary, sports, children's show) and, generally, fringe-time scheduling.

The striking difference between the mass-appeal and special-appeal first-run can be gauged by the names of the programs. The former included such series as Ziv-UA's Cisco Kid, and I Led Three Lives; Flamingo Films' Superman and O.S.S.; Screen Gems' Manhunt; National Telefilms Assoc's. The Third Man and Official Films' Decoy. The special-appeal programs include Storer Programs Inc.'s Communism: R.M.E., Trans-Lux TV's Guest Shot, Walt Framer Productions' The Big Payoff, Westinghouse Broadcasting's The Steve Allen Show and Seven Arts Assoc's. Boston Symphony Specials and En France (adult instruction in everyday French).

The phrase, first-run syndication, can be applied, technically speaking, to any series that is offered for presentation for the first time. Some industry executives last week insisted that the term developed to mean the high-budget programs that were intended to be shown in prime time and not the moderately-priced series that now are being touted as "first run."

But semantics aside, the decline of the mass-appeal first-run began in 1957. This segment of film distribution reached its apex in 1956 when 29 first-run series were released. In each succeeding year, the total has dwindled.

The reasons for the downfall of the high-budget, first-run series are varied. Among those cited by distributors and station officials are:

- An oversupply of film programming that began to develop in 1957 as the large number of syndicated series were supplemented by the release of major studio feature films.
- Costs of syndicated series which went higher and higher each year, finally making it uneconomic for a station to buy and for a company to produce and sell them.
- Prime-time periods available for syndication shows diminished as networks began to offer programs for slots before and after customary option-time periods.
- The slow-down in first-run produc-

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Power increase brings 'love note' to FCC

Dick Gilbert, owner of KYND, Ariz., celebrated his 40th anniversary in radio and at the same time received permission from the FCC for a power increase to 50 kw, non-directional.

Elated, Mr. Gilbert wrote the FCC:

I send you thanks, dear FCC,
Because you have been KYND to me
By granting a substantial rise
In power to this enterprise.
Your wire, coincidentally,
Came on my anniversary
Of forty years in radio;
A joyful day, made doubly so.
Your KYNDly wishes gave me a thrill
That lingers yet, and always will.

To not a one could I object—
But did it have to come collect?
I promise you to do my best
To serve the public interest,
Convenience, and necessity.
This is my pledge, dear FCC.
I really want to thank you lots
For all those fifty kilowatts
And do extend my KYNDest wishes
Along with love and hugs and kisses.
(signed)
Dick Gilbert of KYND
A very happy licensee!

P.S.: Dear Friends, don't be afraid,
I'm sending you this wire prepaid!
SYNDICATORS WOO SELECT AUDIENCE

tion was aggravated by the release of a large number of off-network programs competing for the shrinking time slots.

* The regional advertiser, who was a bulwark of sponsorship in the early- and mid-1950’s, virtually disappeared from the syndication field because of ever-rising costs and the shortage of time periods.

Screen Gems, for more than 10 years an active producer and distributor of first-run series, is absent this year. Robert Seidelman, vice president in charge of SG’s syndication sales, said the company “has no plans in the immediate future to produce first-run shows because the climate is not right. We just don’t think it’s economic.”

A spokesman for MCA echoed these sentiments, saying also his organization will concentrate mainly on network production, the sale of feature, off-network and re-run programs in the U. S. and abroad.

Financial Status * The decline in first-run production and distribution of mass-appeal shows however does not mean that companies surviving the transitional period are worse off financially than they were four or five years ago, some syndicators pointed out. These companies no longer have to invest substantial funds to produce and distribute series but can turn their attention to more lucrative areas, such as production for network use and sale of programs already in their libraries to stations here and abroad.

Two significant developments arose recently. Warner Bros., Desilu Productions and Four-Star Productions established syndication units to sell their off-network programs to tv stations, and Ziv-United Artists, which changes its name to United Artists Television Inc., on Sept. 1, has given up its production facilities on the West Coast. Henceforth, when producing a series, Ziv-UA will hire independent producers, who will lease necessary studio space, following a pattern set by parent company, United Artists Corp., in the motion picture field.

Several distributors see the upsurge in special-appeal programming as a consequence, in part, of the virtual demise of first-run, high-budget shows. These show types have been produced in former years to a lesser degree, but now producers are turning to them as other routes for tv exposure of their programs become choked off.

Special-appeal programs can be “bread-and-butter shows for some producers and distributors,” the programming director of a station group commented, “but they can never get the exposure or bring in the money that the first-run shows, as we used to know them, did in the past. But I think they will serve a useful purpose in bringing balance and diversity to a tv station’s schedule.

These first-runs appear to have gained an impetus from these circumstances:

* A station need for moderately-priced shows stations can carry in certain time periods, usually outside of prime time, that will appeal to a specific audience (children, sports fans, music lovers, jazz aficionados, culture seekers).

* The prevailing climate for shows of a more “uplifting type,” spurred by pressures from the FCC and opinion leaders.

* The attitude by some producers that a name star or show can “come back” has prompted new versions of syndicated series, starring such favorites as Jerry Lester, Steve Allen and Liberace and has encouraged the revival of a once-popular program like The Big Payoff.

* The diversification into program production by such organizations as Westinghouse Broadcasting, Storer and Seven Arts Assoc. would be, understandably enough, in areas in which their investment would be reasonable and their efforts on a limited basis.

A summary of special appeal first-run program series follows:

Walt Framer Productions—This company is producing and distributing a new series of the former network show, The Big Payoff, a half-hour daily program which will begin on Sept. 3. The series already has been purchased in 40 markets. One of the first of the audience participation shows, The Big Payoff was telecast by CBS-TV for nine years.

National Telefilm Associates—Probe, a half-hour weekly series with Dr. Albert Burke, is being produced and syndicated by NTA with Burke Assoc. It has been sold in 25 markets. Robert Rippen is the producer. The series, which spotlights Dr. Burke in the role of interpreter of thorny, present-day issues, is a new version of the educator’s program, A Way of Thinking.

Arrowhead Productions—This firm is bringing back former tv star Jerry Lester in a new syndicated show called Weekend. The video-taped one-hour show is slated for late Saturday and Sunday evening showings. (One station in a major market is scheduling it in the 10-12 p.m. period Saturdays instead of over the two weekend nights.) Already sold to seven stations, Weekend debuts Sept. 29. Mr. Lester originated the late night tv format with Broadway Open House, a network variety show.

A scene from “Tongaloa,” action-adventure series set in the jungles of Mexico, which is being distributed by CBS Films. The only two U. S.-produced mass-appeal first-run syndicated offerings are “Tongaloa” and “The Story Of—.”

Well-known personalities are shown in their off-business activities in “Guest Shot,” a new series in syndication by Trans-Lux Tv. George Jessel shows and discusses his hobby of collecting photographs of famous people.
of several years ago.

Westinghouse Broadcasting Co. — Westinghouse is offering three first-run programs for syndication this season. Its most ambitious project is The Steve Allen Show, a one and one-half hour variety program sold in 22 markets and already on the air in some cities. A second series is Children’s Spectaculars, 12 hour programs covering various aspects of the entertainment arts (magic, circus, symphony and folk songs), intended for release once a month, starting in late October. The third, currently in production, is Legacy of Light, 10 half-hour dramatizations of stories dealing with the ten commandments. WBC sales are handled by WBC Program Sales Inc.

Screen Gems—SG is serving as distributor of the David Susskind-James Fleming “Festival of the Performing Arts” series of 10 one-hour special programs, covering dramatic readings, poetry recitals and concerts by well-known individuals. It was carried this past spring in New York and Washington and is being sold now by SG in other markets.

Seven Arts Assoc.—Four syndicated series are offered by Seven Arts. They include the Boston Symphony Specials, 13 one-hour taped programs converted to film. It has been sold in 22 markets. The company also is producing the Emmett Kelly Show, a half-hour program in which the well-known clown performs some of his antics. It will be released for sale in early October.

Seven Arts also is distributing two foreign-made series—En France, 26 half hours of adult programming in every-day French (produced by Libraire Hachette in association with Time Inc.) and Armchair Theatre, 43 one-hour dramatic series produced in Britain by Associated British TV Ltd.

Storer Programs Inc.—Two first-run series are in distribution by Storer. The first is Communism: R. M. E., 26 half-hour filmed programs exploring various facets of life in a Communist country (education, leisure time, working conditions, agriculture), which is being co-produced in association with United Press International and United Press Movieone news. The second is B’wana Don in Jungle-La, a half-hour series aimed at interesting children in animals of all kinds.

Trans-Lux Tv—This company is distributing and co-producing a half-hour taped series called Guest Shot. Patterned after Person to Person, the program attempts to offer glimpses into the lives of well-known personalities when they are away from their jobs. Segments have been made, for example, on Keenan Wynn as a motorcycle driver; Jerry Lewis as a hi-fi addict and Cornell Wilde as a fencer. Trans-Lux TV reports it will make a sales push on Guest Shot in a few weeks.

Independent Television Corp.—ITC is distributing a new syndicated series, Broadway Goes Latin, which is under production in London by Associated Television, parent company of ITC. The series will be carried in Britain simultaneously with its showing here. It will feature name guest stars singing Latin American versions of top Broadway show tunes. Ballantine Beer and R. J. Reynolds have bought the series for showing on a New York station.

Meadowlane Productions — Jazz Scene U.S.A. has been purchased by Westinghouse Broadcasting Co. stations from this production company that is headed by Steve Allen. Jimme Baker will produce the 39-half hour telecasts.

Pin-pointed particularly to aficionados of Latin music is a new half-hour series, “Broadway Goes Latin,” which is being produced in London by Associated Television for distribution in the U. S. by its subsidiary, Independent Television Corp. This scene shows Samson Batalla, a limbo dancer, performing his specialty with appropriate backdrop.

Steve Binder is director and Oscar Brown, Jr. is host. The series, filmed in Hollywood, includes such groups as the Teddy Edwards Quartet, The Jazz Crusaders, Paul Horn Quartet, and Shelly Manne Quintet.

International Productions—This company, owned by Liberace and his management office, Dick Gabbe-Seymour Heller management, is producing An Evening With Liberace, a series of one-hour, filmed variety programs for once-a-month scheduling. The series will be distributed by Telesynd, a division of the Warner Corp. George Schlatter is producer, Barry Shear is director and George Robinson, musical director. Each of the programs will feature name guests.

Ziv-United Artists’ new entry in mass-appeal syndication is “The Story Of—” which the company calls a “docu-matic” (dramatic and documentary) on lives of persons with unusual jobs or pastimes. Jockey Bill Harmatz (above) will be one of the subjects portrayed in the series.
Tv billing up 15.2% in first half of 1962

TVB FINDS TOTAL FOR SIX MONTHS $759.3 MILLION; SPOT UP 19.1%

Television billing is going up in 1962. That's the word from Television Bureau of Advertising today (Aug. 27) in a report summing up the first six months in terms of viewing and of national advertising gross time billings.

In January-June of this year, tv's national gross billing (includes network and spot) rose 15.2% over the same period in 1961. The total six-month billing was $759.3 million now, compared to $659.2 million last year. Networks account for $387.7 million, up 11.6% from the $347.3 million totaled in the 1961 period; spot (the full breakdown not yet released by TvB) up substantially 19.1%—from $311.9 million to $371.5 million.

TvB said the rate of growth of network tv billings is the greatest since 1956 when the increase for the year was 20%. The jump in spot in this year's six-month period over last year's is the highest since TvB and N. C. Rorabaugh began compiling figures. The previous high increase was 19.3% for 1959.

The bureau noted that other media billings are increasing this year but not at the tv rate: magazines will be up 6% in the first half of 1962 and newspaper lineage also up by 1.4%.

The bureau also pointed to A. C. Nielsen figures showing average tv home usage during June was 4 hours 32 minutes each day, which TvB noted was a "new high" (previous high was in 1961 when 4 hours 29 minutes was recorded). In July 1962, a record for that month of 4 hours 15 minutes per day for the average home was set (again compared to 4 hours 10 minutes in 1961 and in 1958).

The week before, the FCC had reported television revenues as having moved up to a new level in 1961, to $1.3 billion. The exception of an overall profit climb (before taxes) was network tv where the decline was large enough to bring tv's overall profits below those of 1960 (Broadcasting, Aug. 20).

BON AMI EMBEZZLEMENT

Top men named in charge involving $500,000 in funds

Several members of the management of Bon Ami Co. were accused in the New York State Supreme Court last week of embezzling $500,000 of the company's funds.

The charges were made by Tel-A-Sign Inc., Chicago, which earlier this month purchased 16.5% of Bon Ami's stock.

Bon Ami's present management obtained a controlling interest in the company in July 1958 when it purchased 90,000 shares of stock from Alexander L. Guterman, former owner of MBS. Mr. Guterman was later jailed for looting $3 million of Bon Ami's funds.

Defendants in the action include R. Paul Weesner, chairman of Bon Ami; Ralph A. Schwikart, president; Emil Morosini and Walter W. Cruttenden, directors; and Bernard E. McFarland, a former director and vice president.

The complaint asserts that Mr. Weesner set up an advertising agency—Hoyt Assoc.—which received large sums from Bon Ami to purchase advertising. The suit further charges that much of this money was diverted to Commercial International Corp., a concern controlled by Messrs. Weesner and McFarland, which purchased Mr. Guterman's Bon Ami stock. CIC, the complaint says, had assumed Mr. Guterman's $810,000 bank loan, which was secured by Bon Ami stock.

Mr. Weesner, the suit charges, also used Hoyt Assoc. to get an $80,000 kickback on radio advertising.

Bon Ami is a healthy company despite the alleged looting of company funds, A. A. Steiger, president of Tel-A-Sign, said in a statement issued when the suit was filed.

Mr. Weesner said there was "absolutely no substance to the allegations" and termed the suit "an overt attempt at a "raid" to force Bon Ami and Tel-A-Sign to merge.

Bon Ami's earnings for the first half of 1962 were $301,689, or 56 cents a share.

COMMERCIAL PREVIEW: Vineyard backs jingle

A grape vineyard, actual field workers combined with actors and a temperature of 125 degrees were some of the ingredients that went into the production of this new Gallo Wine Co. commercial.

Produced by Gerald Schnitzer Productions, Hollywood, the one-minute spots were unveiled on August 15 in markets throughout the country.

The commercial was shot with a set-up of booms and cranes that were rolled through the land. An interlocking speaker was used to accommodate sound synchronization for a balladeer (above) singing the Gallo wine jingle in ballad style, while Laurido Alemeida, concert guitarist did the background music.

Jim Burch of BBDO San Francisco produced the commercial, Jerry Schnitzer directed and Pev Marley served as director of photography.

GALLO VINEYARDS

BROADCASTING, August 27, 1962
New Staffers on Signal Hill

BOB and RAY are working at Transcontinent station WDAF... right in the studio with Clockwatcher DAN HENRY. At least that's the impression Kansas Citians are getting. Actually, DAN is having a ball with the first BOB AND RAY Personalized Program Service... a mountain of quickie tapes personalized to his show, personalized to the station, personalized to the Kansas City scene. It's the newest, most unique entertainment feature for radio! Write, wire or call for complete information on how you can add BOB and RAY to your staff!

HARRY O'CONNOR ASSOCIATES INC.
POSTAL BOX 12011 * DALLAS 25, TEXAS * LAKESIDE 8-9900
COMMERCIAL PREVIEW: Chevy to fill in the blank, add music

It’ll be another month before the above still (taken from a two-minute color commercial) is seen on home tv screens. But when it is shown, the blacked-out, barge-like space will be filled by a shiny, sleek-looking 1963 model Chevrolet. In keeping with Detroit’s security on new model cars, Chevrolet’s agency, Campbell-Ewald Co., released the picture with the car “blacked out.”

But there is something else that is new and different about the commercial—the music. As explained by Alfred J. Miranda III, Campbell-Ewald’s director of radio-tv in New York, the visual, narrative and music must “form unity.” Marc Brown, of Marc Brown Assoc., New York, creator of musical backgrounds for commercials, notes there “must be a good marriage between the picture and the music” in the spot. Since Mr. Brown started his 21/2-year-old company 2 years ago, he and Mr. Miranda have worked together on many Chevy commercials, “each,” in Mr. Miranda’s words, “in totally new character.”

Since his Chevy coup (the auto firm was his first client), Mr. Brown has added such clients as Chemstrand Corp., Phillips Petroleum, Du Pont, Clairol Inc., and Bell Telephone to his credits. He won a special award for his music at the International Film Festival of New York in 1961, and a special citation for musical scoring at the Third American Tv Commercials Festival earlier this year (the latter for his Chevy series).

Mr. Brown is doing two of Chevrolet’s 1963 introductory spots, the one pictured above, called “Hide and Seek,” and “The Beginning.” Both are two minutes in length and in color. “Hide and Seek” cost an estimated $20,000 to produce.

Mr. Brown, to add musical life and zest to the visual part of the commercial (which shows about a dozen children playing “Hide and Seek” around the new Chevy models) used six singers, three of them children (the others, adults with high voices), and an unusual combination of musical instruments: flute, bassoon, clarinet, piccolo, piano, drums, bass and guitar. “The Beginning” used six guitars, bass, drums, vibes, bongo drums, four trumpets, alto saxophone and flute.

Aside from the two introductory spots Mr. Brown is doing for Chevrolet and Campbell-Ewald, the advertising agency will make at least 10 more. Mr. Miranda added that C-E would be making an estimated total of 200 film and tape commercials during the coming tv season (all in color) for spotting on Chevrolet’s three network entries (My Three Sons [ABC-TV], Route 66 [CBS-TV], and Bonanza [NBC-TV]).

Most unusual of the 200 probably will be a 51/4-minute commercial being prepared for one-shot presentation on Bonanza early this fall. C-E officials declined to confirm plans, but it was understood that the commercial will feature stars from all three Chevrolet-sponsored network programs, showing them with new car models. It probably will appear as the program’s closing commercial, with a 30-second opener rounding out Chevrolet’s six-minute quota for the one-hour show.

New products testing television

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

Monitored during week ended Aug. 17:
Product: Pillsbury Cake Decorators.
Company: Pillsbury Co.
Agency: Leo Burnett Co., Chicago.
Schedule and Markets: Nighttime minutes in Midwest.

JWT subscribes to The Pulse Inc.

J. Walter Thompson Co., New York, has subscribed to The Pulse Inc., which supplies radio audience studies for 260 markets.

Taking Pulse’s complete service, JWT will receive basic studies, and fm, Negro, foreign language and cumulative audience data.

The agency’s action was noted by Dr. Sydney Roslow, Pulse director, who pointed to “growing interest” in the firm’s service.

Lever Bros. shifts agencies for Breeze

Lever Bros., New York, has moved advertising for Breeze, a detergent product, from Sullivan, Stauffer, Collwell & Bayles Inc. to Reach, McClinton & Co., New York. The shift was made so SSC&B could handle several new Lever products about to be test-marketed. Breeze spends about $500,000 annually in spot tv.
MORE
LISTENERS THAN ANY* OTHER STATION IN CINCINNATI

*CALL
robert e. eastman & co., inc.
He'll prove it to you with the latest Pulse and Hooper Figures!

MORE
- MORE Adult Men 18 to 49
- MORE Adult Women 18 to 49
- MORE Teenagers and Children
ARB EXPANDS SERVICE

Two new tools for tv: advertisers’ use of spot tv and profile of tv audience in product sales areas

A spot activity report and an analysis of television audiences by advertisers’ sales territories are being added to American Research Bureau’s services for 1962-63. Both will be available on an optional basis.

The spot activity report, ARB officials said last week, will show the spot tv usage of a given product, relate the audiences reached to the costs involved, and compute spot efficiency in terms of homes reached per $100 or cost per thousand homes reached. Rates for this service will range from $200 to about $600.

The sales territory analysis will show audience patterns within an advertiser’s sales and marketing areas, as opposed to the customary market-by-market analysis. Rates will range from $600 to $2,000.

Jack Gross, ARB director of agency sales, said both new services are made possible by computers. He announced the plans in a presentation outlining ARB’s 1962-63 program to a group of agency executives and newsmen at a luncheon in New York last Wednesday (Aug. 22).

Much of the presentation and ensuing discussion centered on ARB’s plan to add audience age data to its local tv market reports this fall. The plan has come under attack by a special TVB committee on grounds that the data is not generally needed and ought to be deferred or at least revised so that it would be issued separately rather than with the regular reports (BROADCASTING, July 2, June 18).

Right Direction = Agency executives at the presentation luncheon, prompted by ARB officials to give their views on the usefulness of the new data, appeared generally agreed that the move was “in the right direction,” provided the data is based on enough measurements to insure validity.

One agency executive said it was his view that the demographic information would be more helpful in planning than in day-to-day buying operations. It also would be useful to agencies’ marketing people, he said.

ARB officials gave assurance that the information’s validity and reliability had been proven and would be guaranteed. They said the decision to offer it was based on careful study and consultation with advertisers and agencies.

James W. Seiler, ARB director, answered a question about timebuyers’ needs for age-breakdown data by noting that this area—audience composition—was one of only three in which timebuyers are free to exercise judgment in placing campaigns. Hence, he reasoned, age-breakdown information is highly important to their decision making.

The other areas where Mr. Seiler said buyers are free to exercise judgment are (1) in assessing the relative standings or “prestige” of stations within a market, and (2) in determining whether one program, or type of program, is more suitable than another for a product being advertised.

The agency guests represented about half a dozen leading television agencies. In presenting their personal views they asked not to be identified.

ARB meanwhile announced the addition of seven agencies and five film companies as subscribers to its regular service. The agencies: Doyle Dane Bernbach; William Esty Co.; Kenyon & Eckhardt; Norman, Craig & Kummel; John W. Shaw Adv.; Kudner Agency, and Mogul, Williams & Saylor.

Film companies: Allied Artists Television, Buena Vista, Desilu Sales, 20th Century-Fox Television and Ziv-UA.

Rep appointments...

- McLendon Corp., Dallas, new owner of WGES Chicago: H-R Representatives Inc., New York, as national sales representative. McLendon says the action marks "the first time in radio history that a major general market sales representative has contracted to represent a station in one of America's 10 top cities aiming at an ethnic market."
- WHFS (FM) Bethesda, Md.: Herbert E. Groskin & Co., New York, as national representative.
- CKVL Montreal, Que.: Young Canadian Ltd., New York, as U. S. representative.
- WFMJ-TV Youngstown, Ohio: Blair Television Assoc., New York, as national representative, effective Sept. 1.
- KXJG-TV Valley City-Fargo, KXMB-TV Bismarck, KKAB-TV Aberdeen, KXCN-TV Minot and KDIX-TV Dickinson, all North Dakota (North Dakota KK Network Inc.): Young Television Corp., New York, as national representative.
- KCBC Des Moines: Broadcast Time Sales Inc., New York, as exclusive national representative.

Business briefly...

McCall’s Patterns, New York, will begin a series of 62 spot commercials during the week of Sept. 10, on four Washington, D. C., radio stations: WTOP, WRC, WWDC, and WOOK. Additional radio spots and tev announcements are being considered. Agency: Grey Adv., New York.

N. W. Ayer & Son, New York, has placed an order on behalf of Pharmaco Inc., Kennilworth, N. J. (medicated chewing gum) for a new television show, TV Gospel Time, with Integrated Communications Systems Inc., New York, for 13 half-hours. Pharmaco will have full sponsorship. A six-station line-up is set for a September start in Southern markets and New York.

Manufacturers Hanover Trust Co., New York, has begun sponsoring Boston Symphony Orchestra concerts on WNEW-TV, that city, packaged by Seven Arts Assoc., New York.
We'll clear it up on September 12th
The affluent listen to car radios—RAB

People in the "acquisitive age" group—and in the salary brackets to convert their acquisitive desires into purchases—are the ones who listen most to automobile radio.

This was the message offered by Radio Advertising Bureau last week in a new report, "A Master Key to Auto Radio." RAB said that interviews with 3,000 motorists in major markets found that car listening rises as income goes up, and that motorists in the 25-34 or "younger family" age group listen considerably more than the average for all age groups.

The report said that people who earn $10,000 or more per year average 65 minutes listening to auto radio each day, or 8% more than the average for all motorists (60 minutes a day) and 14% more than the average for motorists earning less than $6,000 a year (57 minutes a day).

Drivers in the 25-34 age group, the "great market for most mass-distributed products and services," listen to auto radio for 71 minutes per day, or 18% more than the average motorists, RAB reported.

The study was conducted by Richard Manville Research Inc. of New York.

Tidewater Oil appoints Grey Advertising

Grey Adv., Los Angeles, has been appointed as agency for the Tidewater Oil Co., that city, replacing Foote, Cone & Belding, also Los Angeles, which resigned the account two months ago (BROADCASTING, June 18).

Though information could not be obtained on Tidewater billing, reports circulated that the company was spending at the rate of $1 million a year when FC&B resigned the account. Approximately $400,000 was allocated to television, mostly in spot tv.

Grey's acquisition of Tidewater represents its first petroleum account. In recent months Grey has obtained Procter & Gamble's Jif peanut butter and Premium Duz, Trushay hand lotion, the Portable Appliances div. of Westinghouse Electric and Esquire shoe polish.

Election coverage sold out by CBS-TV

Sponsorship of CBS-TV's coverage of 1962 national and local elections is sold out with the signing of the Institute of Life Insurance, Bristol-Myers Co. and Goodyear Tire and Rubber Co.

The Institute of Life Insurance, making its first use of network tv with this purchase, signed for one-half of

Agencies criticize network program 'control'

Agency irritation over so-called increased network "control" in the slotting and financing of shows in network prime time has sparked an exploratory meeting of top agency programmers to consider the problem.

The executives would like to form a group or committee within the organizational framework of the American Assn. of Advertising Agencies. Presumably this unit would look into network control of programming.

Specifically, the agencies point to one facet of network control, which has become an umbrella-like word encompassing scheduling, program content and program creation. The phase of interest to the agencies is program creation. Several top programmers have complained the networks do not consider agency-created programs.

The 4As has not formally accepted the formation of a group, though informal "talks" have been held.

Among those reported to be interested in the committee's formation are Richard A. R. Pinkham of Ted Bates; Robert Foreman of BBDO; Al Hollender of Grey; Lee Rich of Benton & Bowles; Sylvester L. Weaver of McCann-Erickson, and Dan Seymour of J. Walter Thompson. But at the first meeting held, only a few of these executives could attend.

'S Weekend' preferred in Pulse pre-tv check

A pre-broadcast survey of tv viewers in three major markets indicated "about half" of the "regular" viewing audience will watch Weekend, starring Jerry Lester, according to The Pulse Inc.

Pulse quizzed 500 adult viewers (50% men, 50% women) in Chicago, Philadelphia and San Francisco for Arrowhead Productions, producers of the new informal Saturday and Sunday late-night program which debuts this fall.

Of surveyed viewers who watch tv during those wee-hour times, 48% said they would switch dials from movies to Weekend, Pulse reported.

Agency appointments...

- WBOF Virginia Beach, and WYFI (FM) Norfolk, both Virginia: Walker-Kawalt Co., New York, as exclusive national representative.
- WJRZ Newark: Adam Young Inc., N. Y. for local and regional sales in New York (WJRZ sales staff will solicit in the New Jersey area) and for national sales.
- Canada to sets: Television receiver sales were up 26% in the first half of the year for a total of 173,896 receivers, according to a report by the Electronic Industries Assn. of Canada. Sales of made-in-Canada radio receivers were up 8% in the January-June period, to 224,243 units.
- Mennonite Broadcasts Inc., Harrisonburg, Va., appoints Henry J. Kaufman & Assoc., Washington, D. C., to handle its international radio broadcasting account. MBI reports it sponsors broadcasts in 21 countries.
Foresight and readiness, plus the ability to deliver when the opportunity presents itself are the marks of leadership. That we were both prepared and so fortunate as to play a part in this historic moment in broadcasting, will always be a source of pride for all of us at the WGN Mid-America Broadcasting Center.

Associated Press reported from London that “the baseball game at Wrigley Field was hailed as an action-packed highlight of the first spontaneous TV to reach Europe from across the Atlantic.”

Chicago sports writer, James Enright, called it “history in the making.”

Larry Wolters, in The Chicago Tribune, noted that “Europeans got a better ‘image’ of Chicago thru TV than they have ever gotten from motion pictures.”

Ward L. Quaal, vice president and general manager of WGN, Inc., cited it as another example of WGN’s aggressive, dedicated interest in and service to the art and science of television.”

Here is another important plus for clients and audience alike. WGN Television not only covers the news but, on occasion, we make it.

**WGN IS CHICAGO**

—the most respected call letters in broadcasting
Here is a view of Derby Downs at Akron as David Mann, 14, representing Gary, Ind., swept to victory over a record field of 183 boy contestants in the 25th Silver Anniversary All-American Soap Box Derby. Following him across the finish line are the boys from Lancaster, Ohio, second, and Akron third.

The 25th Silver Anniversary All-American Soap Box Derby is all over but the cheering. And the cheers are still ringing for all the Derby sponsors who helped make it the biggest, most exciting Derby yet. Chevrolet joins with the more than 50,000 boys around the world who competed in the 1962 Derby program in a king-size “thank you” to all the Derby sponsors. It was a privilege being associated with you in working toward the 1962 Derby success and we look forward to teaming with you again in 1963 in continuing the Derby as the “world’s greatest amateur racing event.”

... Chevrolet Division of General Motors, Detroit 2, Mich.

A BIG thank you FOR THE BIGGEST DERBY YET!

Soap Box Derby champions from overseas meet at the 25th All-American. Left to right are Edgar Diemer, West Germany; Gabriel Jimenez, Venezuela; Leo Williams, Jr., Okinawa; Francisco Caballero, Puerto Rico; and Mario Enriquez, Philippines. The Venezuelan boy suffered a wrist injury several days before the race but nevertheless was able to participate. There were also two Canadian entries.

Jack Izard, Chevrolet advertising manager, awards the Oil Can Trophy to Lorne Greene, star of the Bonanza television show. Looking on, 1 to r, are Bonanza stars Michael Landon and Dan Blocker, who raced against Greene.
Here are the newspapers, radio and television stations, civic and fraternal groups represented by the 183 by champion who raced in the 1962 All-American:

Semon Knudsen, General Sales Manager of Chevrolet, presents the $7,500 first place scholarship award from Chevrolet to the 25th All-American winner, David Mann, 14, of Gary, Indiana.

K. E. Staley, General Sales Manager of Chevrolet, presents the trophy to Champion David Mann at the finish line at Derby Downs.

Semon E. Knudsen, Chevrolet general manager and a vice president of General Motors, awards the winner’s trophy to Champion David Mann at the finish line at Derby Downs.
NBC RADIO NETWORK ALMOST SOLD OUT

Affiliates cheer good news, praise 'leadership' for success

The NBC Radio network is currently 84% sold out, William K. McDaniel, executive vice president in charge of the network, told a meeting of the NBC Radio affiliates executive committee last week.

He said latest reports from LNA/BAR, based on monitoring for July, gave NBC Radio 46% of all sponsored radio network time measured. The reports, a project of Leading National Advertisers and Broadcast Advertisers Reports, cover the ABC, CBS and NBC radio networks but not Mutual.

Mr. McDaniel said that during July NBC Radio sold more commercial minutes within its weekend Monitor program than one network sold in its entire broadcast schedule.

The affiliates committee responded to Mr. McDaniel's report by commending NBC Radio for "consistent maintenance or leadership in sales, audience and news coverage and its compensation to affiliates." The committee's views were presented in a statement by William Grant of KOA Denver, committee chairman.

Mr. McDaniel said NBC Radio's informational programming had totaled 90 hours since the first of the year and will continue with coverage of such events as the orbital shot scheduled for Sept. 18, the America's Cup Regatta on Sept. 15, the World Series and other major sports contests.

Mr. McDaniel and Tom Knodle, NBC station relations vice president, and George A. Graham Jr., vice president and general manager of the radio network, represented NBC at the meeting. It was held Sunday through Tuesday at the Broadmoor Hotel, Colorado Springs.

Affiliates executive committeemen on hand were chairman Grant; John Tansey, WRVA Richmond, vice chairman; Lyell Bremner, KFAB Omaha, secretary-treasurer, and Thomas Barnes, WDAY Fargo, N. D.; Gustav Brandborg, KVVO Tulsa; Thomas Carr, WBAL Baltimore, and Robert Rich, WDSM Duluth, Minn. Two committeemen were unable to attend: Les Biederman, WTCM Traverse City, Mich., and Stan Torgerson, WMC Memphis.

Network-seller link is CBS's sales extra

A merchandising program associated with a network radio campaign is becoming "the desirable plus" to advertiser, agency and network, according to Leon Luxenberg, director of sales promotion and merchandising, CBS Radio, New York.

To the advertiser, merchandising provides a stimulus to salesmen, distributors and retailers. To the agency, it offers added justification for a radio buy it has recommended to a client. And to the network, it offers the opportunity to prove its capacity for special services.

A "partnership between network and advertiser" is needed for the medium to provide a merchandising idea to reflect the point of view of a particular sponsor, Mr. Luxenberg said. "The network provides the ingenuity, know-how, the staff and the facilities, while the client picks up the tab for cost of materials, printing and similar 'out of pocket' expenditures."

One example of CBS Radio's merchandising technique was its campaign to announce Pittsburgh Plate Glass' sponsorship of the Garry Moore Radio Show for Sunshade Solex green-tinted windshields. CBS Radio sent 5,000 dealers a personal letter signed by Mr. Moore, typed in green ink on green stationary and postmarked from Greenback, Tenn. The message, of course, emphasized the opportunity for extra greenbacks the radio program offered to dealers.

The network's merchandising operation also involves benefits for affiliates which at CBS Radio are known as "profitunities"—a chance for an affiliate to sell announcements to local retailers of products or services advertised in their markets as part of a network radio campaign. A commercial or promotion plan is fed to the stations by closed circuit. If a retailer buys the announcement, the station provides its own announcer to name the local dealer.

As a tie-in with U. S. Steel's current summer drive on behalf of soft drinks in metal containers, the first reports from affiliates show 550 local announcements sold, according to Mr. Luxenberg.

The technique of providing local announcements to the station by closed circuit, Mr. Luxenberg noted, allows affiliates to approach retailers with an actual tie-in instead of just a proposal.

NAB booklet lists broadcaster speakers

An NAB publication which is expected to reach a best-seller position—100,000 copies—was published last week.

The booklet is "If You Need a Speaker." It contains the names of 335 radio and tv professionals who have volunteered to represent broadcasting at meetings of professional, civic, educational, fraternal, church and other groups.

More than 30 organizations have requested the booklet in advance, NAB said last week, and 28,000 copies have been put into the mail. Among those who have asked for copies are the National Assn. of Manufacturers, the U.S. Chamber of Commerce, Kiwanis International and the General Federation of Women's Clubs.

John M. Couric, NAB public relations manager, said he expects that the demand will reach the 100,000-copy peak ultimately. "We feel this is one of the best ways the industry can develop a greater understanding of broadcasting's vital functions in serving America in a climate of freedom," he said.

The 30-page booklet lists the names of possible speakers on broadcasting in two categories, one radio and the other tv. The speakers are listed according to state and city.

Missourians back daytimers

The Missouri Farmers Assn., representing 160,805 farmers, is urging the Communications Act of 1934 be revised so that the so-called 'daytime' stations can be given a 4 a.m. to 6 p.m. daily broadcast period the year around."

The MFA passed a resolution on the subject at its August convention.
"And there I was, big as life, on TV"
(and in one of the top-40 markets, too!)

Flint-Saginaw-Bay City, naturally . . . which is where insurance agent Greg Fauth rebuilds Locomobiles and classic Fords and Buicks in his garage, then unveils them on Channel 12. To date, Greg's appeared on WJRT's "Almanac," "Mr. Magic," "Teen Canteen," and "Hobby Shop" shows to the delight of old car nuts and ordinary viewers alike.

You see, it's our contention that keeping people's interests in front of our cameras keeps their interest in front of their sets. Hence, WJRT's "programming from within"—which has seen 25,000 area residents come before Channel 12 cameras in just 2½ years. And they've represented some 545 different interests—from rocket research to cancer research, from Japanese music to leathercraft.

And, if you're a television advertiser, you'll be interested to know that the heads of the 75,000 WJRT-watching families earn $546 more per year than the national average. * This, we hardly need mention, translates into an extra $10 a week worth of cornflakes and cosmetics, beer and bacon, and whatever you sell.

Harrington, Righter and Parsons will be happy to tell you about the reasonable cost of advertising on the top station in this top-40 market. Call them in New York, Chicago, St. Louis, Boston, Atlanta, Los Angeles and San Francisco.

*Metropolitan Flint, Saginaw, Bay City; from Sales Management's "1962 Survey of Buying Power"
College girl checkers find auto radio listening high

The light turned red, traffic halted and a young lady quietly walked along the safety island down the line of waiting cars, pausing a moment at each to cock an ear and, if she found the radio turned on, to ask what station was tuned in. Meanwhile, she was jotting on the top sheet of her clipboard pad the number of occupants in the car and how many men, women and children. She had checked five cars when the red turned to green and the automobiles proceeded on their way.

For the past two weeks that has been a typical occurrence in Fresno, Calif., during peak traffic hours, morning and evening. The young ladies, college upperclassmen all, were collecting data for TRACE (Traffic Radio Audit—Coincidental Enumeration), a new survey designed to measure by the most empirical method possible—personal, coincidental checking—the amount of listening done by auto drivers and passengers.

TRACE, now making its West Coast debut, began in Hawaii somewhat by accident. Last spring the Milici Advertising Agency of Honolulu asked Survey & Marketing Services (SMS) of that city to run a check on auto radio use for General Motors, a Milici client. SMS devised the street intersection interview technique. But before the survey was finished a number of Hawaiian radio station operators became interested and asked SMS if it could be done on a regular basis.

Started in Hawaii — In July, the first official TRACE survey was made in Honolulu, with KGMB, KGU, KHVN, KORL, KPOI, KTRG and KULA jointly underwriting the study. A dozen agencies subscribed to the TRACE reports, which showed that half of the 8,261 autos checked had their radios on at the time. Another fact was that 81% of the cars have radios, giving Honolulu more radio-equipped autos than it has radio homes. A third, somewhat confusing finding was that the average number of passengers per car in the morning—1.57—increased to 1.72 in the afternoon.

"This was true at every checkpoint," M. D. Myers, director of SMS, said last week. "The only explanation that has occurred to us is that women who are in town shopping during the day use public transportation to go in, but meet their husbands and drive home with them in the family car." This explanation would also cover the further fact that the increased average number of passengers in the afternoon is accompanied by a drop in the number of radios in use, 47.2% to 52.8% in the morning, as a man alone is a likelier radio listener than when his wife is recounting the bargains she purchased.

Mr. Myers expects to launch TRACE surveys in a number of markets in the continental U. S. before returning to Hawaii. He suggests a few essential preliminaries. First, is to check with highway and police authorities so they will understand what is going on. Next, is to install in each interviewer's mind the fact that she is not to do anything to impede the flow of traffic and above all not to leave her safety zone. Third, is to choose the checkpoints so as to get a good sample that will include office and factory workers, laborers and executives, in proper proportion. Finally, to rotate the locations at random, with no one except the supervisor informed which crossings are to be covered on which dates, as a precaution against "stacking" the results. The interviewers are instructed that anyone who makes an effort to be included in their check is to be left out and that they are not to tabulate any person they recognize as previously counted.

College girl upperclassmen conduct radio audits for TRACE from safety zones during rush hour traffic in Miami.
YOU CAN QUOTE ME...

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

Lyle Poisfuss, Director of Marketing, Green Giant Brand, Green Giant Company, Le Sueur, Minnesota

I'LL SAY THIS...

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

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

Call your WLW Stations' representative...you'll be glad you did!
GOP NETWORK TV HOPES DIM

National committee plan to help local candidates buy prime time stymied by short segment snarls

The television networks are on record as declining a Republican National Committee proposal that they sell five-minute segments of prime-time programs next fall for cutaways by local candidates (AT DEADLINE, Aug. 20).

CBS-TV had rejected the proposal several days ago. NBC-TV spokesmen said that network was not in a position to accept orders, and ABC-TV, which of the three originally appeared closest to accepting, formally voiced its refusal last week. The ABC statement:

"In response to questions, ABC-TV stated that during the coming political campaign it would only consider orders for political programs entirely national in character.

"Furthermore, the network stated it could not make time available, nationally, for candidates for office on a local or regional basis.

"The network explained that it was simply not feasible for it to do so and that many problems such an arrangement would create must be handled by the local stations themselves."

Difficulties Seen * The networks (as expressed by CBS-TV in a letter to advertising agency Papert, Koenig, Lois, New York, which had asked that segments be made available) feel that it would be too difficult to feed shortened shows to stations not included on a Republican-ordered list.

They also see troubles ahead in compliance with sec. 315 of the Communications Act—that is, in meeting demands for equal time raised by opposing political parties.

The plan—as put forward by the national committee in tandem with Sen. Jacob Javits (R-N.Y.)—envisioned shaving five minutes from 30- and 60-minute shows for Republican use in the last three weeks of the campaign. William Sprague, GOP publicity director, had said that the Republican party would expect to buy more than 75% of the network list.

If the plan had been accepted, it was believed the networks would have offered similar program opportunities to the Democrats.

Sen. Javits said he would urge a reconsideration by the networks. If a change of heart is not forthcoming, he indicated he would try to buy prime time on New York stations during his coming campaign for re-election to the Senate.


Life saver * WWDC Washington, D.C., engineer Perigrine (Perry) White failed to inform his employer that he'd saved the life of a small boy by applying mouth-to-mouth resuscitation during June, but station personality Art Brown, told by a member of Mr. White's Wheaton, Md., rescue squad of the engineer's heroics, read a letter of commendation from Maryland Department of Forest and Parks on the air and startled Mr. White, who was on duty in the control room. "I didn't think it worthy of special mention," he said.

Social Security * The program department at WCCC Hartford reports over 1,000 people responded to the station's new social security information service within the first few days of its operation. The service verifies earnings credited to social security accounts.

Merger controversy * WFPG-AM-TV Altoona, Pa., last week presented two programs concerning the proposed merger of the Pennsylvania Railroad with the New York Central. Both sides of the issue were given equal time. Portions of the programs were carried on other Pennsylvania stations: WVAM and WRTA Altoona, WTRN Tyrone, and WKMC Roaring Spring.

Voice of space * KMOX St. Louis broadcast last week conversations between the two orbiting Russian cosmonauts, which were picked up by a local ham radio operator, recorded and rushed to the station for re-recording and translation.

New transmitters * A target date of Sept. 1 has been set for completion of the new transmitters of KHJ-AM-FM Los Angeles, according to Bob Bullock, chief engineer. Two 300-foot towers are being erected at a cost of over $40,000 on the station's 1,300-acre property on Venice Blvd., where the new engineering facilities will be housed. Modernization of the KHJ studios, now completed, was first step in station's program to upgrade all phases of its operation.

Film holds subjects * News film footage of a policeman arresting four men in a motel, with a sizeable cache of weapons and money, shot by news photographer Les Dodds of KOGO (TV) San Diego, played a vital role in connecting the men with a robbery in Spokane. Spokane authorities told San Diego police inspector James Roed that the identification would not have been possible without the KOGO film.

WPAT's pulse * WPAT Paterson, N. J., has prepared a brochure for advertisers, in conjunction with The Pulse Inc., containing a qualitative analysis of the New York radio audience in general and of WPAT's audience in particular.

'EXPLORING' TO KRAFT

NBC-TV children's series to embrace five main subjects

A detailed description of the contents of Exploring, an hour weekly educational tv series for children five to 11 years old, was disclosed by NBC-TV officials during a news conference in New York last week.

The network announced last May that it was planning such a series but withheld details. The series will cover five major areas—language, music, mathematics, social studies and sciences. It has been scheduled for Saturdays, 12:30-1:30 p.m., starting Oct. 13 in color.

Kraft Foods, through Foote, Cone & Belding, Chicago, was announced as the initial advertiser. A network spokesman said Kraft had bought "a substantial part" of the program but added he could not reveal more precise information.

Dr. Albert R. Hibbs, a senior staff scientist at the California Institute of Technology Jet Propulsion Laboratory and a consultant to numerous departments of education in the California school system, has been named host of Exploring. Dr. Hibbs told the news

Dr. Albert Hibbs "talks" to Lou Bunin puppet created for "Exploring."
conference that extensive use will be made of colorful puppets, animation, special films, music, sound effects and other audio-visual techniques to teach the subjects.

Three educational series for TV will be on the networks next fall. Others are ABC-TV's Discovery (Mon.-Fri., 4:30-5 p.m.) and CBS-TV's Reading Room (Sat., 12:30-1 p.m.). A large group of cultural programs for children also is being prepared for syndication to stations (BROADCASTING, June 18).

Full agenda slated for N.Y. broadcasters

The New York State Broadcasters Assn. is planning a fun and forum conference Sept. 6-8, at Saratoga Springs, N. Y. Besides an outing at the Saratoga Raceway and a golf tournament, members of the association will hear speakers from stations, representative firms and agencies.

Panels are titled "Revitalize—Editorialize"; "Radio Would Get More—If"; "The Thread of Success—Community Involvement"; "The Washington Scene," and a special after-dinner talk by radio commentator Lowell Thomas Sept. 7. Mr. Thomas will speak on the responsibility of broadcasters in keeping the public informed of world-wide developments.

Included in the roster of panel members are Sam Slate, vice president and general manager of WCBS New York, and president of NYSSBA; Ben Strouse, president, WWDC Washington, D. C.; Stephen B. Labunski, vice president and general manager, WMCA New York; Sam B. Vitt, vice president and media director, Doherty, Clifford, Steers & Shenveld; Arthur McCoy, executive vice president, John Blair & Co.; Ed Papazian, manager, media analysis section, BBDO, and Don B. Curran, director of advertising and promotion, ABC owned stations, and president of Broadcast Promotion Assn.

WMAZ sponsors political rally

WMAZ-AM-TV Macon, Ga., gave the Communications Act's equal time provision a healthy exercise last Sunday (Aug. 18), devoting seven consecutive hours to 36 office seekers who appeared on a marathon pre-primary election rally, sponsored by the station.

Staged at Porter Stadium, a local football field, the rally featured 26 of 29 candidates seeking state-wide office, 10 running for county office and a congressional candidate. Four who could not attend sent statements which were read at the rally.

Barbecue and other refreshments were served in the 94° heat by the Sixth District organization of the Junior Chamber of Commerce.

Florence, S.C., catv sought by tv majors

Two major southern TV licensees are competing for the right to build a catv system in Florence, S. C. The Florence Cable Co. (75% owned by Jefferson Standard Broadcasting Co.) last week asked the Florence City Council for a franchise.

This application is mutually exclusive with one submitted several weeks ago by Broadcasting Co. of the South (BROADCASTING, June 11, 25). Jefferson, which owns WBTW (TV) Florence and WBT-AM-FM and WBTV (TV) Charlotte, N. C., proposed a 12-channel system to cost $400,000. It would enable subscribers, for a $20 installation fee and $5 monthly, to receive seven commercial stations, the state educational TV network, quality music and 24-hour weather, time and temperature service.

Charles H. Crutchfield, executive vice president of Jefferson Standard, said the company is considering applying for catv systems in other cities.

Broadcasting Co. of the South owns WIS-AM-TV Columbia, S. C., and WSFA-TV Montgomery, Ala. Richard Shafo, executive vice president of BCS, is president and majority owner of Trehon Co., which holds cable TV franchises in Myrtle Beach, Conway and Georgetown, all South Carolina.

Still another major broadcaster entered catv last week when Miami Valley Broadcasting Co. (WHIO-AM-FM-TV Dayton, Ohio, completed plans for the $660,000 purchase of a system in Lewiston, Pa. (CLOSED CIRCUIT, Aug. 13). The Lewiston catv, Pennwise TV, supplies five channels to 4,344 subscribers. George F. Gardner, Pennwise president, announced the sale.

WHIO-AM-FM-TV are James M. Cox stations and are headed by J. Leonard Reinsch, advisor to President Kennedy. Other Cox stations include WSBA-AM-FM-TV Atlanta, WSOC-AM-FM-TV Charlotte and 30% of WCKT (TV) Miami.

CBS-TV personalities tour affiliate areas

The CBS-TV network is using the personal appearance technique in wholescale fashion to promote its stars and programs. Weekend visits to leading cities already have been started as part of a long-range project to "expose" performers to local markets and local press and, in many instances, let them work with nearby CBS-TV affiliates on promotional material.

The first visit, Aug. 11-12, took Walter Brennan, Zina Bethune, Lloyd Bridges, Audrey Christie, Candy Moore, Beverly Garland, Gale Gordon, Burt Reynolds and Irene Ryan to the Cincinnati and St. Louis areas. Some of this group were to join other performers and producers in visits to Dallas and Houston this past weekend (Aug. 25-26). These and other groups are

NBC pays cameraman, freed by Laos Reds

Back to work, after being held prisoner by pro-communist forces in Laos since May 15, 1961, NBC News cameraman Grant Wolfkill, (1) happily accepts back pay check for $18,176 from William R. Mc-Andrew, executive vice president, NBC News. Mr. Wolfkill, who was freed Aug. 17 (AT DEADLINE, Aug. 20) was seized by the communists when the Army helicopter in which he was riding crashed near Vientiane.

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slated to visit Boston and Washington on Sept. 8-9; Indianapolis and Milwaukee on Sept. 22-23; Detroit and Pittsburgh on Sept. 29-30, and Atlanta and Miami on Oct. 13-14.

WFIL-AM-TV debate set for Pennsylvania race

The Democratic and Republican nominees for governor of Pennsylvania will meet in a debate to be simulcast by WFIL-AM-TV Philadelphia next month.

Philadelphia Mayor Richardson Dilworth (Democrat) and Rep. William W. Scranton (R-Pa.) met with station officials this month to set up ground rules. WFIL will originate the simulcast Sept. 17 from 9-10 p.m., and it will be available to all Pennsylvania stations "for broadcast in its entirety then or within 48 hours of the live time," according to Jack Hyland, WFIL information director.

Ground rules for the debate require each candidate to make an opening statement which may be rebutted by his opponent. The candidates then will pose questions to each other, commenting on the answers before giving a closing summary. No restrictions have been imposed on debate topics.

Four Kansas tv outlets form statewide network

Four Kansas tv stations have joined forces to form a state network, M. Dale Larsen, vice president and general manager of KTVH (TV) Wichita-Hutchinson, Kan., announced last week.

Participating in the Kansas Broadcasting System in addition to KTVH are KAYS-TV Hays City, KWHT (TV) Goodland and KTVC (TV) Ensign-Dodge City. The network expects to begin operation Sept. 1.

The network will be affiliated with CBS-TV and will be represented, as a group, by Blair Assoc.

Vandalism damages to WHAG $5,000

Damages of $5,000 were estimated by WHAG Halfway (Hagerstown), Md., when a vandal wrecked transmitter and studio equipment and then set fire to the building. The fire was extinguished before it gained much headway. It was discovered at 3:30 a.m. Aug. 13.

WHAG engineers put the station on the air at regular 5:45 a.m. sign-on time the same morning using spare parts and improvised studio gear. A 22-year-old man was apprehended by police and confessed, Hagerstown police reported. WHAG, a daytimer on 1410 kc with 1 kw power, began operating June 9.

Extras from chapter in Hawaii, sign pact

Screen Extras Guild has organized a new Hawaiian chapter and has signed its first collective bargaining contract with Paramount Pictures, now shooting Donovan's Reef on island of Kauai. Contract, running to June 30, 1964, covers all tv films and commercials as well as theatrical motion pictures that Paramount may make in Hawaii.

Where extras in Hawaii formerly got $5 to $15 day with no overtime, guild reports, Paramount contract calls for minimum wages starting at $24.26 for eight-hour day. In filmed commercials, "product extra players" will get minimum rate of $70.83 day, and other extras will be paid regular rates starting at $25.47. All extras working on tv commercial to be used for more than 13 weeks will receive 75% additional compensation if this is guaranteed at time they are hired; otherwise, bonus will be 100%.

Changing hands

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

= KLYD-TV Bakersfield, Calif.: Sold to Lincoln Dellar, current 41% owner, by fellow stockholders. Edward E. Urner, 23% interest, is acquiring all stock in radio station KLYD, while selling his tv interest to Mr. Dellar. Bryan J. Coleman, 17.64%, and Maurice St. Clair, 17.64%, are selling their stock directly to Mr. Dellar. Consideration was not revealed.

Lincoln Dellar controls KROY Sac-
ramento and KACY Port Hueneme, both California. KLYD-TV operates on ch. 17 and is a primary affiliate of ABC-TV. KLYD operates on 1350 kc with 1 kw daytime.

New York tv debut to see Minow, Murrow

FCC Chairman Newton N. Minow and Edward R. Murrow, director of the U. S. Information Agency, will participate in the opening ceremonies of WNDT (TV) Newark-New York, on Sunday, Sept. 16.

Mr. Murrow, former CBS News correspondent, will serve as M. C. for the educational station’s premiere evening. Mr. Minow will speak briefly to dedicate the station to educational purposes, according to Dr. Samuel B. Gould, president, Educational Broadcasting Corp., licensee of the station.

NAB stresses ‘good’ to avoid regulation

NAB is meeting the trend toward stiffer broadcast regulation by displaying to Congress and the FCC the positive factors of the industry. NAB’s general counsel, Douglas Anello, said in a speech prepared for delivery to the Arkansas Broadcasters Assn. Saturday (Aug. 25).

Primarily, the association stresses how the industry has strengthened its codes of good practice and clarified provisions to make them more meaningful, he said. Mr. Anello outlined for the Little Rock meeting, actions of Congress and the FCC since 1952 which have strengthened the government’s regulatory hand. The cumulative total of these actions indicates “a more exacting accountability by the broadcasters to the commission,” he said.

Bloomington workers offered tv instruction

WTTV (TV) Bloomington, Ind., in cooperation with Indiana U.’s Dept. of Radio & Television and local business firms, is planning a project that would provide instructional tv in prime time for self-improvement of factory and office employees in the area.

Series is to start this fall in the 9 to 10 p.m. Monday-Friday slot, according to WTVT which will provide recording and play back facilities. The Dept. of Radio & Television and the School of Extension Studies, Indiana U., will prepare and produce the courses, as well as prepare needed instructional materials.

WTTV is asking industry and business to commit personnel departments to actively recruiting and enrolling interested employees, distribute materials and monitor exams and share a token portion of each employee’s instructional materials cost “as a show of company support.”

WTTV also stipulated that a minimum of 15 local firms must participate with each providing financial support of $100 per week over a 39-week period.

Courses suggested for the evening instruction include foreign languages, shorthand, arts appreciation, practical science, American history and basic economics.

UPI raises prices; labor costs cited

A 6% increase in UPI’s rates for its news and newspaper services was announced last week, effective Oct. 14.

A letter from Mims Thomason, UPI president, to radio, television and newspaper subscribers attributed the rise to increased contract labor costs. He said it was the first UPI increase since 1960 and the smallest since 1955.

“It makes the average for the last two years 3%, substantially less than the actual rise in our labor costs,” Mr. Thomason said. Since its last increase UPI had met two rounds of general pay increases to the American Newspaper Guild and two to the Commercial Telegraphers Union, plus seniority and progression increases called for under the labor contracts, he said.

Even with the rate hike, said Mr. Thomason, UPI still will be absorbing more than half of these increases.

A total of 2,076 radio and 247 television stations subscribe to UPI’s broadcast news service, according to the firm’s annual report last spring.

AP officials meanwhile told questioners last week that they had no increase in mind at this time. They said AP’s last general increase was in 1958 and amounted to 3.9 percent. In addition, starting in 1960 AP has negotiated adjustments on a case-to-case basis, but officials said it was not possible to put a meaningful percentage value on these revisions.

A-Buy’s now a dozen

The A-Buy in California, a radio station group offered at discount rates as a group, has added two new stations, KCKC San Bernardino and KSEE Santa Maria, bringing the total to 12 stations, according to A-Buy President Bob Blum. Others are KVIP Redding, KPAY Chico, KSRO Santa Rosa, KEGS Sacramento, KEEN San Jose, KIDD Monterey-Salinas, KFIV Modesto, KIST Santa Barbara, KLYD Bakersfield and KSTN Stockton.

SOUTHWEST STATIONS FOR SALE!

Single station market, daytime-only, radio facility with excellent dial position. Both valuable studio-office and transmitter land and buildings are included in sale. 1961 owner cash flow was approximately $15,000.00. Listed at $125,000.00 with $25,000.00 down and ten year pay out. Another H&L Exclusive.

Long-time established, profitable, fulltime radio station in non-competitive market. Had a 1961 profit of over $25,000.00 for owner-operator. Listed at a quick sale at $90,000.00 with $30,000.00 down and terms to be negotiated. Another H&L Exclusive.
Omaha affiliate refuses NBC-TV spot for ‘adults only’ movie

Should television broadcasters accept advertising for motion pictures that are “for adults only”? KMTV (TV) Omaha thinks not, has adopted a policy against such commercials and last week rejected one scheduled to appear on NBC-TV’s Tonight show.

NBC-TV obviously thinks this particular commercial is acceptable in the circumstances, and NAB Code authority officials agree.

The commercial in question is one for the movie “Lolita,” which advertises itself as being for adults only. But even before the question was brought out into the open, KMTV had faced up to—and answered negatively—the general question of the acceptability of commercials for movies labeled for adults only. A few days after adopting this policy, KMTV invoked it in rejecting the “Lolita” spot on NBC-TV.

Not Censors * “We are not setting ourselves up as censors,” said Owen L. Saddler, KMTV executive vice president and general manager, “but we know there is an ever-increasing number of problem films and we feel this ruling is a simple solution to a delicate area.”

Mr. Saddler sent an information copy to the NAB code authority.

Ernest Lee Jahncke Jr., NBC vice president for standards and practices, said that his department had found the “Lolita” commercial acceptable by all customary standards and that its scheduling in the Tonight program placed it in an “adult audience” show. He also noted that code officials had approved the commercial and that the “Lolita” movie itself had been approved, in its category (adult), by the Catholis Legion of Decency.

Stockton Helfrich, director of the code authority’s New York office, said that although the code group had never ruled formally on the question of commercials for adults-only movies, he had seen the “Lolita” copy and considered it unobjectionable for presentation in late-evening hours. The code’s West Coast office in June gave its approval to a station’s plan to carry the commercial after 10 p.m., Mr. Helfrich reported.

The commercial copy consists primarily of close-ups of stars of the picture, its advertising theme of “how did they ever make a movie of Lolita?” and a closing line indicating the picture is “for persons over 18 years of age.” The commercial is placed through Donahue & Coe, Los Angeles.

KSD-TV covers neighboring fire

Miss Charlotte Peters, star of a KSD-TV St. Louis daytime show, did a special ad lib one-hour broadcast from an alley behind the station’s studios, describing a fire which destroyed a neighboring eight-story building.

A tv camera, shielded from water by an umbrella, was moved outside for the special telecast when regular programming was interrupted by the fire. The heat was so intense the upper floors of the studio building caught fire and were evacuated, according to KSD-TV. Broadcasting was continued from remote transmitters, both radio and tv.

Miss Peters described the fire fighting and interviewed some of the firemen.

New KSD-AM-TV studios being constructed in the old Post-Dispatch annex were filled with smoke but escaped damage. Occupancy is scheduled for Nov. 1.

WOLF helps win ‘fare’ airing

Responses to an offer by WOLF Syracuse, N. Y., to forward listener requests for a public hearing of a proposed increase in transit fares flooded the station with mail, according to WOLF. Two days after the radio appeal, WOLF reported, the Public Service Commission in Albany scheduled a Sept. 5 review of the increased rates proposed by the Syracuse Transit Corp.

A commission member acknowledged receipt of the hearing requests. WOLF in an editorial then saluted its listeners, who the station said, “... on the verge of being pushed around by the bus company, stood up and pushed back.”

New tv tower adds to coverage

KONO-TV, San Antonio’s “Sky-scraper” tower, is boosting coverage from about 8,000 square miles to almost 18,000, this station reports. The 1,505-foot tower stands 2,049 feet above sea level, and is the highest in Texas, according to KONO-TV. The greater coverage has caused the station to increase its news staff on an area basis, KONO says.
NOW...CUT YOUR TV TAPE COSTS IN HALF!
pack twice as much programming on a reel!

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

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

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

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

See your RCA Broadcast Representative for complete details. Write RCA, Broadcast and Television Equipment, Dept. LD-22, Building 15-5, Camden, N.J.
TAC MEMBERS EARN ALMOST $16,000

Television stations earned almost $16,000 in dividends in the first six months of 1962 for programs accepted by the Television Affiliates Corp. for distribution to member stations, Robert Weisberg, vice president and operations director of TAC, reported last week at the organization's conference on programming held in Chicago.

The funds are being distributed to 22 stations. Under the TAC plan, a program of a public service-cultural nature earns credits for the producer station, depending on the number of times it is shown and the size of the markets showing it. TAC, a subsidiary of the Trans-Lux Corp., serves as a clearing-house for receiving programs, selecting them in consultation with its board and distributing them to member stations. TAC has a membership of 52 stations and more than 70 programs in its library.

Discuss Programs - The two-day meeting included panel sessions and discussions on various aspects of public-affairs programming. A highlight of the session was a proposal by Richard Depew, vice president, TV programming, Cunningham & Walsh, that TAC can play a useful role in bringing the national advertiser into sponsorship of locally-produced public-affairs programs. Mr. Depew stated:

"If there is a big plus to the national advertiser if he can purchase local, public-affairs shows. However, a new form of marketing and selling these programs must be found. And TAC may be the solution since it answers several of the conditions necessary before a client can make a major national or regional buy.

"A single point of purchase, such as TAC is most important. Here we can see the programs and have a wide choice of subject matter, depending on the section of the country we want to reach. These TAC programs may then be used in combination with some of the stations' purely local public-affairs shows."

TAC officials indicated they would be willing to cooperate with agencies in implementing the proposal made by Mr. Depew.

Must Plan Ahead - Robert Lipson, director of advertising, Bell & Howell, Chicago, told the meeting that a crucial point to remember in attempting to secure sponsorship of public-affairs programs is that national advertisers allocate their funds "well in the future." He suggested that TAC communicate its plans for 1963 to advertising agencies now or in the near future.

Richard Carlton, executive vice president of TAC, asked station program directors at the conclusion of the two-day session for their opinions of the conference. The reaction, he said, was "overwhelmingly enthusiastic." This led to a suggestion that a conference be held twice a year, Mr. Carlton added, and it was decided to hold a TAC programming meeting in February 1963 in New Orleans.

NTA buys package of 25 Rank films

National Telefilm Assoc., Inc., New York, announced last week the purchase of exclusive TV distribution rights to Top Rank, 25 first-run J. Arthur Rank (London) features and worldwide syndication rights to Peril 13, a new series of 13 first-run hour thrillers from the Rank organization. The first package includes seven films of 1956 vintage and 10 color films.

Bernard Tabakin, NTA president, handled negotiations with the London film company.

B&B Management formed as new talent agency

A new talent agency, B&B Management Assoc., has been formed by Dick Birkmayer, former head of tv commercial department of MCA Artists Ltd., and Harry C. Bell, president of Nirene Productions Corp. Mr. Bell presently manages Shelley Berman, Sylvia Syms and Jim Thorpe, TV commercial spokesman for L&M cigarettes. The new firm will be located at 65 W. 55th St., New York, in September.

'Girls' panel show, returns to WNBC-TV

Leave It to the Girls, a show popular in the early days of television, returns Sept. 10 on WNBC-TV New York. The program, with Maggi McNellis as hostess, debuted on NBC-TV in 1948, and continued until early 1952.

The half-hour format of the original show, which featured four female panelists and a male guest swapping chatter, will be incorporated in the new 55-minute weekday version on WNBC-TV. Miss McNellis will again be hostess. The last 25 minutes of the daily show, however, will include comment from the studio audience on the panel's discussion subject.

Ted Bergmann of Charter Productions, and Martha Rountree of Roundtree Productions, will produce the new show, and plan to syndicate the first half-hour on film and tape to local TV stations. A distribution company will be given the syndication assignment, although none has been selected as yet.

KQED films urban changes

KQED (TV) San Francisco, in cooperation with the San Francisco Planning and Urban Renewal Assn. (SPUR), is producing a public service program series entitled The Face of the City. The series now calls for a 13 program agenda, covering the many aspects of the changing urban scene in San Francisco. The format will include documentary film, interviews, and panel discussions which reveal how citizens' lives are affected by the changes.

The Television Affiliates Corp. conference on public service programming held the attention of 50 station program directors and advertising agency officials in Chicago last week, including (I. to r.) Charles Ballou, WDBJ-TV Roanoke, Va.; John Haldi, WBNS-TV Columbus, Ohio; Stan Cohen, WDSU-TV New Orleans and Albert Dunling, KENS-TV San Antonio. Participants reported the first meeting was "most helpful" and agreed to hold a second conference in New Orleans in February.
Dear Mr. Thrower,

My Name is Debbie Hartigan.

Last week my Daddy brought home some new Koko the Clown Cartoons and showed them to my friends and to me. We loved them.

Last Night Daddy told us We would be able to see more of them soon On WPIX. That makes us very happy. THANK YOU!

yours truly,

DEBBIE HARTIGAN

RS. WE WATCH CHANNEL 11 ALL THE TIME!

THURSDAY AUG. 9, 1962

TELEVISION

WPIX CHANNEL 11

FRED W. THROWER

President and General Manager

August 10, 1962

Dear Debbie:

Thank you for your letter.

We liked your Daddy's cartoons too, and I have no doubt that Koko will soon be one of the most popular cartoon personalities in television. Kids and clowns just seem to go together.

I am happy that you watch our shows and through you I would like to thank all the boys and girls who have given WPIX-11 the largest children's audience in New York.

I know that Koko will be a tremendous favorite on Channel 11 from 4:25-4:30 PM Monday through Friday, starting September 10th.

Sincerely,

WPIX Inc. • 220 East 42nd St., New York City 17 • Astor Hotel 3-3508

VH

VIDEO HOUSE, INC.

48 W. 48 St., New York 36, N. Y. CI, 6-2425

contact:

Al Hartigan

Vice President—

General Sales Manager
CBS Radio to air music from Lincoln Center

A personal “tour” (at long-range) of the New York Philharmonic Orchestra’s new home next season—the Philharmonic Hall at the Lincoln Center for the Performing Arts—is conducted for the benefit of CBS Radio President Arthur Hull Hayes (c) and Carlos Moseley (r), managing director of the orchestra. The guide is William Schuman (l), president of the Lincoln Center. CBS Radio starts its 33rd straight season of Philharmonic concert broadcasts this fall. The broadcasts will include the world radio premieres of specially commissioned works by 10 internationally-famous composers to celebrate the orchestra’s inaugural season in the new building. The Philharmonic series starts Oct. 6.

Arnaz sees good year for Desilu Productions

SAYS COMPANY CAN EXPECT MORE PROFITS, PRODUCTS

With four of its own programs on the air in the 1962-63 fiscal year in place of only one in 1961-62, and the number of customers for its facilities and services on the up-swing, Desilu Productions “can look forward to one of the best years in its history both in terms of activity, productivity and profits,” President Desi Arnaz told the company’s annual stockholders meeting on Tuesday (Aug. 21).

This summer, The Kraft Mystery Theatre series of 16 hour-long shows, half of them new ones, has replaced the Perry Como Show on NBC-TV, Mr. Arnaz reported, adding that this is Desilu’s first program on this network. In the fall The Untouchables will begin its fourth year on ABC-TV and two new series, the half-hour Lucy Show and the 60-minute Fair Exchange will start on CBS-TV. In addition, pilots are now being readied for 1963-64, he said.

Filming has been completed for four Lucy episodes, seven Fair Exchange programs and five segments of The Untouchables, the Desilu president reported, adding that other production companies using the Desilu services and facilities have the three studio properties filled to 87% of capacity. Five acres of the Desilu Culver Studio, considered unfit for production of either tv or theatrical films, have been used as the site of a manufacturing plant which Desilu is constructing for a national company which is leasing it for 15 years with an average return to Desilu of $100,000 a year.

This and drilling operations of Standard Oil on Desilu property were cited by Mr. Arnaz as showing how far he and his associates have gone to turn every asset into a profitable part of the company’s activities. In addition to tv film production, Desilu has recently moved into the field of live programming and has arranged with KTLA (TV) Los Angeles to act as a proving ground for these programs, designed for eventual network broadcast. Desilu’s first live show, By the Numbers, is now on KTLA. Pilot of a second live series, Zoom, is being financed by NBC-TV. Both are game shows.

Sales expansion • Desilu Sales, syndication subsidiary, has gross contracts totaling over $1,750,000 in its first seven months, with operations “continuing to expand daily on an international as well as domestic level,” Mr. Arnaz said. A package of 33 theatrical movies produced in France and never before shown in the U. S., either on tv or in theatres, has been acquired for tv syndication. “The Scar Face Mob,” a theatrical picture based on the first two-hour Untouchables program and the first motion picture to be released through Desilu Film Distributing Co., has been booked into 1,350 theatres.

Mr. Arnaz praised his associates for their “truly remarkable efficiency” as a management team in enabling the company to increase its earnings almost 100% in the last fiscal year (ended April 30, 1962) despite a decrease in gross income from $19,845,513 in fiscal 1961 to $14,223,850 in fiscal 1962.

In answer to a stockholder’s question, Mr. Arnaz said that the resumption of dividends was considered at every board meeting but that during the past year the decision had been to forgo dividends and to use the money instead for the benefit of the company.

Asked whether any Desilu programs were being made in color, the studio president answered “No,” because this would increase the cost of production appreciably “and they wouldn’t be any funnier in color.”

Expressions of concern over the small volume of Desilu stock, being traded and the depressed price (on Wednesday 100 shares changed hands at $81/4, down 4%, according to records of the American Exchange) were calmed when officers assured the stockholders that if worst came to worst, the 65 acres of Southern California real estate held by Desilu could be sold for more than enough to rebuy all of the outstanding stock at the $10 price at which it was put on the market.

Board re-elected • The complete board was re-elected for another year, including President Arnaz; Lucille Ball, vice president; Edwin E. Holly, vice president, secretary and treasurer; Arthur Manella, special tax counsel to Desilu; W. Argyle Nelson, vice president in charge of production and studio operation; Milton A. Rudin, legal counsel to Desilu; A. Charles Schwartz, partner in the investment firm of Bache & Co.

KAPE offers program tapes

KAPE San Antonio is offering a one-hour tape of a broadcast discussion of the U. S. Supreme Court ruling which banned a 22-word prayer from use in
Alive with local flavor and flair! You'll buy wisely and well by choosing these big-audience exclusives on WWJ-TV. And, the station's attractive fall schedule is further enhanced by choice film properties like Thriller, Surfside 6, Lawman and by NBC's new-season powerhouse. Call your PGW Colonel now. He's ready with Detroit's top buys for fall.
Coast to coast with Jackie Gleason

The 10-day train trip promoting Jackie Gleason's new CBS-TV hour-long show started Aug. 9 in L. A. The Great Man waves goodbye.

In Denver an "autograph seeker," with mother, seems more awed by the press photographer than by the proximity of the Great Man.

In Albuquerque June Taylor, Sue Ann Langdon and Gretta Randall (l to r) are amazed at strange new drink enjoyed by native.

Strolling in Phoenix Gleason girls hold their own when challenged by western garbed representative of Junior Chamber of Commerce.

Gene Wilkey, KMOX-TV St. Louis vp and general manager, welcomes the Gleason Express, its star and his travelling companions.

Unmarried by 4,000-mile trek Gleason happily greets sidekick Toots Shor in New York. Party quickly repairs to Shor's for refreshments.

a New York public school room. Ministers of three faiths, a school superintendent and a "leading authority on Supreme Court decisions" appeared on the KAPE program.

The station offered the program by letter to 10 stations, seven of which accepted, said Sam Riklin, president. KAPE requests interested stations to send hour tapes to which it will dub the program.

20th Century-Fox omits semi-annual dividend

Twentieth Century-Fox Film Corp., New York, last week announced it is not declaring its usual 2% semi-annual stock dividend. The board of directors voted to omit the dividend, which had been paid for the past year-and-a-half, after hearing that the company had experienced an operating loss of $12,456,437 for the first six months of 1962 compared with a profit of $12,326 in the same period of 1961.

Adam Gimbel, president of Saks Fifth Avenue, New York, was named a member of the board of directors, and Arnold M. Grant, a director since last month, was named chairman of the executive committee.

Film sales...


*Thriller* (MCA Ty): Sold to KTVU (TV) San Francisco; WCPO-T V Cincinnati; WNEP-TV Scranton, Pa.; KTRK-TV Houston, and KFRE-TV Fresno, Calif. Now in 43 markets.


*Checkmate* (MCA Ty): Sold to WRGP-TV Chattanooga, Tenn.; KGBT-TV Harlingen, Tex.; WREX-TV Rockford, Ill.; WT V (TV) Tampa; WTOL-TV Toledo, Ohio; WCPO-TV Cincinnati; KVAL-TV Eugene, Ore.; WTVJ (TV) Miami; WTVJ (TV) Miami; KTNT-TV Tacoma-Seattle, and WHEC-TV Rochester, N. Y. Now in 34 markets.


Mr. V. J. Kasper, Owner-Manager of Station WILO, Frankfort, Indiana, reports on the New Gates “Cycloid” FM Antenna:

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

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

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

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

Cycloid is the newest and most advanced FM ring antenna on the market today. For complete engineering data, write for Brochure No. 111 - yours for the asking.
Worth; KTRK-TV Houston, and WSUN-TV Tampa-St. Petersburg. Now in 9 markets.

Suspicion (MCA TV): Sold to WUSN-TV Charleston, S. C., and WTHI-TV Terre Haute, Ind.


Frontier Circus (MCA TV): Sold to WTKO-TV Meridian, Miss., and WTHI-Terre Haute, Ind. Now in 20 markets.


Program notes...

Abstract news • Frank Draper, an Oklahoma City artist, was commissioned by KOA-TV Denver to create 10 original abstracts for the Enco News Project VII—Counterpoint, which was telecast Monday, Aug. 20. The paintings were shown in the opening and closing credits of the program.

Horse set • KRON-TV San Francisco will present on its first Assignment Four program of the fall season, a show entitled “Return of the Horseman” about the growing popularity of horseback riding and the men who breed and train horses.

Opera, ballet special • Arias and Arabesques, a one-hour special of opera and ballet, hosted by Metropolitan Opera tenor Jan Peerce, will be presented on CBS-TV this Thursday (Aug. 30 10-11 p.m., EDT). The program will present for the first time on tv Dr. Douglas Moore’s opera, “Gallantry,” and excerpts from television soap operas and commercials. A ballet, “Parallels,” by the late Wallingford Riegger, will also be performed for the first time on tv.

More evening news • KNXT (TV) Los Angeles will expand its late evening newscast from 15 to 30 minutes starting Sept. 10. Newscast, at 11:30 p.m., will feature newsmen Jery Dunphy, who will handle the top news of the day; Ralph Story, who will give a “human predicament” feature, and John Hart, who will handle a significant local story as a “special assignment.” Mr. Dunphy and Mr. Story are both regular members of the five-man reporting team on KNXT’s The Big News, at 6-7 p.m. weekdays. Mr. Hart is a roving reporter on the one-hour newscast.

‘Lock Up’ Sale • Ziv-United Artists has sold its Lock Up tv series for use in all of the French Canadian markets. The series will be dubbed in French and retitled Derniere Recours (last resort). The program will be co-sponsored for 52 weeks by Lever Bros. Ltd., Warner-Lambert (Canada) and American Motors (Canada) Ltd.

‘Smile’ • World rights to The Smile at the Foot of the Ladder, a 1948 story by author Henry Miller (Tropic of Cancer), have been purchased by Patricia P. Hardesty, owner of Patrician Productions, an independent San Francisco film company. Miss Hardesty, a broadcasting writer-producer for many years, wrote the shooting script for the one-hour film, to be shot in 16mm color in Northern California. John F. Hardesty, her husband, is president of Hamilton-Landis & Assoc., media brokers, with headquarters in San Francisco.

Color spread • The Henry Jaffe organization will create and produce 17 hours of color programming for NBC-TV for broadcasting during the coming season. There are eight full-hour programs for AT&T and nine Dinah Shore shows.

The Bell Telephone hours will be seen Sept. 24, Oct. 22, Nov. 22, Dec. 23, Jan. 18, Feb. 4, March 13, and April 11.

Attention, duffers • The Golf Clinic, a new series of half-hour instructional tv films for fairway foragers and “putterphiles,” is available from producer-director Leonard Anderson Assoc., New York. Filmed at Miami’s Doral Country Club, Clinic features Jay Hebert, former PGA champion and “Light Horse” Harry Cooper, an instructor. Mr. Anderson uses slow motion and closeup film techniques to explain skills of the pros.

New series • Postmark: Jim Adam, new tv series, will make its debut over ABC-TV during the 1963-1964 season. The series, produced by Screen Gems with Andrew J. Fenady and Charles 11., Inc., will star James MacArthur as a free lance magazine writer.

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

**NBC-TV:**
Aug. 27, 1962—Sept. 3: 3 (10:30-11 a.m.) Play Your Hunch, part.
Aug. 27, 1962—Sept. 3: 3 (11:15 a.m.) The Prize Is Right, part.
Aug. 27, 1962—Sept. 3: 3 (12:30-12:30 p.m.) Your First Impression, part.
Aug. 27, 1962—Sept. 3: 3 (11:15 p.m.-1 a.m.) Tam O’Shanter, part.
Aug. 28, 1962—Sept. 4: 7 (7:30-8:30 p.m.) Laramie, part.
Aug. 28, 1962—Sept. 5: 5 (10:10 p.m.) Play Your Hunch, part.
Aug. 28, 1962—Sept. 5: 5 (10:30-11 a.m.) David Brinkley’s Journal, Douglas Fir Plywood Ass’n, through Cunningham & Walsh; Pittsburgh Glass through Maxon.
Aug. 29, 1962—Sept. 5: 5 (7:30-8:30 p.m.) Wagon Train, Ford through J. Walter Thompson; National Biscuit Co. through McCann-Erickson; R. J. Reynolds through William Esty.
Aug. 30, 1962—Sept. 6: 10 (9:30-10 p.m.) The Lively Ones, Ford through J. Walter Thompson.
Aug. 30, 1962—Sept. 6: 10 (10-11 p.m.) Sing Along With Mitch, Ballentine through William Esty; Buick through Burnett; R. J. Reynolds through Esty.
Sept. 1, 1962—Sept. 7: 10 (9:30-10 a.m.) Pip the Piper, General Mills through Dancer-Fitzgerald-Sample.
Sept. 1, 1962—Sept. 7: 10 (10-10:30 a.m.) Shari Lewis Show, Nabisco through Kenyon & Eckhardt.
Sept. 1, 1962—Sept. 7: 10 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.
Sept. 1, 1962—Sept. 7: 10 (7:30-8:30 p.m.) Tales of Wells Fargo, American Tobacco through Sullivan, Stauffer, Colwell & Bayles, and part.
Sept. 1, 1962—Sept. 7: 10 (9-11 p.m.) Saturday Night at the Movies, part.
Sept. 2, 1962—Sept. 8 (5-6:30 p.m.) Patterns in Music, part.
Sept. 2, 1962—Sept. 8 (6-6:30 p.m.) Meet the Press, co-op.
Sept. 2, 1962—Sept. 8 (7:30-7:30 p.m.) Bullwinkle, part.
Sept. 2, 1962—Sept. 8 (7:30-8:30 p.m.) Walt Disney’s Wonderful World of Color, Kodak and RCA through J. Walter Thompson.
Sept. 2, 1962—Sept. 9 (9-10 p.m.) Benacca, Chevrolet through Campbell-Ewald.

**BROADCASTING**, August 27, 1962

56 **(PROGRAMMING)**
SOONER OR LATER
FEATHERBEDDING WILL END

The public benefits which will come from the elimination of featherbedding on the nation's railroads will be further delayed while the courts dispose of legal technicalities raised by the railroad operating unions. This is a setback for the shipping and traveling public which now pays the railroad unions nearly $600,000,000 each year for work not needed or not performed.

It is only a temporary setback, however, delaying the time when the railroads will be allowed to put into effect the recommendations for modernizing their work rules made by a Special Presidential Commission after thirteen months of intensive study.

THIS DELAY DOES NOT AFFECT THE EVENTUAL OUTCOME.
FEATHERBEDDING WILL END!

Plunging this rules dispute into the courts instead of handling it through the orderly processes of the Railway Labor Act is merely an example of the stalling and delaying tactics which the unions have followed ever since the railroads have attempted to negotiate work rules changes.

Another example is the unions' attempt to divert attention from the monstrous public costs of featherbedding by calling for a Congressional investigation of railroad finances. The inference is that the critical financial plight of the railroads is in reality only a "subtle and successful public relations campaign" to work up public sympathy for the fight to end featherbedding.

No one is deceived by such diversionary tactics. Few industries live in such a goldfish bowl as the railroads, who are required to report in meticulous detail to the Interstate Commerce Commission. Every financial fact about the railroads is a matter of public knowledge.

But it does not take any Congressional investigation to disclose the effects of the $600,000,000 burden inflicted by union-protected featherbedding.

All America loses by that!

Eventually, featherbedding will be eliminated along the lines recommended by the Special Presidential Commission. Whether that is sooner or later depends upon how many more roadblocks the unions are able to scatter in their campaign of delay and obstruction.

The railroads will do their best to speed the end of featherbedding.

AMERICAN RAILROADS
Plains TV Stations telecast Telstar phone call

The Illinois State Fair in Springfield was the setting Aug. 15 for what the Plains Television Stations call "the first telecast by local television stations of an international telephone conversation via the Telstar satellite..."

The stations, WICS (TV) Springfield, WCHU (TV) Champaign and WICD Danville, all Illinois, telecast a conversation between officials of the Illinois Bell Telephone Co. at the fair and E. F. H. Gould, British director of external communications, who was in his home in Seven Oaks, England.

The long-distance chat was part of a special half-hour program carried jointly by the Plains Television Stations.

Hour tv news coming to Nation's Capital

Using a format becoming increasingly popular in television news programming, WMAL-TV Washington, D.C., will initiate a one-hour early evening newscast Sept. 3.

The nine-segment program will begin at 6:30 p.m. and include: ABC-TV world news, business and government news, District of Columbia news, reports from Maryland and Virginia, entertainment news, sports, national news from Washington and weather, according to Theodore N. McDowell, manager of news and public affairs for WMAL-AM-FM-TV.

WTOP-TV, that city, will introduce News Night, its own hour news, Sept. 10, also at 6:30 p.m.

Macy's fashion show on KPIX

A fall fashion show for young women and girls was produced by KPIX (TV) San Francisco in cooperation with Macy's California and sponsored by 7-Up Bottling Co. last week. "Fall Report: Fresh Young World of Fashion" was telecast Aug. 23 and repeated Aug. 26. It was produced and directed by Loring d'Usseau and sold through J. Walter Thompson Agency.

CBS-TV adds Negro to series

Rex Ingram, a Negro actor, is joining the cast of The Brighter Day, a daytime serial on CBS-TV, on Sept. 17. Mr. Ingram has been assigned a continuing role as an ordained minister forced to work in a hardware store because his church cannot pay him a living wage.

A memorandum to CBS producers asking them to be aware of possibilities for Negro actors was sent by Hubbell Robinson, senior vice president of programs, last May. Mr. Robinson said last week, "This is one result of my memo."

Farm Bureau, WDVA set new talk series

A pilot series of nightly 25-minute programs featuring discussions of legislation and farm problems with materials supplied by the Virginia Farm Bureau Federation Inc., Richmond, will begin on WDVA Danville, Va., Sept. 4.

WDVA Farm Director Frank Raymond said between 10 and 12 study groups will gather at locations throughout Pittsylvania County, the state's largest, to hear the programs, discuss them and formulate their own views. Mr. Raymond says he will try to get a better telephone report from one group each night, but all groups, supplied with bureau study sheets and background material, will make formal, written reports.

"The idea behind the whole project is to get more people participating in the determining policies of our organization," explained Ronald Nowland, director of information of the state federation.

Farm Bureau, which sponsors The Farm Bureau Report on Saturdays, will not sponsor the nightly programs, but will supply, in addition to the study material, its own tape recorded discussions for broadcast.
replace with SYLVANIA KLYSTRONS SK-220, 221, 222 Series

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

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

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

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

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A U.S. government gag for global tv?

MINOW AIDE'S REPORT TO JFKPOSES QUESTION OF NEW TV-RADIO ARM

The spectre of government censorship over tv programs going abroad rose in Washington last week with the unofficial publication of the contents of the memorandum on international tv prepared by Tedson J. Meyers, administrative assistant to FCC Chairman Newton N. Minow.

In his discussion of the potential use of tv to aid the United States in its foreign relations, Mr. Meyers raises the question whether it is desirable to establish criteria to judge the content of American programs seen overseas. In a corollary question, he asks, assuming that the answer to the first is affirmative, what those criteria should be.

The Meyers memo was submitted to Ralph A. Dungan, special assistant to President Kennedy, last May. It also has been circulated among top government officials in the executive department and independent agencies and among a half-dozen outside individuals. Mr. Meyers was detached from his regular duties last March to pursue this study. It first came to public notice last month when Pierre Salinger, President Kennedy's news secretary, referred to it on the day Telstar was successfully launched in orbit and the first voice, facsimile and tv pictures were flashed across the Atlantic Ocean (Broadcasting, July 16).

Essentially, Mr. Meyers proposes that a federal international broadcasting office be established to coordinate, encourage, and foster television—and in a lesser sense radio—in foreign countries and especially among the new nations of Africa and Asia. Among other recommendations:

* The government should encourage private investment in overseas television systems. One of the conflicts existing already, he says, is that some agencies of the federal government are aiding foreign countries with grants and loans, but are forbidden by law to invest in radio or tv because they are mass communications media.

* A broadcasters "hands-across-the-sea" program which would pair off an American city and a foreign city which would exchange tv programs, personalities and executives so that a closer understanding between the broadcasters of both cities would result.

* The development of a battery-operated, transistorized tv receiver on

Telstar and programming censorship

SARNOFF SAYS METHODS DON'T CHANGE FREE EXPRESSION PRINCIPLE

In a letter addressed to television and radio editors, Robert W. Sarnoff, NBC board chairman, applauds the achievements of Telstar and clears up some of the misunderstanding about what may be expected of it in the future. Pointing to suggestions in some quarters that this new means of communication makes it necessary for the government to censor programs sent overseas, Mr. Sarnoff declares the "development of a new technology of transmission gives no ground for interference with programming. The principle of free expression is not changed depending on the means of program distribution." A condensed version of the text of his letter follows:

The actual achievement of the Telstar transmissions and the significance they hold for the future are genuine and exciting enough to warrant a world enthusiasm. There is plenty to cheer, to ponder and to plan without courting mirages.

Perhaps the ultimate tribute to the transatlantic transmissions is the assumption they seem to have sown that we have suddenly landed full-blown into the age of instantaneous international television. From this notion trails a string of equally airy fears and fallacies.

It is clear that, having just scored a scientific triumph of communications, it is still necessary to communicate some simple facts about it—even at the risk of repetition. Here are some of them:

Important as it is, Telstar is only an experimental splash in the ocean of space. Facilities for satellite television transmission on a regular basis are still several years off. Even then, viewers will not be receiving television programs directly from satellites. Rather, the programs will be transmitted by satellite to specialized ground stations, and then fed into regular broadcasting systems for transmission to sets in the home. At some future time, there will be satellites able to relay programs directly to sets in the home, and these will be useful for program distribution to countries where television systems have not been established.

The use of satellites for transmitting programs abroad will undoubtedly be much more costly than sending them on film and tape by plane. In most instances, it will also be a great deal less convenient and effective, because intercontinental time differentials would deprive such transmissions of their maximum audiences.

The resulting pattern of international distribution of television programs seems clear. The bulk of exchanges—as in the case of Amer-
a crash basis so that tv service might become more readily available to poorer and emerging nations.

- The production of programs in the news, documentary, education and entertainment fields by private U.S. broadcasters which would advance the policies of the United States.

Guided Content — It is in his consideration of the last item that Mr. Meyers raises the censorship question. The point, delicately referred to, is not amplified or discussed by Mr. Meyers. His attitude, it is understood, is that the image of America should be protected if the federal government is going to encourage the influence of U.S. television throughout the world through government help or direct subsidies.

Mr. Meyers, an ABC network attorney before joining the FCC with Mr. Minow last year, anticipated the reaction of broadcasters to his proposal:

“The broadcasting industry,” he says, “must be assured that government interest in this field does not mark the onset of an era of bureaucratic meddling.”

In another section of the report, however, Mr. Meyers recommends that the international office of broadcasting write regulations to govern international television transmissions originating in the United States.

It is a little known fact, he says, that the FCC already requires that applicants for international shortwave radio stations broadcast programs which will promote international goodwill, understanding and cooperation. This is Sec. 3.788 of the FCC regulations for international broadcasting.

Minow, too — Although Mr. Meyers specifically disassociates the FCC from his report—it is a private, non-official work, he says—he does state that it was prepared with the knowledge and encouragement of FCC Chairman Minow.

Notwithstanding this disclaimer, the thinking of Mr. Minow on the subject of controls on tv programs going overseas seems to be quite similar to that of his protege. On Meet The Press on July 22 over the NBC network, Mr. Minow said:

“Inevitably the government will play a part” in deciding what programming is used for live, international broadcasts via space satellites. How large the role of the government should be in this area is the question, he stated. The present FCC authority on overseas broadcasts is “hopelessly vague and in-

(a) • Mr. Meyers

Control of tv programs overseas?
adequate," the FCC chairman said. He agreed that the government cannot control what is sent overseas on film or tape.

In recommending that the proposed international broadcasting office be placed in the State Dept., Mr. Meyers emphasizes that its activity would be directly concerned with American foreign policy. This rules out other agencies like the FCC or the United States Information Agency, he maintains.

There have been reports that Mr. Meyers sees himself as the first director of the broadcast office with an under-secretaryship in the State Dept. (CLOSED CIRCUIT, July 30).

In commenting on reports about his paper, Mr. Meyers said that he is "concerned lest it give the impression that I have recommended a form of program control for international television. I'd like to make it emphatically clear that I have not recommended anything of the kind. It is my own belief that whatever policy is adopted must encourage the greatest possible freedom of communications among nations."

### IS CH. 2 CASE IN WRONG COURT?

**Justice, FCC want Sangamon Valley-Tv’s appeal moved back to Washington, but appellant objects**

The Justice Dept. and the FCC last week asked the U. S. Court of Appeals in Chicago either to dismiss the appeal of Sangamon Valley TV Corp. against the ch. 2 St. Louis-Springfield, Ill., du-intermixture decision or transfer the case to the Court of Appeals in Washington.

The government and KTVI (TV) St. Louis (ch. 2) asked the court to deny a stay of the shift of ch. 2 to St. Louis as requested by Sangamon (BROADCASTING, Aug. 13). Last Friday (Aug. 24), Sangamon, a losing applicant for ch. 2 in Springfield, replied to the opposition pleadings and the Attorney General for Illinois asked to intervene in the case.

The government told the Chicago court that it lacks jurisdiction in the case, since the question presented is the same one previously decided in favor of the FCC by the Washington court. Moreover, the government said, Sangamon accused the FCC of contravening the mandate of the Washington court circuit court. "In these circumstances ... original and exclusive jurisdiction having once been lodged in the Court of Appeals for the District of Columbia ... this court now lacks jurisdiction," Justice and FCC said.

Even if the Chicago court determines that it has jurisdiction, it still would "clearly serve the interests of justice" to transfer the Sangamon petition for review to the Washington court, the government maintained. The entire complex of proceedings has been heard by the D. C. court and the FCC is accused of violating the mandate of this court, the government told the Chicago circuit, and the Springfield case is "factually related" to the Peoria, Ill., intermixture which is now before the Washington court.

Ask stay denial = KTVI and the government argued that a stay should be denied because (1) Sangamon has failed to show that it will suffer any injury if ch. 2 remains in St. Louis while the appeal is pending, (2) Sangamon has not shown a reasonable likelihood that its appeal will be successful and (3) the grant of a stay will adversely affect the public interest.

Sangamon countered that it is "some what amazed at the fervor demonstrated" by KTVI and the government in the efforts to keep the Chicago court from considering the appeal. It is clear that such court properly has and should retain jurisdiction over the case, Sangamon said, since the FCC conducted a new proceeding in reaffirming the shift of ch. 2.

Sangamon said it would withdraw that portion of its petition for review which said that the FCC ignored the Washington court's mandate, rather than engage "in an extensive semantic debate." The earlier case was decided on a "vastly different record" from that which will be before the Chicago court, Sangamon said. The Springfield ch. 2 applicant also said the Peoria case has always been separate from Springfield both at the FCC and in court and is "absolutely irrelevant to Sangamon's right to seek judicial review" in the Chicago court.

### Brown, Nixon fail to agree on tv plans

Chances for a face-to-face meeting of California's two major candidates for governor before tv cameras this fall dwindled almost to the vanishing point last week as negotiations for the projected debate between Gov. Edmund G. Brown, Democratic incumbent, and Richard M. Nixon, his Republican opponent, collapsed amid a flurry of charges and counter-charges as each side attempted to saddle the other with responsibility for the breakdown.

Gov. Brown, in his statement, charged Mr. Nixon refused "to face me except on terms that he dictates. Although I have already made one major concession to Nixon—two debates instead of one . . . he shows no such good faith," Gov. Brown asserted. The major issue on which Mr. Nixon refuses to negotiate, the Governor stated, is "the appearance of a panel of objective newsmen who would direct alternative questions to each of us. That was the format of debates when then Sen. Kennedy in 1960 and it was a good one."

Mr. Nixon, on his part, accused Gov. Brown of "the most flagrant bad faith in making his statement while negotiations are still in progress." "The only interpretation that can be placed upon his action is that he is trying to squirm off the hook and avoid meeting me in a face-to-face discussion of the record of his administration in which each of us has the opportunity to question each other directly," Mr. Nixon stated.

### Radio, tv in Senate advocated by Javits

The Senate, which permits television and radio coverage of committee hearings, would open its floor debates to the same kind of coverage under a resolution introduced last week by Sen. Jacob K. Javits (R-N.Y.), with Sen. Wayne Morse (D-Ore.) as co-sponsor.

Sen. Javits, long an exponent of giving electronic journalists access to congressional proceedings, said it's time
will have to open its chamber to radio and television.

He noted that television has successfully covered U.N. debates, some congressional committee hearings and, in recent years, legislative proceedings in six states—Arizona, Idaho, Kansas, Oklahoma, Michigan and Massachusetts. Radio-television coverage of the Senate would bring that body closer to the people and result "in a more informed citizenry and a more responsive legislature," he said.

He feels the entire nation should have an opportunity to witness such Senate debates as those involving the communications satellite bill and medical care for the aging. He also sees broadcast coverage as removing one of the reasons for a filibuster—a minority's determination to dramatize an issue. "Television would dramatize the issue in a matter of days," he said.

House votes today on satellite bill

The communications satellite bill, which passed the Senate Aug. 17 after a filibuster against it was broken (BROADCASTING, Aug. 20), was scheduled to clear its last congressional hurdle today (Monday) and be sent on to the President for his signature.

Chairman Oren Harris (D-Ark.) of the House Commerce Committee, who is in charge of the bill in that body, said last week he would bring it up today under a procedure known as suspension of the rules.

This gives the measure a short-cut to House action. But it also requires a two-thirds vote for approval. Rep. Harris, however, expects no difficulty in obtaining the necessary margin to send the bill to the White House. The House passed its own version of the bill by a vote of 354-9 in May (BROADCASTING, May 7).

Rep. Harris said that although "there are numerous" differences in the language of the bills passed by the Senate and House, none affect "the cardinal principle of the bill." He said this principle is that "United States participation in a global communications satellite system will be through the medium of a privately-owned, profit-making corporation subject to government supervision rather than by means of a government agency and government-owned facilities." No Conference?

Another reason Rep. Harris decided to ask the House to accept the Senate bill is the determination by the leadership of both bodies to avoid a joint conference to reconcile differences in the two versions. A conference report would have to go back to both chambers, and would be subject to another filibuster in the Senate.

'Public utility' philosophy laid to FCC

SEEKING RIVERTON GRANT, ROSS OPPOSES HEARING

William L. Ross charged last week that the FCC overstepped its legal authority in setting for hearing his application for a new radio station in Riverton, Wyo., to determine if that city can economically support more than one station.

The Communications Act prohibits the commission from applying the public utility concept of regulation to broadcasting as it has done in the Riverton case, Mr. Ross said in seeking reconsideration of the FCC order (BROADCASTING, July 23) and a grant without hearing.

If this is not acceptable, Mr. Ross said, then the FCC should order a consolidated comparative hearing between his application (1370 kc, 1 kw-D), that of Hugh Jordan Stock for a new station on 740 kc, 1 kw-D and KVOW Riverton to decide, which would best

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BROADCASTING, August 27, 1962
serve the public interest. He asked that KVOW be required to file an application for license renewal to be placed in the proposed hearing.

The FCC has ordered two separate hearings on the Ross and Stock applications, with KVOW a party to both. KVOW (1460 kc, 250 w) protested both applications on the grounds that Riverton cannot financially support more than one radio station.

Mr. Ross cited the U. S. Supreme Court's 1940 decision in the Sanders case to back his claim that the FCC "does not have the authority to deny an application for a new standard radio broadcast station based solely upon what the commission feels will be the effects of legal competition upon the public service. . . ." The FCC, he said, can apply the theory of economic mutual exclusivity only in public utility regulation and not in the Act and court decisions specifically exempt broadcasting from public utilities.

He said the court of appeals, in the 1958 Carroll case, clearly based its decision upon the erroneous concept of controlled competition in broadcasting.

"When applying the rule of economic mutual exclusivity to an application for a new radio station, the commission is applying a rule of public utility regulation and is therefore acting outside of the scope of its authority," Mr. Scott maintained. The commission cannot apply such a theory and at the same time regulate broadcasting upon the principle of a free, open, competitive system, he said.

**Monopoly grant** The FCC would be granting a monopoly to an existing station if it decrees that a city cannot support a second station, he said, charging the commission with attempting to "lay a foundation for a glass house to be built in, and such market areas as Riverton."

And, he said, the FCC could only grant a radio monopoly if it also had the authority to regulate every aspect of that station's operations.

This would require the FCC to set rates, maximum profits, and regulate content and type of programming.

"The glaring truth, however, is that the commission does not have such regulatory powers," Mr. Scott said in such a manner that the proposed hearing is "unnecessary and useless," the applicant continued, since the ability of Riverton to support a second station cannot be the basis for denial of the application. It is "absurd" for the FCC to hold two separate hearings on the Scott and Stock applications he added, and the public interest requires that if a hearing is necessary it be a full comparative hearing among the three parties.

The Ross petition was filed by attorneys Vincent A. Pepper and Robert F. Corazini of the Washington firm Smith & Pepper. Haley, Bader & Potts is counsel for KVOW. Mr. Scott does not have a Washington attorney.

**Tv setmakers submit all-channel standards EIA REPORTS TO FCC ON NOISE, SENSITIVITY FACTORS**

Television set manufacturers and tuner makers told the FCC last week that the uhf portion of all-channel receivers should have a minimum noise factor not exceeding 18 db and a sensitivity that is no more than 9 db below the average of the sensitivity for vhf channels.

The opinion was given to the FCC by a committee headed by Harris O. Wood, of Philco. It was based on a consensus of chief engineers of manufacturers and tuner firms who met in New York Aug. 7 under the auspices of the Electronic Industries Assn. Present at the meeting were representatives of 16 set making firms, seven tuner manufacturers and one converter company. Comments were also received from five set manufacturers and one tuner maker which did not have representatives at the meeting.

The group told FCC that uhf performance standards should be established only for a period of two years following the vhf-only cut-off date, since progress brought on by competition will obviate the necessity for such a requirement. It stated also that push-button as well as other means of tuning will be actively investigated by the industry.

The report was submitted to the FCC in response to a request by FCC Chairman Newton N. Minow asking for the manufacturing industry's viewpoint on uhf performance standards for all-channel tv sets. In legislation requiring tv sets in interstate commerce to be capable of receiving both vhf and uhf signals, the FCC is directed to establish standards to provide "adequate" uhf reception. Earlier the EIA recommended that the cut-off date for the manufacture of vhf-only receivers be set for July 1, 1964 (BROADCASTING, Aug. 2).

The special committee, in addition to Mr. Wood, included Earl Anderson, RCA; J. E. Brown, Zenith; Garth J. Heisig, Motorola; E. Lee Sigmund, Olympic, and Fred J. Kitty, of F. W. Sickles. The report was delivered to Ralph J. Renton, FCC associate chief engineer and Henry Geller, associate general counsel, by Mr. Wood and James D. Secrest, EIA executive vice president; L. M. Sandwick, staff director, EIA consumer products division, and Jean Caffiaux, EIA staff engineer.

**WGAL Inc. asks deletion of station never on air**

WRAK-TV (ch. 26) Williamsport, Pa., was deleted by the FCC last week at the request of the permittee, WGAL Inc. (Steinman Stations). The station was first granted (on ch. 36) in 1952 but has never been on the air. Steinman acquired the tv permit in 1957.

Two weeks ago, Steinman sold WRAK-AM-FM to several employees of the stations (headed by General Manager J. Wright Mackey) for $200,000 subject to FCC approval (BROADCASTING, Aug. 20). The Steinman Stations also include WGAL-AM-FM-TV (ch. 8) Lancaster, WKBO Harrisburg, WORK York and WEST-AM-FM Easton, all Pennsylvania, and WDEL-AM-FM Wilmington. In addition, the company has contracted to purchase KOTA-TV Albuquerque (ch. 7) and KVOS-TV Tucson (ch. 4) for $3,250,000.

**KPSR revocation effective**

The FCC's license revocation of KPSR (FM) Palm Springs, Calif., became effective automatically Aug. 16 because the station filed no exceptions or objections to an initial decision recommending revocation.
COMMERCIAL OUTLETS GOT FUND HELP

Hill told of foundation loans to Capital Cities, Veterans

The Ford Foundation was revealed in Congress last week as a financial angel for commercial as well as educational broadcasting companies—and was roundly criticized for playing such a role.

Chairman Wright Patman (D-Tex.), chairman of the House Small Business Committee, who has been conducting an investigation of tax-exempt foundations, said Ford had lent $7.5 million to Capital Cities Broadcasting Corp. and $2.5 million to Veterans Broadcasting Co., both in 1961.

Capital Cities said it used its Ford money in the purchase of WKBW-AM-FM-TV Buffalo, N. Y., and WPAT-AM-FM-TV Paterson, N. J. Veterans Broadcasting said its Ford money went into the purchase of its share of the cost of Transcontinental Television Corp. real estate and equipment used in the operation of WROC-TV (ch. 5) Rochester, N. Y.

Helped Buy WNTA-TV • Rep. Patman also said the Ford Foundation had donated $2 million to Educational Television for the Metropolitan Area Inc., to help it buy WNTA-TV Newark (now WDNJ TV) an educational tv station) earlier this year. He said seven other foundations contributed a total of $1,375,000 toward the purchase of the station—Rockefeller Bros. fund, $500,000; Avalon Foundation, $250,000; Carnegie Foundation, $200,000; Arthur Curtiss James Foundation, $100,000; Alfred P. Sloan Foundation, $200,000; New York Foundation, $100,000; and George P. Baker Foundation, $25,000. The total purchase price of the station was $5.2 million. The three tv networks and the New York independent stations also contributed.

These were the only examples involving broadcasting cited by the Texas congressman in a two-hour House speech critical of the operations of tax-exempt foundations. He said they have reached "massive, undreamed of proportions" and that some have assumed functions "wholly foreign to the object for which they were granted tax exemptions." He said Congress should consider ways of controlling them.

In discussing Ford Foundation’s dealings with broadcasters, Rep. Patman said by lending $7.5 million to Capital Cities it gained "influence" over radio and television properties in Buffalo and Paterson. He added that Ford and other foundations had extended their "influence" over educational television through their grants to ETMA.

Part of Package • A Capital Cities spokesman said the Ford loan was part of a $23.5 million package used to purchase the Buffalo and Paterson properties (for a total of $19.35 million) and for debt refinancing. He said the non-foundation money was provided by three banks.

The Ford loan to Capital Cities was in two parts—$3,032,000 in a note dated Oct. 9, 1961, and $4,468,000, in a note dated Dec. 4, 1961. Both carry an interest rate of 5.9% and are due Oct. 1, 1972. The Capital Cities spokesman added that the obligation involves 75,000 warrants giving the foundation the right to purchase company stock at $20.

He explained that the loan from Ford was in accord with one of the foundation’s normal functions, that of making business investments.

Capital Cities’ other properties include WTEN (TV) and WROW AM-FM, both Albany, N. Y.; WCDC (TV) Adams, Mass.; WTVD (TV) Durham, N. C.; and WPRO-AM-FM-TV Providence, R. I.

Rochester Purchase • Veterans Broadcasting (WVET) used its $2.5 million loan in the purchase, for $2,432,000, of 41.3% of TTC’s Rochester facilities. WHEC Inc., (WHEC-TV-Gannett) paid $3,692,500 for 58.7% of the property. WVET and WHEC had shared ch. 10 in Rochester, but their purchase of the TTC property permitted WHEC to take it over full-time, while WVET became sole occupant of ch. 5.

Veterans Broadcasting borrowed the Ford money on a 10-year note bearing 6% interest, with equipment used as collateral. The consideration also includes warrant options for 7,500 shares of common stock in Veterans, which would amount to 1% of the 75,000 shares of common stock outstanding.

WMCA’s Strauss to ask Supreme Court review

R. Peter Strauss, president of WMCA New York, said last week he would ask the U. S. Supreme Court to review again a decision by a federal district court in New York dismissing the station’s suit, against the State of New York, alleging unfair New York City representation in the state legislature.

The court on Aug. 19 ruled that the state’s apportionment provisions were not discriminatory. Earlier this year, the Supreme Court ruled that the district court erred in dismissing Mr. Strauss’ suit on the ground there is no federal issue involved.
"Dear FTC" queries get more complicated
AD COPY CLEARANCE POSES PERPLEXING PROBLEMS

"An increasing number of complex matters" are being presented by businessmen to the Federal Trade Commission's Dept. of Advisory Opinions, in operation since June 1, an FTC spokesman said last week.

The majority of these problems deal with FTC matters other than false and misleading advertising, he indicated. But the clearance of advertising copy presents unusual and perplexing dilemmas.

The FTC order establishing the department states that the commission will, "where practicable," advise businessmen whether a proposed course of action is legal (Broadcasting, May 7). In some advertising problems such assistance is not practicable, the spokesman pointed out.

The FTC has been presented certain scientific and medical advertising claims which would require laboratory tests to prove. In cases where the proposed ad copy makes research claims, the FTC would have to duplicate the tests to certify them, which it is not equipped to do. Since the department is limited to nine persons, some of whom are preparing guides to advertising in some industries, time and personnel are not available.

An FTC advisory opinion (although subject to reversal with warning) serves as a "shield" against prosecution by the commission for any practice the agency has approved, and therefore the FTC is particularly careful in issuing advisory opinions.

The majority of problems presented to the department concern mergers, pricing practices and temporary company consolidation to gain quantity discounts.

The policy of issuing advisories has met favorable reaction from businessmen, who have been quick to make use of the service, the FTC spokesman said.

More watts for clears, Capehart urges Senate

Support for the House's answer to the question of how to provide better nighttime radio service to rural America was voiced last week by Sen. Homer Capehart (R-Ind.).

Sen. Capehart, in a Senate speech, referred to the resolution (H Res 714), which recommends that the FCC (1) authorize clear-channel stations to operate on power higher than the present 50-kw limit, and (2) declare a one-year moratorium on plans to duplicate the clears.

"I commend the House for its wisdom . . . and urge the commission to implement its suggestions at once," Sen. Capehart said.

The resolution was the House response to the commission's proposal last year to duplicate 13 of the 25 clears (Broadcasting, June 19, 1961). A half-dozen bills were introduced in both the Senate and House to block the move. Sen. Capehart was co-sponsor of one of them.

He said last week that if the Senate didn't face such a heavy legislative load, he would recommend that it adopt a resolution similar to that passed by the House. But, he added, this probably wouldn't be necessary. "It is difficult to believe that the commission will not heed the excellent advice of the House," he said.

He feels the entire country can be provided adequate radio service if the clear channels are preserved and the stations on them are authorized to operate on higher power.

KRLA seeks overthow of FCC 'death knell'

KRLA Pasadena, Calif., has asked the U. S. Court of Appeals to overturn the FCC's decision to deprive the station of a license renewal (Broadcasting, March 26).

The station said the FCC failed to make clear and adequate findings, ignored material facts favorable to the licensee and generally deprived KRLA of a fair hearing.

Furthermore, KRLA told the court, the FCC based its decision primarily on two points which had not been designated as hearing issues and which therefore the station had inadequate opportunity to defend: that Donald Cooke, KRLA's owner, had not maintained adequate licensee control and that he had attempted to deceive the FCC.

KRLA pointed out that Chief Hearing Examiner James D. Cunningham presided at the hearing and had the opportunity to observe the "demeanor" of witnesses. But although the hearing examiner vouched for witnesses' credibility and recommended that the station be punished only by a short-term renewal, the FCC, which was not present at the hearing, disbelieved KRLA witnesses and denied renewal, the station charged.

"The commission acted in an arbitrary, capricious and unreasonable manner by basing its decision on distorted inferences of [KRLA's] intent and motives," KRLA said.

What does GEORGE A. BOLAS* say about BROADCASTING YEARBOOK?

"ALWAYS WITHIN REACH"

"Over the past many years, I have come to rely on the BROADCASTING Yearbook as a source of industry information. My copy is always within reach and I constantly find the need to refer to this handy annual.

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

A tv permittee which the FCC has found "unfit to be a licensee" should not be allowed to sell the construction permit, WMT-TV Inc. told the commission last week.

WMT-TV Inc., licensee of WEB-C Duluth, Minn., opposed the proposed sale of WHYZ-TV (ch. 10) that city, from WDUL, TV Corp. to Producers Inc. WMT-TV Inc. claimed to be a party in interest because it will compete with the proposed tv station for advertising revenue.

The FCC refused to permit modification of WHYZ-TV's construction permit because the commission ruled the station's owners (Ashley Robison, L. E. and Bruce Gran, and the late Louis Caster) had effected an unauthorized transfer of control, made misrepresentations to the FCC, had trafficked in broadcast properties and had constructed prematurely (BROADCASTING, July 30).

It would be against the public interest to allow WHYZ's owners to profit from their misdeeds by selling the permit, WMT-TV Inc. said. The proposed sale price in itself constitutes trafficking, the company charged. WDUL, TV Corp. has applied to sell the WHYZ-TV construction permit to Producers Inc. for some $400,000. Producers Inc. owns WTVW (TV) Evansville, Ind., KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota.

Bureau opposes plea by Philco for ch. 3

The Broadcast Bureau recommended last week that the commission deny a request by Philco Broadcasting Co. to operate ch. 3 Philadelphia pending disposition of the Philco-NBC-RKO General hearing (BROADCASTING, Aug. 20).

However, the bureau supported Philco's request that an issue be added to the hearing to decide whether RKO's ownership of CKLW-TV Windsor, Ontario, near Detroit, in addition to "five" U. S. vhf stations violates the spirit of the FCC's rules. In one of the stations, Philco cited, KWTV (TV) Oklahoma City, RKO has a minority interest. RKO's other tv stations are WNAC-TV Boston (which the company proposes to swap with its radio companions WNAC-AM-FM for NBC's WRCA-AM-TV Philadelphia, ch. 3); WOR-TV New York, KHJ-TV Los Angeles and WHBO-TV Memphis. The bureau cautioned the commission against granting Philco temporary authority to operate ch. 3 because one of the issues in the hearing is that company's qualifications to be a licensee. The courts and the FCC itself have always regarded such special authorizations and temporary grants to be an "extraordinary procedure," the bureau said. To resort to this procedure while an applicant's qualifications are in question "would, in our judgment, do violence to the commission's licensing procedure," the bureau said. Philco had based its request on NBC's consent agreement with the Justice Dept. to cease tv operations in Philadelphia by Dec. 31, 1962.

NBC and RKO General also opposed Philco's request. NBC is filing with the court for an extension of the December deadline and expressed belief that extension will be granted. The network said when it entered into a consent decree in September 1959, it was agreed NBC should find a suitable party to accept its Philadelphia stations.

The network and RKO said that if the FCC does see fit to make a conditional grant of ch. 3, the "public interest would be far better served by a conditional grant of the Boston and Philadelphia transfer applications."
Educators see need for 1,200 channels
NUMBER, BASED ON U.S. SURVEY, ALMOST FOUR TIMES 309 THEY HAVE

For months educators have been declaring that over the next 10 years U. S. education will need some 1,200 television channel allocations, nearly four times the 309 now set aside for them. In a report out last week that provides the basis for their estimates, they indicate they are determined to get what they consider education's fair share of the spectrum and that they want the FCC to treat them as equals when they compete with commercial interests for channels.

But the report emphasizes that an important bar to educators getting everything they want is the limitation of the present FCC Table of Assignments—it simply doesn't have all the channels educators say they need. As a result, efforts are being made to find how many as 1,500 new uhf channels can be added to the table, which has 2,200 vhf and uhf assignments.

The report—"The Needs of Education for Television Channel Assignments"—was compiled by the National Assn. of Educational Broadcasters under a contract with the Office of Education of the Dept. of Health, Education and Welfare.

It is the first nation-wide educational television survey ever made, and is based on information received from colleges and universities, local public school systems, state departments of education, local civic and political leaders, and active educational stations. The report, which runs 181 pages, contains a table of proposed television assignments, as well as maps and charts showing the projected channel assignments.

Celebrezze Comment • In releasing the report, HEW Secretary Anthony J. Celebrezze said it "provides a blueprint for an adequate educational television service for the United States" and that "it should provide useful guidance" to HEW in the administration of the recently enacted Educational Television Act, which will make available matching grants for etv stations.

He said the new act "will help stimulate the growth of television as an educational and cultural medium for the advancement of all our citizens. The survey of needs for channels points out the high degree of interest that exists in our schools, colleges and communities."

The NAEB finding that 1,197 chan-

HEW seeking funds to start $32-million etv program

Officials of the Dept. of Health, Education and Welfare are scheduled to go before a House subcommittee today (Monday) to request funds to begin implementing the $32-million aid-to-educational-television program enacted by Congress this year (BROADCASTING, May 7).

The officials, who will appear before the House subcommittee on deficiencies appropriations in an executive session, will seek $4,750,000 for funds to be made available, on a matching basis, to local educational institutions and agencies that want to establish etv stations. HEW is also asking for $239,000 for administrative expenses.

By Installment Plan • The $4,750,000 would represent the first installment of grant money to be appropriated for etv in the five-year program. Additional funds up to the $32 million total authorization will be requested in each of the next four fiscal years.

Dr. John T. Bystrom, a special assistant to the HEW Secretary Anthony J. Celebrezze, whose office will administer the program, said last week the department has not yet established the machinery to accept and process applications for funds. Nevertheless, he said, "about 150 direct inquiries" have been received from institutions interested in building etv stations. Some, like one from the New York State Board of Regents, discuss plans for a state-wide etv network.

Local groups seeking aid will have to match federal funds dollar-for-dollar, and the Educational Television Act restricts the use of federal funds to the purchase and installation of transmission equipment. No funds will be provided for construction of buildings, and no state will be eligible for more than $1 million in federal assistance.

FCC Assisting • HEW officials have been working closely with FCC personnel and educational television groups in establishing the administrative framework for the program. Since it's assumed that most of those seeking funds will also be applying to the FCC for construction permits, HEW drafted its application form so that it can be prepared in conjunction with a new form the commission is proposing for etv station applicants. The latter is now being circulated for comments, and is expected to be approved by the commission after the August hiatus.

In preparing the rules and regulations that will translate congressional intent, as expressed in the act, into administrative procedure, HEW is consulting with representatives of the National Assn. of Educational Broadcasters, the National Educational Television and Radio Center, and the Joint Council on Educational Broadcasting.

One of the major problems is developing in detail the criteria which the act requires the HEW secretary to consider in passing on applications. The act states that the criteria should be designed to achieve (1) prompt and effective use of all educational TV channels available, (2) equitable geographical distribution of etv broadcasting facilities throughout the states, and (3) provision of etv broadcasting facilities which will serve the greatest number of persons in as many areas as possible and "are adaptable to the broadest educational uses."

Dr. Bystrom believes that all of these administrative details can be ironed out and the program put into operation "within a month" of congressional approval of HEW's appropriation.
Advice to adults

Abraham A. Ribicoff, former secretary of Health, Education and Welfare, has urged parents to supervise their children's television-watching habits. Writing in the September issue of McCall's magazine, Mr. Ribicoff said parents shouldn't let their children "sit like vegetables in front of a television set." He said television has some good programming, but he recommended that youngsters' TV viewing be limited. They might "profit more from reading," he said.

nals, most in the uhf band, would be needed for educational purposes over the next 10 years was reported to the FCC last November. Later, educators cited the figure repeatedly in supporting passage of the aid-to-etv bill, which was signed into law in May (BROADCASTING, May 7).

But although only 64 etv channels are now in operation, the report urges the commission to do more than set aside the additional channels requested for education. "The FCC should by policy," the report said, "give education equal consideration with any other service in any contest for a specific unreserved channel."

NAEB sources privately express the view that the commission doesn't treat educators fairly when they compete for an unreserved channel with commercial broadcasters. "Under present FCC policy," said one NAEB official, "prime consideration is given to commercial applicants."

Wants Drop-ins - The report also recommends that educational institutions and agencies be permitted to drop in additional vhf channels where feasible and that additional study should be made of special frequencies which might be used for airborne or communications satellite broadcasting for educational purposes.

The FCC is asked to consider etv's need for vhf channels, in any revision of its rules or reallocation of channels. "A primary educational television service with a wide coverage of a signal compatible with the receiving potential of each community is vital to a nationwide system of instructional and general, informal education," the report said.

But the report makes clear that, under the present Table of Assignments, even the most sympathetic commission couldn't give educators what they say they need. The report said "a careful search" of the table turned up only 48 vhf and 608 uhf channels, or a total of 656, that would fit the pattern of etv needs. These channels would supply about three-quarters of what NAEB calls education's "basic and minimum needs."

But NAEB is now engaged in a follow-up project for the Office of Education that may provide an answer to the channel shortage. NAEB engineers, using electronic computers, are attempting to determine how the uhf spectrum could be used more efficiently.

The report said that, "theoretically, 8,000 assignments are available in the uhf band alone." NAEB officials say they are hopeful that between 1,000 and 1,500 of these can be added to the present table without disturbing any existing assignments.

Prompt Action Urged - The engineering section of the report recommends that action be taken to increase the potential density of the uhf channel assignments "before expansion into the uhf spectrum freezes the pattern of allocation into what appears to be a relatively inefficient spectrum utilization mold." The NAEB study is expected to be completed early in January.

Education's heavy demand for uhf channels results from the belief of most schools that they would need two or more channels to accommodate programs they would like to undertake, and that in most cases uhf channels would be adequate. Most school systems and colleges felt a multi-channel service could be shared, but the report said each "community or educational complex using television for systematic transmission" will need from two to 12 channels.

The report's proposed table of television channel assignments, for instance, suggests that the San Francisco-Oakland area, which now has one etv channel (ch. 9) be given four additional etv reservations, all in the uhf band.

School Needs - The greatest need for etv, according to the report, was found among school systems. More than 95% of the public schools were said to have reported "serious curriculum deficiencies or teaching needs." Most said these could be met, or helped, by broadcast television.

The report also said about three-fourths of the nation's metropolitan areas, most of the smaller communities, and almost all of rural America are without educational television. It added that "each group should have frequencies available for such service when it can be established."

The report doesn't consider the financial or political problems that might confront educational agencies trying to meet their etv needs. On this point, the report said merely that "the minimally established and projected needs were considered only as needs which are well within the capacity of the basic resources of society to provide."--

Paul Bunyan Network

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NEW COVERAGE WPBN-TV Traverse City, Mich.
You Also Buy W60M-TV Cheboygan, Mich.

TOWER - 1,129 feet LOCATION - 35 miles south of Traverse City
EQUALS - More TV Homes.
LOWER COST PER THOUSAND.

BEFORE (Grade B)
TV Homes 62, 128 Retail Sales $297, 079, 000

AFTER (Grade B)
TV Homes-116, 905 Retail Sales $531, 362, 000

NEW BONUS (Grade C)
TV Homes-216, 909 Retail Sales $916, 497, 000

BROADCASTING, August 27, 1962

69
Air check tabs speeders, not sounds

The news department of WLOF-TV Orlando, Fla., has demonstrated the state highway patrol's new airplane method of traffic control. News photographer Dick Neville flew along with an air traffic trooper during a simulated tracking of a speeding vehicle—in this case a WLOF-TV staff car. Troopers pace speeders from the air, then radio to a ground unit which intercepts violators. The "culprit" this time was station news editor Dick Richmond, who remarked, "Somebody up there hates me!"

'Loaded' Iowa cornfield to attract gold diggers

WMT Cedar Rapids has turned an Iowa cornfield into a soil bank, the likes of which the U. S. Department of Agriculture has probably never seen.

The station is expecting more than 1,000 weekly winners to wield gold-painted shovels and dig amidst the cornstalks for over $10,000 in prizes WMT and 275 sponsors are offering to celebrate the station's 40th anniversary on Sept. 16.

Mrs. Donald Platenberg, of Paris, France, is a winner entitled to fortune hunt in the "dig off," but she'll be in Europe, so WMT is seeking a French representative to use her shovel.

The gold diggers will draw lots for plots in which to shovel. One plot contains a $10,000 first prize, but all have some booty.

'Jalopy' offered as school lure

WAPE Jacksonville, Fla., is offering a "jalopy" as first prize in its "Stay in School" essay contest. The station is airing daily comments from prominent Floridians urging high school students to return to their studies when summer vacation is over. WAPE suggests contestants may find hints for their 100-words-or-less essays in the broadcasts. (The "jalopy" is guaranteed to pass "all safety inspections" by WAPE.)

KMEX-TV, drug chain join in uhf promotion

KMEX-TV (ch. 34) Los Angeles, in preparation for its air debut Sept. 15 as the city's first uhf, all-Spanish language station, has joined with Thrifty Drug Stores in a contest offering five new Chevrolet Corvair sedans and 10 round-trip vacations for two in Mexico as top prizes to those contestants whose free entry blanks are drawn from the total number deposited at the drug stores.

The drug store chain is co-sponsoring the contest with KMEX-TV to aid its sales of do-it-yourself converters to enable tv families to get KMEX-TV programs on their present sets. The contest is being promoted with 70 spots a week on KWKW Pasadena, Spanish-language radio station; four-color, 24-sheet billboards in Mexican-American neighborhoods; inside and outside bus cards and space in both English and Spanish language newspapers; and display material in all Thrifty stores. The contest begins today (Aug. 27) and will run to Sept. 19, winners to be selected in five weekly drawings starting Oct. 6.

Boy golfers swing well at KTVT-WNAX tourney

A total of 53 boys, 14 to 18, from Iowa, Nebraska and South Dakota competed in the Sixth Annual KTVT (TV) Sioux City-WNAX Yankton, S. D., Junior Boys Gol]
'S.S. Mayfe,' agency guests cruise around Gotham

A nautical theme marked the launching of the fall program plans of KHJ-TV Los Angeles when the S.S. Mayfe ("movies are your finest entertainment") piloted by Capt. Mal Klein, vice president and general manager, was host to advertising people on a two-hour cruise around Manhattan Island.

Capt. Klein and Don Balsamo, general sales manager, described KHJ-TV's fall plans and reported on progress in the past year. KHJ-TV programs heavily in feature films. Capt. Klein is pictured between two unidentified crew members.

Drumbeats . . .

Postcards, any one?  *  As a result of 40th anniversary contests sponsored by WNAC Boston, the station says it has a surplus of 79,000 postcards. Contest winners were selected from postcard entries mailed to the station.

Mothers-in-law *  Pat Burtum of KNX Los Angeles, will give away two pairs of tickets for an ice show to winners of his "What is a Mother-in-Law?" contest which is open to listeners of his weekday afternoon show. The object is to complete the sentence, "My mother-in-law is . . . ." Entries may be of any length.

Polio banner contest  *  The San Francisco Bay Area Medical Assn. Committee, in conjunction with KPIX (TV), is sponsoring a contest for area children (14 years or younger) to design a banner for their KO POLIO campaign. The finalists will be one child from each of six Bay Area counties, and will be judged by a panel of teenagers who are former polio victims. The prize, a plaque, is to be awarded by the committee.

Fast talker  *  A radio news director, Nelson Kirkwood of WIL St. Louis, flew 600 miles an hour with the Navy's "Blue Angels" acrobatic flying team at a St. Louis air show. Mr. Kirkwood's comments, recorded during flight, were broadcast on WIL.

Restoration  *  KING Seattle has announced the recovery of its crown, stolen two weeks ago by the Seafair Pirates. Greater Seattle Inc. offered 1090 World's Fair Trade Dollars as a reward to the first person who could locate and return the crown to the station. KING broadcast clues to the hidden crown's whereabouts. One clue resulted in some digging under a competitive radio station tower. The crown was discovered by Darwin L. Gross of Seattle.

Color first  *  The first live color telecast origination in Kentucky was produced by WAVE-TV Louisville Aug. 15, the station reported. Featured were personalities Julie Shaw, Ryan Halloran and Ed Kallay on the Morning Show. A videotape recording of an art show was also shown.

Quick sale  *  Radio's ability to seek out customers ready to buy was demonstrated by WPDO Jacksonville, Fla., during a Sunday afternoon remote from Florida Mobile Homes. Mr. and Mrs. Robert P. Kelleher, enroute from Boston for a Florida honeymoon, heard the show in Georgia and hurried over to buy a $4,220 mobile home. Delighted sponsor Jack Hodge rented the honeymoon suite at a nearby hotel for his Bean Town customers.

Wind charts  *  WFLA-AM-FM-TV Tampa reports it's mailed out more than 15,000 free hurricane tracking charts.

Luau's late  *  KABC-TV Los Angeles has sent new invitations to San Francisco advertiser and agency executives to attend a "Luau" on the Lurline, which will sail from Pier 35 at 6:30 p.m. Sept. 15, 1962.

BROADCASTING, August 27, 1962
12. The original date last spring was called off because the San Francisco harbor was strikebound.

**Tornado tip** • Winner of the first WABC-AM-FM New York newstip award is George Scott, Paramus, N.J., who reported a tornado to the radio station some four hours before the Weather Bureau received word of the storm. Mr. Scott received $77 for his eyewitness report.

**Sunshine spreader** • WLWB-TV Miami, which calls itself "Sunny ch. 10," chose a human logo to represent itself and dubbed her "Miss Sunny." Miss Sunny, the real-life Jo Ann Pflug, a local citizen the station thought looked the sunniest, was sent to New York and Chicago to spread her sunshine among advertising agency people. She spent three touring days in New York and two in Chicago.

**FM stereo intro** • KVIL-AM-FM Dallas is introducing multiplex stereo broadcasts to area service clubs during luncheon meetings. The special luncheon programs consist of explanations of the multiplex process and 15 minutes of music taken directly from the KVIL broadcast, which is dedicated to the appropriate service club. The station broadcasts stereo from 6 a.m. to 6 p.m. daily.

**New '7' logo designed for KGO-TV (ch.7)**

KGO-TV San Francisco (ch. 7) is unveiling a new logo today (Aug. 27), a figure "7" centered in a circle (see cut).

The new emblem, created by San Francisco design consultant G. Dean Smith, will be used on all KGO IDs, advertising and promotion copy, promotions and on equipment. Present plans include the construction of a large tower to be erected in downtown San Francisco and which would carry the logo, according to KGO.

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**Phoenix broadcasters assist United Fund**

In the first month of operation, the 17 stations of the United Fund Radio Network of Phoenix broadcast almost 2,200 free 60-second spots describing the work of the United Fund.

Ray Smucker, KTAR Phoenix manager, suggested the network idea and organized area stations for the cooperative public service effort. The fund records 14 60-second spots each two weeks and distributes them to the cooperating stations. A bulletin board showing how many spots stations broadcast each week hangs in the lobby of the Community Service Building.
The Canadian Broadcasting Corp., starting its 10th year of network television, reports that most sponsors have renewed their programs for 52 weeks, that new sponsors have come in this season and that a number of advertisers have returned to the network.

The CTV Television Network, starting its second year of network broadcasting this fall, reports it has tripled the number of sponsored program hours, increased participation of major advertisers and added 16 new ones. Officials said that Canadian program content was 62% and this figure will be increased during the season.

CBC said the largest tv program package signed in Canada is between CBC and Kraft Foods Ltd., Montreal. The advertiser is buying full sponsorship of the weekly one-hour Garry Moore Show, co-sponsored of Canadian programs Parade and Red River Jamboree, and partial sponsorship of Walt Disney Presents.

The CBC tv national network has the following sponsored programs:

**Sunday evening—Walt Disney Presents, Kraft Foods Ltd., Montreal (Foote, Cone & Belding, Canada Ltd., Montreal); S. C. Johnson & Son Ltd., Brantford, Ont. (Foote, Cone & Belding, Canada Ltd., Toronto); Kellogg Co. of Canada Ltd., London, Ont. (Leo Burnett of Canada Ltd., Toronto); Canadian Canners Ltd., Hamilton, Ont. (F. H. Hayhurst Co. Ltd., Toronto).**

**Hazel, Raison Purina Co. Ltd., Toronto, and Westminster Paper Co. Ltd., Vancouver, B.C. (James Lovick & Co. Ltd., Toronto and Vancouver).**

**Flashback (Canadian program), Ford Motor Co. of Canada Ltd., Toronto (Vickers & Benson Ltd., Toronto); Sherwin-Williams Co. of Canada, Montreal (Cockfield Brown & Co. Ltd., Montreal). Ed Sullivan Show, Singer Manufacturing Co., Toronto (Young & Rubicam Ltd., Toronto); Canadian Kodak Co. Ltd., Weston, Ont. (Baker Adv. Ltd., Toronto); Tuckett Tobacco Co. Ltd., Hamilton Ont. (MacLaren Adv. Co. Ltd., Toronto); Gattuso Corp. Ltd., Montreal (Burns Adv. Agency Ltd., Montreal).**

**Bonanza, General Motors of Canada, Oshawa, Ont. (MacLaren Adv. Co. Ltd., Toronto).**

**Monday evening — Don Messer’s Jubilee (Canadian program) Massey-Ferguson Ltd. (farm equipment), Toronto (Needham, Louis & Brobury of Canada Ltd., Toronto); Colgate-Palmolive Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto). Danny Thomas Show, General Foods Ltd., Toronto (Baker Adv. Ltd., Toronto). Garry Moore Show, Kraft Foods Ltd., Montreal (Needham, Louis & Brobury of Canada Ltd., Montreal).**

**Tuesday evening—Car 54, Where Are You? Procter & Gamble of Canada Ltd., Toronto (Leo Burnett of Canada Ltd., Toronto); Perry Mason, Gillette of Canada Ltd., Montreal (Maxon Inc., New York); S. C. Johnson & Son Ltd., Brantford, Ont.; Sterling Drug Manufacturing Ltd., Toronto (Dancer-Fitzgerald-Sample Inc., New York); Quaker Oats Co. of Canada, Peterborough, Ont. (Spitzer, Mills & Bates Ltd., Toronto). Front Page Challenge (Canadian program), B. Houde & Grothe Ltd. (Du Maurier cigarettes), Montreal (Vickers & Benson Ltd., Montreal); Lever Bros. Ltd., Toronto (MacLaren Adv. Ltd., Toronto).**


**Thursday evening—The Defenders, Sterling Drug Manufacturing Ltd., Toronto; Lever Bros. Ltd., Toronto; Imperial Tobacco Co. of Canada Ltd., Montreal (McKim Adv. Ltd., Montreal); Noxzema Chemical Co. of Canada, Toronto (Young & Rubicam Ltd., Toronto). Playdate (Canadian program), Sterling Drug Manufacturing Ltd., Toronto; Gillette of Canada Ltd., Montreal; Chrysler Corp. of Canada Ltd., Windsor, Ont. (BBDO, Toronto).**

**Friday evening—Country Hoedown (Canadian program), General Foods Ltd., Toronto; S. C. Johnson & Son Ltd., Brantford, Ont. True, Philips Electronics Industries Ltd., Toronto (Needham, Louis & Brobury of Canada Ltd., Toronto); Texaco Canada Ltd., Montreal (Ronalds-Reynolds & Co., Montreal). Tommy Ambrose Show (Canadian program), General Motors of Canada Ltd., Oshawa, Ont. Empire Chrysler Corp. of Canada, Windsor, Ont.; Colgate-Palmolive Ltd., Toronto; and Sterling Drug Manufacturing Ltd., Toronto.**

**Saturday evening — Bugs Bunny, General Foods Ltd., Toronto. Beverly Hillbillies, Kellogg Co. of Canada, London, Ont.; Coca-Cola Ltd., Toronto (McCann-Erickson [Canada] Ltd., Toronto). The Nurses (CBC stations only), J. B. Williams Co. Canada Ltd., Montreal (Parkson Adv. Agency, New York); Clairol Inc., Canada, Toronto (Foote, Cone & Belding, Canada Ltd., Toronto); S. C. Johnson & Son Ltd., Brantford, Ont.; Noxzema Chemical Co. of Canada, Toronto. Red River Jamboree (Canadian program, CBC**
stations only), Kraft Foods Ltd., Montreal; Colgate-Palmolive Ltd., Toronto. **NHL Hockey** (Canadian program), Imperial Oil Ltd., Toronto, and Molson Brewery Ltd., Montreal (Maclearen Adv. Ltd., Toronto and Montreal). **Juliette** (Canadian program), Imperial Tobacco Co., Montreal, and Procter & Gamble of Canada, Toronto.

Special programs on CBC network include **Judy Garland Special on Sept. 19,** for Chemstrand Corp., Toronto (Doyle, Dane, Bernbach Inc., New York); and Max Factor & Co., Toronto (Muter, Culiner, Frankfutter & Gould, Toronto). **Breeders’ Stakes** (Canadian program) on Oct. 6 for Canadian Breweries Ltd.; and Carling Breweries Ltd., Toronto (F. H. Hayhurst Co. Ltd., Toronto). **Wayne & Shuster Show** (Canadian program) on Oct. 23 and Dec. 7, for Union Carbide Canada Ltd., Toronto (Stanfield, Johnson & Hill Ltd., Toronto); Max Factor & Co., Toronto; and General Motors of Canada Ltd., Oshawa, Ont. **Bob Hope Show** on Oct. 24 for Timex of Canada Ltd., Toronto (Ronalds-Reynolds & Co., Toronto); and Chemstrand Corp., Toronto. **National Football League,** 14 games from Sept. 16 to Dec. 16, for Canadian Breweries Ltd.; Carling Breweries Ltd., Toronto; and American Motors Canada Ltd., Toronto (McKim Adv. Ltd., Toronto).

CTV Television Network will have the following network shows:

**Sunday evening**—**Telepoll** (Canadian program), for Canadian National Telecommunications, Toronto (McConnell, Eastman & Co., Toronto); and Canadian Pacific Telecommunications, Montreal (Kenyon & Eckhardt Ltd., Montreal). **Fair Exchange** (Canadian program), for Procter & Gamble of Canada, Toronto (Compton Adv. Inc., New York); Franklin Laboratories Ltd., Toronto; Quaker Oats Co. of Canada, Peterborough, Ont. **Dr. Kildare** for Procter & Gamble Co. of Canada, Toronto, and American Home Products, Toronto (Young & Rubicam Ltd., Toronto). **Andy Griffith Show,** General Foods Ltd., Toronto. **No. 7 Show** (Canadian program), Rock City Tobacco Ltd., Quebec City, Que. (F. H. Hayhurst Co. Ltd., Montreal).

**Monday evening**—**Take a Chance** (Canadian program), Adams Brands Sales Ltd. (Chiclet), Toronto (Baker Adv. Ltd., Toronto). **To Tell the Truth** (Canadian program), Procter & Gamble Co. of Canada, Toronto (Ronalds-Reynolds & Co., Toronto).

**Tuesday evening**—**The Eleventh Hour,** for J. B. Williams & Co., Montreal; American Home Products, Toronto; and Procter & Gamble Co. of Canada, Toronto (Benton & Bowles Inc., New York).

**Wednesday evening**—**Johnny Jellybean Show** (Canadian program), for General Foods Ltd., Toronto (Young & Rubicam Ltd., Toronto). **Andy Williams Show** for Wm. Neilson Ltd. (can-dy), Toronto (F. H. Hayhurst Co. Ltd., Toronto); Kimberley-Clark Canada Ltd., Toronto (Spitzer, Mills & Bates Ltd., Toronto); Beecham Products Ltd., Toronto; and Javex Co. Ltd., Toronto (both MacLaren Adv. Ltd., Toronto).

**Thursday evening**—**The Lucy Show,** for General Foods Ltd., Toronto (McKim Adv. Ltd., Toronto); and Lever Bros. Ltd., Toronto (MacLaren Adv. Ltd., Toronto). **Jack Paar Show,** for Noxzema Chemical Co. of Canada, Toronto; and Drackett Co. of Canada, Toronto (both Young & Rubicam Ltd., Toronto).

**Friday evening**—**Sam Benedict,** for General Foods Ltd., Toronto (Baker Adv. Ltd., Toronto); Procter & Gamble of Canada, Toronto (Benton & Bowles, New York); American Home Products, Toronto; and Remington Rand Ltd., Toronto (both Young & Rubicam Ltd., Toronto). **New Loretta Young Show,** for Lever Bros. Ltd., Toronto (MacLaren Adv. Ltd., Toronto); and Toni Co., Montreal (Spitzer, Mills & Bates Ltd., Montreal).

**Saturday evening**—**Stoney Burke,** for Lever Bros. Ltd., Toronto; Beecham Products Ltd., Toronto; and Canadian General Electric Co., Toronto (MacLaren Adv. Ltd., Toronto).

Seven nights each week **CTV National News** is sponsored by Canada Packers Ltd., Toronto (Cockfield, Brown & Co. Ltd., Toronto).

**Sunday** evening, **Network Show** is sponsored by American Home Products, Toronto; Procter & Gamble of Canada, Toronto; Block Drug Co. Canada Ltd., Toronto (Baker Adv. Agency, Toronto); Imperial Tobacco Co. Ltd., Montreal; Remington Rand Ltd., Toronto; General Foods Ltd., Toronto; and Drackett Co. of Canada Ltd., Toronto.

CTV Network will have three half-hour afternoon programs Monday to Friday sponsored by Toni Co., Moffat’s Ltd., Toronto; Campbell Soup Co. Ltd.; Kellogg Co. of Canada Ltd.; Lever Bros. Ltd.; Javex Co. Ltd.; Noxzema Chemical Co. Ltd.; Beecham Products Ltd.; Canadian General Electric Co. Ltd.; Quaker Oats Co. of Canada; and Franklin Laboratories Ltd.

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**EQUIPMENT & ENGINEERING**

RCA PRESIDENT PREDICTS NEW BUSINESS AREA IN CONVERSION

**Engstrom sees energy-from-light boom**

Direct conversion of energy from light and heat is destined to become a fourth great area of business for the electronics industry within the next few decades, Elmer W. Engstrom, president of RCA, said Thursday. Speaking at a banquet of the 1962 Western Electronics Show and Convention in the Biltmore Hotel, Los Angeles, Dr. Engstrom likened potential results of the new technology of energy conversion to the “three great technical milestones of the past half-century” which have combined to lead the industry successively into radio, television and modern solid-state technology, each contributing to the dynamism of modern electronics.

It was only about 50 years ago that the basic electron tube was developed, ushering in the era of radio broadcasting. This first electronic invention was followed by “the useful application of photoelectric and luminescent techniques to interchange or transduce visible light and electricity,” said Dr. Engstrom. This step, added to the first, “laid the foundation for practical electronic television,” he noted. The third advance was the “successful application of semiconductor and photoductor principles” which produced the transistor as a companion device for the electron tube.

From these roots, said Dr. Engstrom, the new technology of energy conversion is evolving. And it is evolving rapidly, he emphasized. From virtually nothing five years ago, the research and development activity in energy conversion will approach the $100 million mark this year, he stated, and this is only the beginning. “It now appears technically possible before the end of this century to possess the ability to supply electricity in any desired quantity, for any conceivable application—anywhere—on the face of the earth, beneath the seas and in outer space.”

The achievement of economical portable power packages could not only create new markets for electronics in our own society, but in undeveloped lands it could introduce electricity into millions of homes now beyond the reach of power lines and too poor to afford today’s motor generators or the
fuel to run them, the RCA president noted. But “between today’s emerging technology and tomorrow’s immense potential lie imposing technical and economic problems,” he said. One is the reduction in cost of power generation from the $1,000 a watt figure for today’s experimental devices to the less than $1 per watt cost needed to make the process financially feasible for commercial purposes, he said. Such cost reduction, he declared, “can be achieved only through new breakthroughs leading to radically improved materials and to standardized equipment suited to mass production. By any measure, this is an objective worthy of the industry’s utmost skill and determination.”

One example of what Dr. Engstrom was talking about, the laser (light amplification by simulated emission radiation), was dramatically demonstrated in Wescon’s opening ceremonies. This process, which focuses a lightbeam of extreme intensity along a narrow path for great distances and is looked to as a major means for outer space communications, was used on Tuesday morning to flash a beam of less than one-thousandth-of-a-second duration from the Statler-Hilton hotel, where Wescon’s technical sessions were held, three miles south to the Sports Arena which housed 240,000 square feet of exhibits of the latest product developments by over 850 companies.

At the arena a rooftop optical receiver converted the light beam to an electrical pulse that triggered an electronic display spelling a message of welcome to the estimated 40,000 engineers and scientists expected at the four-day meeting. A few minutes later the laser, which was developed by Hughes Aircraft Co.’s Ground Systems Group was featured again. This time, a second laser beam whose duration was no longer than the first one, melted a three-hundredth or an inch steel wire to release the official 10-foot balloon that hovered over the arena during the remainder of Wescon week.

Dr. Engstrom’s reference to broadcasting as the first major development of the electronic art was virtually the only mention of broadcasting made at Wescon. None of the 21 regular or five special technical sessions had a broadcast theme and the only paper to exhibit even a faint connection with broadcasting was one on “a logically consistent system of components and techniques for transistorized radio sets” presented by I. R. Rodrigues of N. V. Philips Radio Apparatus Laboratory in Eindhoven, The Netherlands.

For the rest, the Wescon sessions dealt with such topics as lunar exploration, weather satellites, nuclear test detection, computer mechanization and engineering management. Broadcasting received more attention in the exhibits at the Sports Arena, where much new receiving and transmitting equipment was displayed. Delco Radio Div. of General Motors, for instance, exhibited a transistorized radio transmitter measuring only one by three by five inches but with a transmitting distance of several hundred miles.

Ampex sales up 24% in first quarter

Ampex Corp., Redwood City, Calif., sales for the first quarter of fiscal 1963 totaled $21,513,000, up 24% from the $17,355,000 recorded for the first quarter of 1962, William E. Roberts, president of Ampex, has announced. The fiscal quarter ended July 31.

Net earnings after taxes were $878,000 (11 cents per share on 7,799,000 shares) for the first 1963 fiscal quarter, compared to $710,000 (1 cent per share on 7,751,772 shares) in the same 1962 period.

New orders in the quarter totaled $26.3 million, up 52% over the $17.3 million recorded in the first quarter last year. The backlog of unfilled orders as of July 31 was $33.6 million—highest in the company’s history.

Mr. Roberts also announced that more than $9 million will be expended in research, development and engineering in the 1963 fiscal year. This compares to $7.6 million spent in these fields last year.

Technical topics...

New Browning line - A new line of multiplex turners and receivers, fully compatible with FM stereo and subsidiary communications transmissions, has been announced by Browning Labs., Laconia, N.H. Featured are new nivistor circuits in the front end, a new tube saver switch for use in high signal or high line voltage locations and improved signal selectivity circuits. The units are 7/4-9/4-15½ inches.

Two-way tv - The two Russian cosmonauts were able to see each other on television during their record breaking orbits, it was disclosed last week during their Moscow welcome. Premier Khrushchev said in his speech of welcome that “direct, two-way, reliable radio-tv contact was kept up between them. Controlling the ships, the cosmonauts were able to coordinate their actions with each other, to exchange information, to compare the results of their observations.” Previously it was known that the two Soviet airmen were in radio contact with each other; this was the first mention of tv.
Collins rumored to be eyeing governorship again

Is LeRoy Collins, NAB president and former governor of Florida, trying for another shot at the state plum? A Florida political observer thinks he will, in 1964.

Vernon Bradford, Tampa Tribune staff writer, reports that the words "LeRoy Collins is running for governor again" are circulating among Mr. Collins' supporters in the state capital. In the Aug. 19 issue of the Tribune, Mr. Bradford says that although Mr. Collins has not made any public announcement, some "top people...say they have had enough of a whisper from the big man to let them know the race is on for sure."

"Collins is supposed to be down here from Washington for a vacation rest," Mr. Bradford continued, "but believe you this: he's been dialing some telephone numbers and whispering some closet-type talk with old campaign buddies that sounds like anything but a vacation bit."

Gov. Collins was not at his office last week to answer inquiries about the Tribune column.

John H. Porter, account executive with Ogilvy, Benson & Mather, New York, promoted to account supervisor.


Robert Munday, former account executive with Ted Bates & Co., New York, joins Kenyon & Eckhardt, that city, as executive on Nabisco account.

Robert W. Dundas Jr. elected vp and manager of Houston office of Erwin Wasey, Ruthrauff & Ryan, New York, to agency. Gordon Hill, account supervisor in Houston office for past eight years, promoted to account group supervisor in charge of all accounts, with exception of Gulf Oil Corp. TBA segment and Texas State Optical. Glen E. Wilber, agency's executive for Gulf TBA account, promoted to account supervisor for that account. Mr. Dundas, who has been serving as acting manager of Houston office, joined EWR&R in 1961 as account executive. Mr. Hill joined agency in 1954 after varied advertising experience in newspaper and sales promotion fields. Mr. Wilber, who previously served as account executive for Rives-Dyke & Co., joined EWR&R in 1961 to handle Gulf TBA account.

Robert H. Carruthers Jr., formerly of N. W. Ayer & Son, Philadelphia, named advertising and pr manager of Armour Agricultural Chemical Co., Atlanta, Ga. He succeeds J. Harry Varner, who has been promoted to company's sales manager for lawn and garden products.

L. S. Whitcomb named market research manager for agricultural chemical products of U. S. Borax & Chemical Corp., Los Angeles. Mr. Whitcomb, who has been associated with company for past 12 years, has served most recently as regional sales manager for western states. He is succeeded by F. R. Ogilvy, assistant regional manager in Des Moines, Iowa.

Joseph M. Schoenberg, merchandise manager of National Bowling Equipment Div., AMF Pinspotters Inc.,
named assistant to Jerry F. Donovan, vp and director of advertising and pr.

Gwendolyn L. Dargel, member of media department of Foote, Cone & Belding, Chicago, promoted to chief timebuyer, replacing Genevieve M. Lemper, who retires after career of 35 years with agency.

Bernard Schlossman, former marketing director of Pavelle Corp., New York, joins Papert, Koenig, Lois, that city, as media supervisor.

Stanley S. Roberts, general manager in charge of advertising and sales promotion for North American operations of Massey-Ferguson Inc. (farm-industrial equipment), with headquarters in Toronto, Canada, appointed director of advertising and sales promotion for tractor group of Allis-Chalmers Mfg. Co., Milwaukee.


Vic Bastien has joined Frank Lawrence Adv., Tulsa, Okla., as account executive specializing in radio-tv.


Jack Bolger, account supervisor with Industrial Marketing Services, Sparta, joins Newman-Martin Inc., marketing-advertising agency, Bloomfield, both New Jersey, as creative director.

Frank Naishstein, production assistant of Wermen & Schorr, Philadelphia advertising agency, promoted to production manager. Moving to Mr. Naishstein's former position is Tom Ford, most recently with Bargain City Stores in print production. Arnold Levinson, formerly with Food Fair Stores, joins W&S's media department, and Richard Standridge to agency's radio-tv department as commercial producer.

Branch R. Moeing, for past three years with Leo Burnett Co., Chicago, joins research department of Buchen Adv., that city.

John Madden, promotion manager of Albert Frank-Guenter Law, San Francisco, joins Fletcher Richards, Calkins & Holden, that city, in similar capacity.

James G. Blackmon, former promotional art director of WSOC-TV Charlotte, N. C., joins Henry J. Kaufman & Assoc., Washington advertising and pr firm, as staff artist.

Earle F. Heffley, director of pr for Kemper Insurance Cos., joins Allied Van Lines, Broadview, Ill., in similar capacity.

Lynn Dender, publicity director of American Research Bureau, division of C-E-I-R Inc., New York, joins Don Kemper Co., advertising agency, that city, as assistant pr director.

THE MEDIA

Robert T. Goldman, treasurer of ABC-TV Spot Sales, New York, appointed assistant to Theodore F. Shaker, president of ABC-owned tv stations. Walter Stein, director of research and sales promotion for ABC-TV Spot Sales, named director of research for ABC-owned tv stations. Mr. Goldman went to network's management training program in 1958, later joining cost control department. He subsequently served as supervisor of commercial budget control unit. Before joining network in July 1961, Mr. Stein was director of research and sales development for WCBS-TV New York, and assistant manager of research for CBS-TV Spot Sales.

Herbert H. Ohrt, president of KEYC-Lee TV Inc. (KEYC-TV Mankato, Minn.) and Forward Television Inc. (WMTV [TV] Madison, Wis.), vp of Lee Radio Inc. (KGLO-AM-FM-TV Mason City, Iowa), and executive vp of Lee Broadcasting Inc. (WTAD-AM-FM Quincy, Ill., KHQA-TV Hannibal, Mo.), resigned Aug. 18 from all four positions for personal reasons. No immediate plans were announced. Lloyd D. Loers, sales manager of KGLO-AM-FM-TV for last 10 years, elected vp and station manager of Lee Radio. Douglas F. Sherwin, program director of KGLO-AM-FM-TV, elected to board of directors of Lee Radio. Merritt Milligan, secretary-manager of WMTV (TV) Madison, elected vp-station manager; Donald G. Harrer, WMTV treasurer, promoted to secretary-treasurer of station. Robert K. Baumgartner, manager of KEYC-TV, elected vp and manager. Henry B. Hook, vp of Lee Radio and former general manager of KGLO Mason City, elected to board of directors of KEYC-Lee TV and Forward Television (see WEEK'S HEADLINERS, page 10).

John Nelson resigns as director of daytime programming, West Coast, NBC. Before joining network in 1955, Mr. Nelson was principal in program packaging firm of Masterson, Reddy & Nelson. He will remain at NBC until his successor has been chosen.

Dave Williams, program director of KGLA (FM) Los Angeles, promoted
to general manager. Jack Manning appointed station's engineering director.

G. O. Markusan, executive vp of The Hearst Corp., and Leonard Kapner, president of WCAE Inc. (licensee of WRYT-AM-FM Pittsburgh), elected president and executive vp, respectively, and directors of Television City Inc. (licensee of WTAE [TV] Pittsburgh). Other officers of Television City are Franklin C. Snyder, vp and general manager; Alan Trench, vp and sales manager; James Gormly, treasurer; M. H. Ewing, secretary; Frank Massi, assistant treasurer; and Warren P. McGoldrick, assistant secretary. Hearst Corp. recently acquired 50% stock in TV City Inc. from Wolf-Reed group.

Armand Grant, director of daytime programming for ABC-TV, New York, elected vp in charge of daytime programming. Mr. Grant, who joined network in 1957 as executive producer for daytime programs, replaces Giraud Chester, who resigned to head program administration at NBC-TV (At Deadline, Aug. 20). Ben Brady, creator and producer of such television series as The Red Skelton Show, Perry Mason and Have Gun, Will Travel, named executive in charge of programming for western division of ABC-TV network. It is expected he will be elected vice president of ABC-TV at next board meeting (Sept. 10) of American Broadcasting-Paramount Theatres Inc.

Donald V. Meaney, manager of special news programs for NBC News, promoted to director of news programs. Malcolm R. Johnson, manager of network's special news programs, named manager of news syndication.

Howard W. Meagle, national sales director of WWVA-AM-FM Wheeling, W. Va., promoted to general sales manager. Vincent Ritzenthaler, member of station's local sales staff, named local/regional sales manager. Andrew F. Hofmann, WWVA sales manager since 1953, resigns. Mr. Meagle originally joined WWVA in 1935, left in 1942 to do wartime work, and returned in 1946 specializing in sales promotion activities. He was appointed national sales director in February 1957. Mr. Ritzenthaler, former sales manager of WOMP Wheeling, joined WWVA sales department in February 1957.

Robert L. Owens, national sales manager of North Dakota Broadcasting Co.

If you see this man...

Eugene Leroi Shannon, 34, information specialist of the Oregon department of agriculture, who suffered a head injury during military service, is being sought by state police who believe he may be suffering from amnesia.

Mr. Shannon has a history of amnesia and may be seeking employment in broadcasting, according to H. G. Maisen, superintendent of the Oregon state police. He urged anyone who learns of Mr. Shannon's whereabouts to wire the state police in Salem college. giving Mr. Shannon's location and mental condition, if possible.

Mr. Shannon worked in radio in Roseburg and Corvallis, Ore.

E. R. (Curly) Vadeboncoeur, president of WSYR-AM-FM-TV Syracuse, N. Y., named to Educational Television Council of Onondaga County. Appointment as trustee of council was announced by Dr. Franklyn S. Barry, president of New York State Teachers Assn.


Lee C. Hanson, supervisor of broadcast activity for MacManus, John & Adams, Bloomfield Hills, Mich., named general sales manager of WSAI-AM-FM Cincinnati. Mr. Hanson, former director of broadcast activity and account executive of station, joined MacManus, John & Adams five years ago. At agency he supervised broadcast activity of such accounts as Cadillac, Pontiac, Dow Chemical and Minnesota Mining & Manufacturing Co. At same time, Lu Bassett was appointed WSI's regional sales manager and director of merchandising.

Otto Feucht elected vp and general manager of Pacific Adult Radio Stations (KATR Eugene, KAPT Salem and KSHA Medford, all Oregon, and KEST Boise, Idaho). Mr. Feucht, who was instrumental in construction and formation of each of four PAR Stations, moved to Yoncalla, Ore., recently from Palo Alto, Calif., where he was active in electronic manufacturing and community affairs. Pacific Adult Radio headquarters are now located at KATR studios.


BROADCASTING, August 27, 1962
Phillips Clark and Joseph P. Foley join rep firm as radio account executives. Mr. Clark was formerly of Herald Tribune Radio Network; Mr. Foley of Paul H. Raymond Co. N. Gary Eckard, formerly of Charles Harrison Smith Assoc., Minneapolis, joins Bolling in New York as director of research, promotion and sales development.

Herb Briggan, formerly with AM Radio Sales, Los Angeles, joins KSFO San Francisco as account executive, replacing Fulton Wilkins, who moves to KEX Portland, Ore.

Homer H. Odom, general manager of KABL San Francisco, named general manager of Los Angeles sales office of XTRA (X-TRA News) Tijuana, Mexico. He replaces David Muhlstein, presently in St. Vincent's Hospital, Los Angeles, recovering from heart attack. Mr. Muhlstein will be assigned to WGES Chicago following recuperation. KABL and WGES are licensed to The McLendon Corp., which is also exclusive U. S. sales agent for X-TRA News, Southern California's all-news station. Other McLendon Stations are KLIF Dallas, KILT Houston and KTSA San Antonio, all Texas, and WYSL Buffalo, N. Y.

Patrick W. Norman, formerly of KTVI (TV) St. Louis, joins Bernard Howard & Co., Chicago, as account executive.

Joseph J. Bernard, vp and general manager of KTVI (TV) St. Louis, joins Crowell-Collier Broadcasting Corp. as general manager of KFWB Los Angeles. Prior to his tenure in St. Louis, Mr. Bernard was executive vp and general manager of WGR-AM-FM Buffalo, N. Y.

Ray Barker, operations manager of WMHE (FM) Toledo, named director of commercial operations, in expansion of station's sales, news and program departments. William A. Woods, who just returned from year's tour of active duty with Air Force Reserve, appointed director of national sales and local music programming.


Rod Gibson, former national sales manager of WSTV-TV Steubenville, Ohio, joins Patterson Stations (KSAN San Francisco, KBIF Fresno and KICU-TV Visalia, all California), in similar capacity, with headquarters in San Francisco. Prior to joining WSTV-TV, Mr. Gibson was with All-Canada Radio & TV Facilities Ltd., Toronto, and earlier served as senior account executive with Headley-Reed in New York.

William F. Aslip, formerly of ABC Radio, joins CBS Radio sales department as account executive.

Phil Goldman, formerly on news staff of KNOE-TV Monroe, La., joins KNOE radio there as account executive.


Niel A. Buckley, former account executive with WPFB-AM-FM Middletown, joins WFOI (FM) Hamilton, both Ohio, as commercial manager and assistant general manager. WFOI has scheduled target date of September 15.

William C. Ross named program and production manager of WTAR-AM-FM Norfolk, Va. Mr. Ross has served as staff announcer since joining station in August 1960.

Gordon Hinkley, announcer and popular music supervisor of WTMJ-AM-FM Milwaukee, appointed assistant program manager.

Sigmund F. Bajak promoted to manager of unit managers on return to NBC, New York, from seven months active duty with U. S. Navy.

Martin Weldon, director of news and special events of Metropolitan Broadcasting Co., division of Metromedia Inc., and director of company's Washington bureau, appointed campaign director for advertising, radio and tv of New York Democratic State Committee. Mr. Weldon is president of Public Affairs Projects Inc., 30 East 42nd St., New York, which he established recently.

Linton Wells, internationally known news correspondent, newscaster, analyst, author and lecturer, joins staff of Storer Broadcasting Co., effective Sept. 1, as Washington correspondent.

**CONTINENTAL'S TYPE MR1C MONITOR RECEIVER**

- Monitors transmitter operation at studio location
- Indicates relative field intensity at pickup point
- Has audio monitoring channel
- Gives warning lamp for carrier, buzzer alarm for loss of carrier

(write for details today)

**Continental Electronics**

MANUFACTURING COMPANY

BOX 17140 * DALLAS 17, TEXAS

(Subsidiary of Ling-Temco-Vought, Inc.)

**In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications**

**BROADCASTING, August 27, 1962**

79
Russ Powell, news director of KFRE-AM-FM-TV Fresno, Calif., joins news bureau of KNX-AM-FM Los Angeles. Mr. Powell, with background of 14 years in broadcast news, has won two Sigma Delta Chi awards, including distinguished service award for tv spot news coverage of Bakersfield, Calif., train wreck.

Mark Wodlinger, national sales and station manager of WMBD-AM-TV Peoria, Ill., elected vp and general manager of new interim tv station to begin operations on ch. 13 in Grand Rapids, Mich., on Nov. 1. Station is owned by Channel 13 Grand Rapids Inc. Mr. Wodlinger had been at WMBD-AM-TV since 1959 and with WOC-AM-TV Davenport, Iowa, for nine years previous in various posts including that of general sales manager.


Donald G. Dalton, salesman with Gill-Perna Inc., joins Chicago sales staff of Robert E. Eastman & Co.

W. C. Porsow, former national sales manager of WPRV (TV) Green Bay, Wis., elected executive vp and general manager of KCFI Cedar Falls, Iowa. Dean Clagett, member of KCFI sales staff, promoted to sales manager.

Frank W. Erwin, assistant to Robert F. Hurleigh, MBC president, takes leave of absence to serve as public affairs coordinator for Peace Corps.


Donald Scott Thomas, attorney for KTBC-AM-TV Austin, Tex., and partner of law firm of Clark, Thomas, Harris, Denius & Winters, that city, elected to American College of Trial Lawyers. Mr. Thomas was notified of his election at American Bar Assn.’s convention in San Francisco.

Jerry Birge, news director of WJPS Greensville, Ind., joins WTV (TV), that city, as sports director, replacing Joe Celania, who resigned to become manager of Lawndale Bowling Lanes.

INTERNATIONAL

Charles S. Chaplin, former general manager in Canada of United Artists at Toronto, elected vp and Canadian sales manager of Seven Arts Productions Ltd., that city. Selwyn (Sully) Ginsler, former Canadian tv manager of United Artists, joins Seven Arts Productions in Toronto as Canadian sales director.

Magella Alain, program manager of CHRC Quebec City, Que., to general manager of CKCV, that city.

George Macdonald, former general manager of CKRM Regina, Sask., appointed western sales director of Radio Sales Bureau, Toronto. Peter Harricks, for past four years with All-Canada Radio & Television Ltd., named eastern sales director of Radio Sales Bureau. Charles Fenton, RSB sales director, resigns to join sales department of Standard Broadcast Sales Ltd., Toronto rep firm.

Phil Stone, executive vp of CHUM Toronto, to international officer of Variety Club organization.

GOVERNMENT

John L. Siegenthaler, editor of Nashville Tennessean, was nominated last week by President Kennedy to be member of U. S. Advisory Commission on Information. Mr. Siegenthaler, former assistant to Attorney General Robert Kennedy, will fill out unexpired term of Jonathan W. Daniels, editor of Raleigh News & Observer, who resigned. His term runs until Jan. 27, 1963.

PROGRAMMING


Walt Nielson, vp of eastern division of Commercial Recording Corp., returns to productions company’s Dallas headquarters to head expanded custom commercial department. New CRC
E. Jonny Graff, former vp of NTA, elected vp in charge of syndication of Independent Television Corp., New York. Mr. Graff joined NTA in 1954 and served as director of its midwest sales office for five years. In 1959 he transferred to New York as head of NTA's feature film division and in 1961 he moved to WNTA-TV Newark. Prior to NTA, he was vp and sales manager for film syndicator, Snader Telescriptions.

Adam L. Gimbel, president of Saks Fifth Ave., subsidiary of Gimbel Brothers Inc., elected to board of directors of 20th Century-Fox Film Corp. He fills one of vacancies created by resignation last month of John Leob and Milton Gould, Wall Street representatives. Arnold M. Grant, New York attorney, named chairman of film corporation's executive committee.

Mel Hanke, arranger-composer, signed by ABC-TV network to produce one-minute promotional spot for three of network's comedy shows, I'm Dickens, He's Fenster, Our Man Higgins and McHale's Navy.

Bobby Diamond, child star of Fury tv series some years ago, signed to regular role in Dobie Gillis series on CBS-TV.

Harry Garfield, head of Revue Studios' music publishing companies, named supervisor of post-production activities for Revue.

Art Foley, former vp in charge of advertising, publicity and promotion for Televue Inc., New York, joins New York City cancer committee of American Cancer Society Inc., as director of public information.

National academy selects committee chairmen

Harry S. Ackerman, vp and executive producer at Screen Gems, Hollywood, accepts chairmanship of national library and archives of Academy of Television Arts & Sciences. Evelyn Burkey, of Writers Guild of America, East, New York, and Lillian Brown, of George Washington U., Washington, D. C., will serve as co-chairmen. William Dozier production chief at Screen Gems, appointed chairman of ATAS's special projects committee. Serving with Mr. Dozier will be Matthew Rapf, producer of Ben Casey series; David Dortort, pro-

EQUIPMENT & ENGINEERING

Stephen A. Keller, president of Telex Inc., Minneapolis-based electronics manufacturer, re-elected chief executive officer at recent board of directors meeting. Previously vp of Electric AutoLite and Minneapolis-Honeywell Regulator, and executive with Curtis-Wright, Mr. Keller joined Telex in October 1961 as executive vp. Also re-elected were Clyde W. Kaericher, vp and treasurer; Ordean Kiltie, vp; Robert L. Sell, assistant vp and William Weil, assistant secretary. Elected as secretary was Phillip Marco, Detroit attorney and president of Detroit Gravure Corp. J. B. Bailey and William L. Bolton were elected assistant secretaries.

Mr. Dozier
Mr. White
Mr. Ackerman

Mr. Dobre

Mr. Graff

Mr. Dover

Mr. Dinicola

Mr. Kramer

Mr. Ackerman

J. W. Burke, assistant sales manager of Standard Kollman Industries, Melrose Park, Ill., elected assistant to James O. Burke, president of electronics firm. Mr. Burke will devote himself to Standard Kollman's tuner division, which has plants in Melrose Park and other midwestern cities.

Jerome J. Dover, government programs manager in research and engineering division of Ampex Corp., Redwood City, Calif., named director of video and instrumentation product and program management division. Mr. Dover joined Ampex in 1959.

Charles L. Greenslit, Charles G. McMullen and E. Grogan Shelor Jr. appointed to executive engineer posts on staff of Bendix Corp.'s radio division. Mr. Greenslit will serve as assistant manager of government products group; Mr. McMullen as chief scientist, and Mr. Shelor as manager of Bendix Corp.'s new advanced product development group.

Charles W. LeMontagne, senior quality control technician for Sylvania Home Electronics Corp., marketing subsidiary of Sylvania Electric Products, Batavia, N. Y., named mid-west district service manager.

DEATHS

Walter T. Gaines, 42, owner of WLFH Little Falls, N. Y., died Aug. 14 in New York City hospital after lengthy illness.

Edward Shapiro, 58, president of Ed
Shapiro Inc., Philadelphia advertising agency, died Aug. 20 at University Hospital, that city. Mr. Shapiro was formerly on advertising staff of old Philadelphia Record.

Glen Mackay, recently appointed vp and regional manager of CTV Television Network Ltd., Toronto, died at Montreal, Que., on Aug. 17. Born in Winnipeg, Mr. Mackay had been in advertising with daily newspapers, magazines, car and bus firms until 1952 when he joined McKim Adv. Ltd., of whose Montreal office he later became manager. Last year he moved to Canadian Adv. Agency Ltd. as vp and managing director of Montreal office. Last June Mr. Mackay joined CTV Television Network.

Leland G. Wesley, 70, chairman of Wesley Assoc., New York advertising agency, died Aug. 18 at Greenwich (Conn.) Hospital following heart attack. With his brother, Harold G. Wesley, and an associate, Lindsay Fairweather, Mr. L. G. Wesley founded Wesley Assoc. in 1927. He was president and, since September 1960, board chairman.

Former Rep. John W. Heselton (R-Mass.), 62, died Aug. 19 at his home in Vero Beach, Fla. Rep. Heselton served 14 years in Congress (1945-58) and was member of House Commerce Committee and Legislative Oversight Subcommittee during 1958 deadline-making investigations of FCC. He did not run for re-election in fall of 1958.

Ralph Gomperz, 32, assistant director of administration for CBS-TV, New York, died Aug. 22 after long illness. Mr. Gomperz had been with CBS since 1947.

Herbert M. Alexander, 67, retired head of H. M. Alexander & Assoc., New York advertising agency, died Aug. 20 at his home in Madison, N.J. Mr. Alexander established his firm 25 years ago, specializing in industrial accounts. Company was located on Fifth Ave. until early this year, when it was moved to Madison Ave.

Kirkham Wright Torney, 53, executive vice-president, Seven Arts Associates Corp., New York, died Aug. 15 at Norwalk (Conn.) Hospital. Mr. Torney had served as tv sales director of Seven Arts for several years.

Ruth Warburton, former supervisor of on-the-air promotion for ABC-TV network, until her retirement last year, died Aug. 18 at Lake Crystal, Mich.

William Bennett Kilpack, 79, veteran radio actor, died Aug. 18 at Berkeley Sanitarium, Santa Monica, Calif. Mr. Kilpack portrayed Mr. Keene on CBS series, Mr. Keene, Tracer of Lost Persons, and was also heard as humorous Cefus on Seth Parker Show.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting Aug. 16 through Aug. 22 and based on filings, authorizations and other actions of the FCC in that period. This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundups of other commission activity.

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultrahigh frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, watts—watts, mc—megacycles, d.—day, n.—night, LS—local sunset, mod.—modification, trans.—transmitter, un.—unlimited hours, kc—kilocycles, SCA—subdivisional communications authorization, SAA—special service authorization, SHF—specified hours, *—educational. Ann.—Announced.

New tv station

APPLICATION
*Chatsworth, Ga.—Georgia Board of Ed-

Stations deleted

For request of permittee: WRAS-TV Williamsport, Pa., WOAL Inc.—Ch. 20; ERP 21.4 kw vis., 11.5 aur. and ant. height above average terrain 380 ft., above ground 400 ft. Ann. Aug. 21.

New am stations

APPLICATIONS

Clifton, Ariz.—Carleton W. Morris, 1400 kw, 250 w. un. Requests facilities of KCLF same city. P.O. address Darrow C. Blabe, Ariz. No new construction cost; first year operating cost $13,000; revenue $7,000. Mr. Morris is sole owner, and owner of KSUN Blabe, KHFH Sierra Vista and is applicant for new am stations in Globe, Winslow, Safford, and Coolidge, all Arizona. (Requests waiver of processing rules, freeze order, and to establish cut-off date.) Ann. Aug. 16.

Coolidge, Ariz.—Carleton W. Morris, 1240 kw, 250 w, un. Requests facilities of KHDF same city. P.O. address Darrow C. Blabe, Ariz. No construction cost; first year operating cost $12,000; revenue $7,000. Mr. Morris is sole owner, and owner of KSUN Blabe, KHFH Sierra Vista, and is applicant for new am stations in Globe, Winslow, Safford, and Coolidge, all Arizona. (Requests waiver of processing rules, freeze order, and to establish cut-off date.) Ann. Aug. 16.

Safford, Ariz.—Carleton W. Morris, 1150 kw, 250 w N-DA, un. Requests facilities of KCLF same city. P.O. address Darrow C. Blabe, Ariz. No new construction cost; first year operating cost $12,000; revenue $7,000. Mr. Morris is sole owner, and owner of KSUN Blabe, KHFH Sierra Vista, and is applicant for new am stations in Globe, Winslow, Safford, and Coolidge, all Arizona. (Requests waiver of processing rules, freeze order, and to establish cut-off date.) Ann. Aug. 16.

The station deleted was

*WAB (TV) Big Spring, Tex.—Grayson Enterprises Inc.; changed from KDEF-TV.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone Numbers</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Offices and Laboratories</td>
<td></td>
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<tr>
<td></td>
<td>1339 Wisconsin Ave., N.W.</td>
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<td></td>
<td>Washington 7, D.C. Federal 3-4800</td>
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<tr>
<td></td>
<td>Member APOOB</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
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<td></td>
<td>National Press Bldg.</td>
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<td>Wash. 4, D. C.</td>
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<td></td>
<td>Telephone District 7-1205</td>
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<td>Member APOOB</td>
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<tr>
<td>A. D. Ring &amp; Associates</td>
<td>Consulting</td>
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<tr>
<td></td>
<td>41 Years' Experience in Radio</td>
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<td></td>
<td>Engineering</td>
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<td></td>
<td>1710 H St., N.W. Republic 7-2247</td>
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<td>Washington 6, D. C.</td>
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<td>L. H. Carr &amp; Associates</td>
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<td>Radio &amp; Television</td>
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<td>Engineers</td>
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<td></td>
<td>Washington 6, D. C. Fort Evans</td>
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<td></td>
<td>1000 C.G. Ave., Lunsburg, Va.</td>
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<td>SILLIMAN, MOFFET &amp;</td>
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<td>KOWALSKI</td>
<td>Radio &amp; Television</td>
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<td>1405 E St., N.W.</td>
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<td>Republic 7-6466</td>
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<td>Washington 5, D. C.</td>
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<td>Member APOOB</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Engineer</td>
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<tr>
<td></td>
<td>9208 Wyoming Pl. Hiland</td>
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<td></td>
<td>Kansas City 14, Missouri</td>
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<tr>
<td>J. G. ROUNTREE</td>
<td>Consulting Engineer</td>
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<td></td>
<td>P.O. Box 9044</td>
<td></td>
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<tr>
<td></td>
<td>Austin 17, Texas</td>
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<td></td>
<td>Glendale 2-3073</td>
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<tr>
<td>PETE JOHNSON</td>
<td>Consulting am-fm-tv Engines</td>
<td></td>
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<td></td>
<td>Applications—Field Engineering</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Suite 601 Kanawha Hotel Bldg.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Charleston, W.Va.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Phone: 347-8061</td>
<td></td>
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<tr>
<td>RAYMOND E. ROHRER &amp;</td>
<td>Consulting Radio Engineers</td>
<td></td>
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<tr>
<td>Associates</td>
<td>436 Wyatt Bldg.</td>
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<td>Washington 5, D. C.</td>
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<td></td>
<td>Phone: 347-8061</td>
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<tr>
<td>RUSSELL P. MAY</td>
<td>Consulting</td>
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<tr>
<td></td>
<td>P.O. Box 32</td>
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<tr>
<td></td>
<td>Crestview 4-8721</td>
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<tr>
<td></td>
<td>711 14th St., N.W. Sherman Bldg.</td>
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<td></td>
<td>Washington 5, D. C. Republic 7-3984</td>
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<tr>
<td>GUY C. Hutcheson</td>
<td>Consulting</td>
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<tr>
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<td>P.O. Box 32</td>
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<td></td>
<td>Arlington, Texas</td>
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<tr>
<td>HAMMETT &amp; EDISON</td>
<td>Consulting Radio Engineers</td>
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<tr>
<td></td>
<td>Box 68, International Airport</td>
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<tr>
<td></td>
<td>San Francisco 28, California</td>
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<tr>
<td></td>
<td>Diamond 2-502B</td>
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<tr>
<td>VIR N. JAMES</td>
<td>Consulting Radio Engineers</td>
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<td></td>
<td>Applications and Field Engineering</td>
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<tr>
<td></td>
<td>232 S. Jasmine St.</td>
<td></td>
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<tr>
<td></td>
<td>Phone: (Area Code 303) 383-8462</td>
<td></td>
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<tr>
<td></td>
<td>DENVER 22, COLORADO</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member APOOB</td>
<td></td>
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<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
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<td>AM—FM-TV</td>
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<td></td>
<td>Microwave</td>
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<td>Fort Worth 18, Texas Butler 1-7551</td>
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<td>Member APOOB</td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
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<td>MEASUREMENTS</td>
<td>SPECIALISTS FOR AM-FM-TV</td>
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<tr>
<td></td>
<td>445 Concord Ave.,</td>
<td></td>
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<tr>
<td></td>
<td>Cambridge 38, Mass.</td>
<td></td>
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<tr>
<td></td>
<td>Phone 7Rowbridge 6-2810</td>
<td></td>
</tr>
<tr>
<td>SPOT YOUR FIRM'S NAME</td>
<td>Here...</td>
<td></td>
</tr>
<tr>
<td>To Be Seen by 100,000* Readers —among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities. *ARR Continuing Readership Study</td>
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**COMMERICAL STATION BOXSCORE**

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<th>AM</th>
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**OPERATING TELEVISION STATIONS**

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<tr>
<td>Commercial</td>
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<tr>
<td>Non-Commercial</td>
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<td>17</td>
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**SUMMARY OF COMMERCIAL BROADCASTING**

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<tr>
<th>Air</th>
<th>CPS</th>
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<tr>
<td>FM</td>
<td>967</td>
<td>33</td>
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<tr>
<td>TV</td>
<td>885</td>
<td>73</td>
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**CALL LETTERS ASSIGNED**


KDEY Boulder, Colo., Kenneth & Miscia Prather.

KZQY Albuquerque, N. M., KHAM Inc., changed from KRAZ.


WOKA Columbus, Ga.—Coffee County Bcstg. Inc.

WHLI Holly Hill, S. C.—Palmetto Communications Corp.


**New fm stations**

**APPLICATION**

Globe, Ariz.—Carleton W. Morris, 1003 me, ch. 262, 11 kw, height above average terrain 2270 ft, P.O. address, C. Bbies, Ariz. Requests facilities of KROW-FM that city. Estimated construction cost $3,000; first year operating cost $33,000; revenue $37,560. Mr. Morris is sole owner, and is owner of KSON Bbies, and KXPH Sierra Vista, and is applicant for license in Globe, Winslow, Safford, Coolidge, and Clifton, all Arizona. Aug. 18.

**Existing fm stations**

**APPLICATIONS**

KUDU-FM Ventura-Oxnard Calif.—Mod. of cp to change type trans. to become Station location to Ventura, from Ventura-Oxnard. Aug. 18.

WLBG-FM—Lauren-Clinson, S. C.—Mod. of license to delete second studio at Presbyterian College campus, Clinton, and change station location to Laurens, from Laurens-Clinson. Aug. 21.

**CALL LETTERS ASSIGNED**


New Radio Inc. and Eliades and to application for renewal technic BROADCASTING, petition Granted petition Granted petition Granted petition Granted petition


fplanti, Ypsilanti, Mich.—Granted positive control by Craig E. Davids through purchase of unissued stock of company of same name.

KFDK. Glade Park TV Assn., West end of Glade Park, Colo.; KDBS Thompson TV Assn., Thompson, Utah.

Waived Sec. 1.323(b) of rules and granted cps to change type ant. and studio locations, make changes in ant. system and transmission line; condition.

Granted petition by Broadcast Bureau and extended time to Aug. 15 to reply to petition by Edward Walter Pierscak & Jerome K. Westerfield for waiver of license in order to expedite proceeding on their application for new fm station in Des Plaines, Ill. Action Aug. 15.

Rearranged petition for change of location; condition.

Granted petition by Broadcast Bureau and extended time to Aug. 15 to file opposition to petition by Cabrillo Bost, Inc. to enforce issuance of consolidated am proceeding in Docs. 14129-7, Aug. 15. Action Aug. 15.

KMI, St. Cloud, Minn.—Granted cp to make changes in ant. system (decrease height).

WLWM (FM) Nashville, Tenn.—Granted petition of cp to change type ant., studio and location, make changes in ant. system and transmission line and modify expiration date to 230 ft. and change type ant. and ant. from 130 to 150 ft. and height to 275 ft., and change type ant. and ant. from 130 to 150 ft. and height to 275 ft., and change type ant. and ant. from 130 to 150 ft. and height to 275 ft., and change type ant. and ant. from 130 to 150 ft. and height to 275 ft., and change type ant. and ant. from 130 to 150 ft. and height to 275 ft.

Waived Sec. 1.323(b) of rules and granted cps to change type ant. for following stations: KXFX (FM) Redwood City, Calif.; KJX (FM) St. Cloud, Minn., and make changes in ant. system; condition.

Waived Sec. 1.323(b) of rules and granted cps to change type ant. for following stations: KQFM (FM) Redwood City, Calif.; KJX (FM) St. Cloud, Minn., and make changes in ant. system; condition.

XKMD Atlantic City, N. J.—Granted cp to change type ant. and studio locations; change type ant. and make changes in ant. system and transmission line.

XKFM (FM) St. Louis, Mo.—Granted cp to change type ant. and studio locations, make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; ERP to 5.0 kw.; make changes in ant. system and transmission line; 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HELP WANTED (Cont'd)

Sales

Earn extra money . . . sell radio's hottest capsule and 5 minute features, including biggest show biz and sports names. Also jingles and sales promotion ideas at lowest prices. Write . . . Creative Services, Inc., 72 East Wacker Drive, Chicago, Illinois.

Help Wanted—(Cont'd)

Sales

Midwest opportunity. Promotion manager, account executive, continuity director, production manager, junior copy writer, broadcast engineer, broadcast equipment sales engineer, broadcast equipment design engineer, sales application engineer, production line supervisor for broadcast equipment and radio assembly. Contact E. M. Sears, Box 65, Bloomington, Indiana. Sarks Tzarznk Inc.

Management

Sales manager—eastern market. Top station in area, owned by major group. Five months experience, references. Box 307P, BROADCASTING.

Position open for working general manager of a Texas day time station. Must assume full control. Good market, good profit station with more potential. Send full details on our background. Box 315P, BROADCASTING.

Sales


St. Louis . . . Good salesman, proves sales backing on immediate experience or ready. Top independent, multiple chains, please write fully. Box 141P, BROADCASTING.

Experienced salesman for permanent position. Send full details and photo to WPAG, Ann Arbor, Michigan.

Southeastern—Top Rated Metro Station—needs experienced salesman with management plus, immediate commission. Send resume and references. Guaranteed removing expenses—rapid advancement for creative producer. Send photo—commission resume. Box 259P, BROADCASTING.

Need ambitious salesman. Two station market. One of the major markets of the South, has excellent insurance plan, paid vacation and all other conditions. Salary and commission open will depend on caliber of application. Contact Frank Has, WMRI, Marion, Indiana.


Salesman experienced radio tv promotions. Excellent commissions. Contact Robert E. Daniels, Director TV Features, 161 Nickelot, Minneapolis 3.

Local sales position available for right man with right agency. 205 Olive. Can make $39.92 to $205.17 weekly, radio and tv. St. Louis 1, Missouri.


CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELP WANTED 25¢ per word—$3.00 minimum.

• DISPLAY ads $20.00 per inch—STATIONS advertising requiring display space.

• All other classifications 30¢ per word—$4.00 minimum.

• with blind box numbers. Send replies to: Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

VERSATILE, EXPERIENCED, first phone appointment, for night shift with application to Bob Yongue, WATO, Oak Ridge.

Immediate opening announcer, 1st phone, no maintenance. Rush tape, resume, WBRD, Bradenton, Florida.

Immediate opening for experienced top 40 dj with 1st phone. Salary open for real swinger. No phone calls . . . send tape and resume to: Kbhr, Orlando, Fla.

Immediate opening new announcing position. Need versatile, experienced man. Send tape, complete resume, photo to: MCM, 635 Common St., New Orleans. Tapes only, no phone or in person calls.

Immediate opening for announcer/1st phone combination. Growing community. Heavy on announcing, light maintenance. Write, phone, or to: WBVE, Beaver Dam, Wis.

"Announcer, first phone required, no maintenance. Also announcer who can do play by play sports. Excellent salaries, fringe benefits, increases, and pleasant living and working conditions. Immediate openings at successful 5 kw station to agricultural. Phone collect, or write, to Al Clark, Winner, S. D.

Technical

"Immediate opening for Engineer-Announcer. Maintenance a must. Successful 5 kw daytimer in plains state. Fine equipment, beautiful new studios and offices. Ideal community for family man, offers fine schools, churches, hospital and recreation. Excellent starting salary, fringe, and a retirement future. Only high caliber person acceptable. Send photo, tape, resume and references to Box 329P, BROADCASTING.

Chief engineer for long-established Virginia full-time station in small market. Position offers security, good benefits. Announcing or sales ability helpful but not essential. Must have top recording and broadcasting ability a must. This is a settled, hard working, friendly operation, and we want a man with the same. Qualities. Box 304P, BROADCASTING.

Combio man, first phone, with technical know-how and voice for limited open slot on up-tempo, modern sound station, 200,000 meter population. Midwest, $400.00 month to start. Box 302P, BROADCASTING.

Nebraska station needs mature combo chief engineer. Prefer family man. Has opening for 250 foot tower. Must have first phone in complete maintenance. Write Box 322P, BROADCASTING.

Eastern Regional AM-FM needs first class Engineer. Transmitter and maintenance. No combo. Permanent position, with possibility of chief's job. Salary opens. Full details—first letter to Box 471M, BROADCASTING.

Regional radio station in northeast has opening for competent, hard working, reliable chief engineer. With experience. Box 237P, BROADCASTING.


Western Regional AM-FM needs first class Engineer. Transmitter and maintenance. No combo. Permanent position, with possibility of chief's job. Salary opens. Full details—first letter to Box 471M, BROADCASTING.

Regional radio station in northeast has opening for competent, hard working, reliable chief engineer. With experience. Box 237P, BROADCASTING.


Opportunity for growth and advancement. Tape, resume, WHUC, Hudson.

Chief engineer with fm experience for educational station. Must have experience. No OJT. Drifters need not apply. Contact annually. First letter of course. Write WISC-FM, Wibermore, Ohio.

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BROADCASTING, August 27, 1962
Help Wanted—(Cont'd)

Technical

1st phone engineer-announcer, WORT, New Smyrna Beach, Florida. Will report for 3rd ticket engineer for 1000 watts day in southern Maine. Write or call John A. Carlson, WMWM radio station, Sanford, Maine. Phone 546-2165.

First class radio engineer with experience. Contact Manager, WTSI, Hanover, N. H.

Chief TV engineer. Will have part time student assistant. Boston University closed circuit operation. Experience would like young people and have taste for experimentation. Equipment mostly Dage. Start immediately. $6,500. One month vacation. Write Dean, School of Radio and Television, Boston University, 600 Commonwealth Avenue, Boston.

Immediate opening, 1st phone for transmitt- er watch, 5 kw DA-D. Permanent position. No experience required. WWVP, Mount Kisco, N. Y.

Production—Programming, Others

Writer. You're bright, literate, see radio copywriting as good disciplining and great opportunity to sell and excel in developing self and sales. Free hand, creative atmosphere in top inde domi- nating Import market. Box 236P, BROADCASTING.

One man news department. Group owned network affiliate Virginia city, population 14,000, needs copy writer. Monthly plus $.30 per commision if can sell. Potential more important in today's news experience. Box 285P, BROADCASTING.

Commercial manager. Idea man who can produce, write and announce if necessary. Must know radio, air copy, photo, references, salary, resume to Box 312P, BROADCASTING.

Experienced copy writer for 5 kw Rocky Mountain radio station and full power TV station. Salary open. Excellent chance for young man in the outdoor sports area. Write to KLIX TV, Box 547, Twin Falls, Idaho.

RADIO

Situations Wanted—Management

General Manager; ten years present loca- tion; wants greater challenge (market 300,000 up). Management, sales, TV operation. Box 192P, BROADCASTING.

Commercial manager, presently employed. Thirty-three with 8 years experience. Desires to take over management of good station in medium or small market in Mid- west. Best referred sales and good news and record. Also announces, graduate of numer- ous sales and public relations courses (的价值, ambitious. Box 265P, BROADCASTING.

Have a poor, unprofitable station? I'll show you how to make a profit. Top com- mercial manager, 1st phone, seek complete management... Georgia, Ala., Mils, Tenn. Box 194P, BROADCASTING.

Successful manager, strong sales. Mature. Thoroughly qualified. Want complete responsibility southeast, $10,000. Box 304P, BROADCASTING.

Successful sales manager, married em- ployed, and competent. Seeks managerial challenge Public Relations, Sales and per- sonal references. Box 313P, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Is your station losing money? Downhill operation. Your profit? Large or small market, radio or TV. I'll gamble with you that you can make a profit by work- ing hard myself and also sell and promote while curting the staff of non-pro- ducers a basic salary plus a percentage of increase payable in stock, not in cash. You take over management. Write me today. Box 305P, BROADCASTING.

Successful station manager. Married, family, major market radio experience. Desires to takes over existing operation. Top references. Box 314P, BROADCASTING.


Sales

Air salesman personality. Announcer disc jockey, newscaster, tight production, bright, energetic. Frederick Montgomery, P. O. Box 51, S. T., 16, N. Y.

Announcers

Announcer dj. Family man. 3 years experience. Will require a high, authoritative sound. Hard worker, good board. Box 621M, BROADCASTING.

Kazo player. Also offsets humorous dj. Authoritative newscaster. Production voices, 3 years. Veteran. Box 20P, BROADCASTING.

Married, versatile, four years in major mar- ket, 3rd. Radio. Takes with radiation of opportunity. Box 168P, BROADCASTING.

Announcer, dj, news, sports. Thoroughly experienced pro, some tv. Want to move up. Honest, sincere, loyal. Box 222P, BROADCASTING.

Hot country personality. Knocks 'em dead. Keeps the log red. Box 243P, BROADCASTING.

Attention Top 20 Markets and only station with quality sound in public interest. Rated number one (with good music) in nine station major metro survey. (Pulse). Seek larger more challenging, creative en- vironment. Box 305P, BROADCASTING a la NAB. Radio personality and or TV an- nouncer. Box 280P, BROADCASTING.

Top 48 Negro disc jockey, first phone, will work hard. Box 354P, BROADCASTING.

Experienced announcer, pd, news, sports, sales, programming. Single, veteran, excellent references. Box 225P, BROADCASTING.

Female, dj announcer, continuity writer, tight board, bright sound. Box 258P, BROADCASTING.

Top rated personality: major market, dra- matic news, sports, swinging dj, available now, references five figures. Box 260P, BROADCASTING.

Successful small station manager desires to relocate in medium or large market in Arizona or California. Doubled stations business in 20 months. First phone license. Box 265P, BROADCASTING.

One top forty jock, one top forty newcomer. Available, or separately. Box 279P, BROADCASTING.

Seeking permanent position as staff an- nouncer. Have 11 years experience. Currently employed through September 1st as TV an- nouncer with Storer Broadcasting. Total seven years commercial, non-commercial experience. Pleasing voice, appearance, per- sonality. Call today. Will travel. Video type, audio tape available on request. Box 275P, BROADCASTING.

Announcers

Announcer/engineer. First phone, direc- tions, one year experience, recently announcing looking for job in south or east. Respond by letter or phone, September 1, 1982. Box 276P, BROADCASTING.

First phone announcer, 27, family, excellent references. Quality, low turn-over station. Minimum, no early shift. State hours and salary. Personal interview. Box 284P, BROADCASTING.

Staff announcer, 5 years experience, very strong on sports and news, desires to re- locate with station who appreciates good man. Prefer Western states, will listen to all offers. Presently employed, available after October first. Box 282P, BROADCASTING.

Announcer, 1st phone, 12 years experience. Mature professional sound. Good music 9-25. Box 253P, BROADCASTING.

Real pro wants to relocate. Seven years of top ratings in major and medium mar- kets. Family. First phone, $150 to start. Box 284P, BROADCASTING.

Friendly personality dj, announcer seeks security. 3 years experience, tight board, known music. No copies or screwers. Box 255P, BROADCASTING.


Air personality, tight production. Seek opening with growing station away from N.Y.C. Available beginning September 1st (Non-Caucasion). Box 256P, BROADCAST- ING.

Why is a bluebird blue? So you can tell him from an elephant! Original or is it an original enough personality? Creative humorous style, prepares show in advance. First phone. Box 265P, BROAD- CASTING.

Young exciting radio-tv personality cur- rently doing tv weather, sports, plus solid record show seeks new market. Morning or afternoon radio alone, or radio tv combina- tion. Producing, producing, producing is my main interest. All offers. Box 282P, BROADCASTING.

First phone announcer, college, extensive training, ambitious, needs night opportu- nity. Box 298P, BROADCASTING.

Employment needed for personality. 21, single. Experience 2 years, up-tempo medium market. Box 305P, BROADCASTING.

Sportscaster, news, staff Radio/tv, 10 years experience. References. Family. Box 309P, BROADCASTING.

Announcer-dj. Family man, tight board. Fluid personality, good sound. Will relocate. Box 310P, BROADCASTING.

First phone announcer, 7 years experience Fox and copy. Richard McLangue, Tren- ton, Mississippi, Phone EL 9-3071.

Announcer engineer 14 years. Prefers non- chief position at station needing quality. Top country deslay, Mike Paxton, KTML, McAlester, Oklahoma.

Attention Illinois and west. #1 pulse radio jockey past 4 years with strong produc- tion. Box top 50 road operation. 1st phone too. Call dj. at 217- 559-2271.

I am, 25 single, vet. I have BA-English Lit., 4 years, excellent grades. Currently employed through September 1st as TV an- nouncer with Storer Broadcasting. Total seven years commercial, non-commercial experience. Pleasing voice, appearance, per- sonality. Call today. Will travel. Video type, audio tape available on request. Box 275P, BROADCASTING.
Situations Wanted—(Cont'd)

Announcers

Available immediately. Proven professional. 3 years major market experience. Top 40 middle of road. Personality but not scrappy. References of past employers outstanding. Prefer midwest, east. Ask others. Box 316P, BROADCASTING.


D.J.-Ohio, Indiana, Kentucky. College graduate, 2 commercial years experience plus background as copywriter. Resume, tape at once. Box 323P, BROADCASTING.

Started in radio in 1955, commercial radio "99" in Chicago since "60," Rick Wade, c/o Buena Park Hotel, 1-46 N. Broadway, BI 3-300.

High school, student desires part time job in radio, Milwaukee area. Call WO 4-4692.

New York City vicinity reliable air person. 15 years experience, desires position for a future, nice working conditions. Box 201P, BROADCASTING.

"Announcer/Copy-writer. Excellent references, Sincere, Reliable, very creative and lots of drive. Must write but also want radio. Experienced. Enon Griffin, P. O. Box 188, Manomet, Mass."

Technical

Chief engineer, or staff with large station. Thirteen years experience. G.A. preferred, all considered. Box 133P, BROADCASTING.

Chief engineer now employed of am-fm station desired new position in radio station or related field in New York, New Jersey or New England, over the 1650. No announcing. Box 253P, BROADCASTING.

13 years broadcast engineer. 6 years chief engineer 5 kw D.A. and fm. Family, car, no children. Reliable 2 w area notice, Box 287P, BROADCASTING.

Chief engineer and announcer for three years. Experimental background in Mexico or Arkansas, would consider all west of Mississippi. At present location, 5 years. Married, veteran, 31. Available 30 days, Lyle, 4444 Blaisdell, Mpls, 9, Minnesota.

Production-Programming, Others

Experienced, creative copy and promotion director interested in challenging position north-east. Box 409P, BROADCASTING.

Seeking responsible position as radio program director, heading news department, directing play by play, plays, etc. Will college, military, complete, 25, married. Sold all phases. Small market preferred, others considered. Currently news director, 5-station market. Box 284P, BROADCASTING.

Currently employed in major market as newspaper-reporter, Journalism radio background. Capitalist, college graduate, ability two-four weeks. Box 274P, BROADCASTING.

Nine years experience, four years management experience, strong on production and promotion. Versatility? Name it, I've done it. Sales position immediately, more pay per year than my salary. Box 320P, BROADCASTING.

Situations Wanted—(Cont'd)

Production-Programming, Others

Professional broadcaster, age 26—major market experience required. Involves programming, promotion, management. Married, limited public speaking and reference. Box 226P, BROADCASTING.

Experienced newsmen now in five-figure public relations position desires return to quality radio. Strong on features and commentary. Excellent writer. Versatile—music, sports, community minded. Received a television degree from major university. Write or Wire Post Office Box 21 Logs ran, Indiana.

"Experienced News Director. Strong copy also. Young, willing to travel. Prefer very little air time. More management but want exposure, not security. Available September first. Tape on request. Personal interview preferred. Box 296P, BROADCASTING.

Program-Sports Director seeking advancement and challenge in programming-sports or news-sports. Twelve years experience, college graduate, family. All sports including baseball recreation. Top references. $100 minimum. Box 297P, BROADCASTING.

Experienced male copywriter with additional sales background. Available immediately anywhere west. W. H. Thomp., 425 Lafayette Avenue, Columbus, Indiana, Phone 373-6701.

TELEVISION

Help Wanted—Management

Promotion manager, opportunity for young man, who is now probably promotion assistant, 26 man, or handling station promotion in smaller market, to assume major responsibilities in promotion, publicity, and merchandising for important network property in important Eastern market. Send resume to Box 306P, BROADCASTING.

Immediate opening, TV engineer with first phone for professionally equipped closed circuit operation. Operating and maintaining studio equipment and VTR. Contact: Gien Bishop, WMUK, Western Michigan University, Kalamazoo, Michigan.

Announcers

Staff announcer wanted. Some experience in TV We also require 3 station market in southwest. Send film or tape with resume to Box 206P, BROADCASTING.

Leading southwest 3 station market. Good commercial background needed. Will be responsible for daily live show. Send tape or film with resume to Box 207P, BROADCASTING.

Future opening, television newsmen. WXLT, Jacksonville, Florida. Writing, filming, on-camera new, Send S.O.S. or VTR with first reply. $150 Mo. Start. Benefits

Technical

Chief engineer needed for UHF television station. Must consider transmitter engineering toward chief engineer. Box 315P, BROADCASTING.

First class license, tv maintenance. Write giving complete background to WXLY-TV, P. O. Box 922, San Antonio, Texas.

Chief engineer for small New England television station. Must have maintenance experience necessary. Fine future, congenial surroundings. Write Box 226P, BROADCASTING.

Maximum power VHF major market station in east requires highly qualified chief engineer. Desires new job. BROADCAST-ING, outlining qualifications, references, and salary requirements.

Help Wanted—(Cont'd)

Technical

 Experienced first class licensed man for permanent position. Minimum of two years experience. Accent on video switching as well as technical ability. Contact: Harold Ekekw, WCHU TELEVISION, Hotel Innam, Champaign Illinois. Phone 352-7812.

Production—Programming, Others

Public relations, publicity, promotion—Prominent group station in South seeks talented young man experienced in public relations, publicity. First class licensed man or top position demands creative, aggressive personality. Must have ties and be able to commensurate with experience. Attractive company benefits. Send resume and recent photo to Box 216P, BROADCASTING.

Situations Wanted—Management

Are you seeking an able executive to solve your radio or tv management and sales problems? I have proven experience on Madison Avenue with creating national spot on tv rep, ad agency in the top ten, radio network, plus general management of radio station. Resume sent by return mail. References upon first meeting. Write Box 272P, BROADCASTING.

Need a right hand man: 10 years operations, production, program, promotion, local and national sales managers. Able, creative, special skills. Mature reliable man seeking challenging opportunity with a future in South or southwest. Resume. Box 324P, BROADCASTING.

Sales

Announcer experienced in all phases desired medium or major market. Best of qualifications and references. Box 252P, BROADCASTING.

Announcers

Announcer experienced in all phases desired medium or major market. Best of qualifications and references. Box 252P, BROADCASTING.

Experienced, 8 years iv radio. Employed, tv. Married, 25, responsible, relocate. $125 plus. Box 268P, BROADCASTING.

Top tv announcer looking for staff position in major market west of the Mississippi. Excellent news, weather, sports, and commercials. 2 years in tv years radio. Box 286P, BROADCASTING.

TV kiddie personality, wants new tv field, preferably in mid-west or eastern market. Young entertainer with wide experience, and a two year successful kids show show in Ohio station. Good knowledge of make-up, capable of over 50 types of characterizations, has also done voice-overs, announcing, teen age tv dance show. Can also do late horror show, having been on road with spoof show, plus holiday specials. Can communicate very nicely with any type audience, kids, adults, or mixed. Present tv show has held most of same sponsors since first show. Very versatile, write Box 311P, BROADCASTING for complete resume.

Technical

F.C.C. second phone license, beginner abil- ity to learn fast. Will travel. Box 268P, BROADCASTING.

Recent graduate from De Vry Technical Institute with 3rd class license, desires work in tv station in central states. Graduated MSU, Master of Arts, Phil Meinders, RRI Fox Lake, Wisconsin. Phone R4-12.

BROADCASTING, August 27, 1962
Situations Wanted—(Cont'd)

Production—Programming, Others

News director, three-station experience, will give your station successful basic news approach for local competition. Box 191P, BROADCASTING.

Director, writer, announcer. 4 in 1 premium package, 1 year experience. Available now! Box 171P, BROADCASTING.

T.V. stations with target date: Have started 3 years ago, a lot of property and where to cut corners. 10 yrs. as crewman, studio supervisor, producer-director, and production manager. At present employed but vegetating from lack of challenging work. 30 yrs. old, 1 wife, 11 children. Would like to relocate before winter. Responses on request. Box 870P, BROADCASTING.

Newsmen currently top 10 market. Excellent camera appearance and presentation. Gather and write, own film work. Have headed department. Won recent stake award for news coverage. Family man, 36, journal writing background, almost immediately. References excellent all the way. Box 295P, BROADCASTING.

For Sale—(Cont'd)

Equipment

16mm Belex H 16 with 17 to 70mm telephoto. Perfect TV news camera. 90 days—new condition. $300.00. Victor Michael, WMLP, Milton, Penn. 7-8765.

Aitec 331-B limiter, used, meter missing. Will pass proof. $150.00. F.O.B. T. Dudas, Box 135, Deorin, Ga.

Amplex 601-2 half track stereo recorder. Eighteen months old. Used for home listening only. $225. Bill Jackson, WFAA-TV, Dallas, Texas.

Audio equipment . . . plug in amplifiers, vertical attenuators. List. Box 1565P, BROADCASTING.

For Sale or Trade: One Giant View large screen projector (with rear screen) Model 915-Line Video Bandwidth Tuner 4 mc. Channel 5 mc. Power required 115-125 volts a.c. at 5.5 amperes. Weight 400 lbs. Size 21 1/2" x 25" x 6"; 300 ohm R.F. Input. Audio output: Phone plug 8 ohm, or low or high impedance. Also internal speakers. External video input normal 1.4 volt coax connector. Box 1675P, BROADCASTING.

Two complete TX-31 RCA field camera chains in perfect condition, missing only trepos. Box 285P, BROADCASTING.

4 Gates carrifrate playback units; 1 recorder; 1 switcher; 2 remote control units; all used less than one year. Will sell for $2,500.00. Box 318P, BROADCASTING.

Collins 3900 transmitter, 250w, excellent condition, some extra tubes, $750. WMBH, Joplin, Mo.

T.S.C. Profitmaker rear screen projector 4000 watt lamp with dimmer, 9" x 12". Roll up screen. $375.00. Chief Engineer, WNOX TV, Columbia, South Carolina.

Am, fm, tv equipment including transmitters, orthiconos, iconocoscopes, audio monitors, cameras. Electrolux. 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guaranteed Quality Radio & Broadcastin Supply Co. 1314 Iurbide St., Laredo, Texas.


WANTED TO BUY

Equipment

1 kw GE uhf transmitter wanted. Might use other make. Address Box 259P, BROADCASTING.

Need at once, mixers, limiters, A.E.C. auto program equipment. 1 kw transmitter, and tower. Box 265P, BROADCASTING.

Will buy or lease tv remote units, fully equipped, with or without tv recorder. Box 325P, BROADCASTING.

Part or all equipment for proof performance. KROX, Crookston, Minn.

Wanted, used weather radar in working condition. State type, condition and price first letter. Box 281P, BROADCASTING.

Urgently need any type FCC approved am frequency monitor. Advise price, condition immediately collect wire. Also need Gates St-101 tape spotter and good dual channel or 10 input audio console. John E. Ledbetter, Broadcasting Engineering Services, P. O. Box 391, Buena Park, California.

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YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)

[ ] TF (until forbid)

RATES

[ ] Situations Wanted—20$ per word—$2.00 minimum (Payments in advance)
[ ] Help Wanted—25$ per word—$2.00 minimum

[ ] Display ads $20.00 per inch—STATIONS FOR SALE advertising require display space

Situations Wanted—[Payment in advance]

[ ] 1" [ ] 2" [ ] 3" [ ] 4" [ ] other

[ ] All other classifications 30$ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV

HELP WANTED

[ ] management
[ ] sales
[ ] announcers
[ ] technical
[ ] production-programming

SITUATIONS WANTED

[ ] management
[ ] sales
[ ] announcers
[ ] technical
[ ] production-programming

COPY

(if larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St, N.W., Washington 5, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ [ ] Bill

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BROADCASTING, August 27, 1962

89
BUSINESS OPPORTUNITY

Majority owner of AM station operating well in black needs long term financing to purchase 100% of station, pay other personal obligations. Value of station $160,000. Need 110 thousand for 10-15 years, buy-leaseback, long term mortgage. BBIC, etc. Reply Box 311P, BROADCASTING.

MISCELLANEOUS

DJ Inserts; short comic skits, tailored for your show. Complete details free. Box 999M, BROADCASTING.

COMMERCIALS

Commercials taped for small market stations on your tape and copy. Reasonable. Major market announcers. Box 108P, BROADCASTING.

28,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N. Y.


INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 48-page brochure. Grantham School of Electronics, 1522 Gillham Road Kansas City 9, Missouri.


Be prepared. First class P.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1138 Spring St., N.W., Atlanta, Georgia.

Announcing programming, console operation, extensive intensive practical training. Finest, most modern equipment available. G. 1. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the P.C.C. First Class License. 14 East Jackson St. Chicago 4, Illinois.

Be a disc jockey. FCC 1st class license in 8 weeks. Next class starts October 8—enroll now. Nation's leading d.j.'s & engineers teach you. Free placement service. Write: Academy of Television & Radio Inc., 1700 E. Holcombe Blvd., Houston, Texas.


INSTRUCTIONS—(Cont'd)

San Francisco’s Chris Borden School of Modern Radio Technique graduates all over the country. DJ instruction, alive, active and new. September class open. 229 Geary Street, San Francisco, California.

Jobs waiting for first phone men. Six weeks get you license in only school with operating 3kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

ANNOUNCERS

Opportunities in new station, Male or female. Announcing experience and some sales ability. Age no barrier. Must have drive! Up to $40.00 per week for the right people. Send tape, resume, and a short bio with your first letter. WAQ, Box 108, Ashland, Ohio.

RAdio

Help Wanted—Announcers

Specialist, early morning personality DJ, original creative humorous style, air check or same available. I will use 2 or 3 hours per day on preparation. Give me the morning shift, time to prepare and normal production duties, and I will give you a truly humorous show and style and a top hooper rating.

Box 297P, BROADCASTING

TELEVISION

Situations Wanted—Announcers

Present employer switched to top 40, want relaxed good music. Semi Gallan Drake HPL approach. 15 years experience. Want major market, Al Morris, 60 Sunside Lane, Columbus 14, Ohio, or call AM 7-6276 or 451-2191. Present employer may be used as reference.

BOX 297P, BROADCASTING

Help Wanted—Announcers

TOP SPORTS MAN Available for football and basketball season. Have been DJ and Radio with major teams . . . top voice and background . . . major markets or nuts only...

Box 273P, BROADCASTING

TELEVISION—SITUATIONS WANTED

Announcers

D infielder salesmen with proven sales record, 25 to 35 years old who desires management with Illinois station. State present salary and give complete resume along with picture.

Box 299P, BROADCASTING

ATTENTION AGENCIES & ADVERTISERS

Why pay astronomical prices for video-tape commercials? We use 2 Ampex recorders, 1 to 5 cameras, plus equipment necessary to produce commercials comparable to New York or Hollywood. We've produced commercials for Elgin, Motorola, Bulova, Frigidaire, Pat Milk, etc. Service—good. Work—guaranteed. Prices—low. Phone or Write:

HAYDEN HUDDLESTON PRODUCTIONS
Shenandoah Bldg. D1 2-2170 Roanoke, Virginia

FOR SALE

50,000 watt fm-Chicago High up on 4-62 pulse tremendous stereo & SCA potential

Box 233P, BROADCASTING

Wanted: $25,000 capital to expand personalized public relations business of 7 years standing. Write for details.

Box 269P, BROADCASTING

FOR SALE

ROCKY MOUNTAIN REGIONAL

Full time prestige station located in one of the West's better living areas and dynamic growth markets. Grossed over $170,000 last year and will do $200,000 in 1962. Excellent cash flow. Priced at $250,000 with substantial cash down payment required.

Box 270P, BROADCASTING

90
For Sale—(Cont'd)

Continued from page 85

For Sale—(Cont'd)

stations

1000 watt, daytime station in NY state. Good potential for people with radio experience and management. Purchase price $55,000 includes land, financing and small down payment to qualified buyers.

Box 277P, BROADCASTING

1000 watt, daytime station located within 150 miles of Chicago. Gross 1962 $100,000. Three-year increase in billing, over 50,000. Excellent downtown studio and office facilities, own transmitter site. Current staff, outstanding, all accounts sound. Located in rapidly expanding industrial area. $150,000 asking price. Inquire for full details.

Box 300P, BROADCASTING

radio station kjax
santa rosa, calif.

5000 watts days, 500 watts nights, 1150 kw

original cost of exceptional fixed assets over $150,000. Now off the air but has grossed in excess of $160,000 annually. Unusual opportunity for an experienced qualified radio man to acquire a potentially profitable station in a delightful living area on extremely good terms. Valuable real estate included in total price of $150,000. For full details write

Box 244P, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

negotiations management

appraisals financing

howard s. frazier, inc.

1736 Wisconsin Ave., N.W.

Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS—For Buying and Selling

radio and tv stations

in the eastern states and Florida

w. b. crimes & co.

206 North Florida Avenue, N.W.

Washington 9, D. C.

BROADCASTING, August 27, 1962

49
IT WOULD BE TOUGH DRIVING WITHOUT SIGNS...

You'd never get anywhere on today's complicated system of roads if you didn't have familiar signs to tell you where you're going and how to get there safely.

But shopping for your family is a lot more complicated than driving your car. And here, too, you couldn't get along without the guideposts—the manufacturers' brand names you know and trust.

Advertised brands have to be good. The manufacturer's reputation and sales future depend upon consistently delivering the kind of quality and satisfaction you've learned to expect.

They're the sort of products advertised in this magazine. They're the sort of products you can buy with confidence in today's complicated world.

LEADERSHIP BRANDS ARE YOUR BEST BUY

BRAND NAMES FOUNDATION, INC., 922 MADISON AVENUE, NEW YORK 17, N.Y.

CONFIDENCE MEMBER OF BRAND NAMES FOUNDATION, INC.

SATISFACTION
Ed Codel, the new president of Station Representatives Assn., is the first person to hold that office who does not concurrently head a member representative firm.

But being first is nothing new to Mr. Codel, who is also vice president and a director of the Katz Agency Inc., New York. In 1947, Katz hired him as the first man to head a separate division set up to develop sales for the new medium, television. In this position, he helped develop many of today's practices and procedures in the TV representation field.

Edward Codel, whose broadcasting career spans a 33-year period, was born in St. Paul, Minn., on the Fourth of July, 1913. It was 16 years later as a high school student in Chicago that he began working part-time in the publicity department of NBC.

He left NBC in 1931 and entered the U. of Minnesota, where he majored in journalism. He dropped out after his sophomore year for a two-year hiatus to work in the publicity department of KNX Los Angeles. He finally received a B.A. degree in 1936.

Busy Man on Campus - While in college, he had a busy schedule. Not only was he attending classes and serving as campus stringer for the Associated Press, but he also was courting the future Mrs. Codel: Roslyn (Ronnie) Segal of Winnipeg, Man. He met Ronnie while both were students at the university; they were married four months after graduation.

The Codels have one son, Michael Richard, 23, who is a graduate of Oberlin College. (Earlier this month, Michael resigned his job as a reporter for the Cincinnati Post & Star Times to join the Peace Corps in Nigeria.)

While still a student, Mr. Codel was interviewed by a representative of Hearst Publications, who was scouting colleges and universities for prospective future executives. Mr. Codel was selected for the Hearst training program in New York, and there at the end of 16 weeks, he was given his choice of departments in which to serve Hearst.

Mr. Codel's older brother, Martin, who was in the radio field, exerted a great influence on Ed's life at that time, so the younger brother picked Hearst's radio division. He was assigned to WBAL Baltimore where he served as director of publicity and promotion for two years and was on the sales staff another two.

Ed left Hearst in 1939 and joined Broadcasting magazine, which his older brother, Martin, had co-founded with Sol Taishoff. (Mr. Taishoff bought Martin Codel's interest in the magazine in 1944.) Ed Codel for two years was Broadcasting's Chicago manager and then left to join WPAT Paterson, N.J., as general manager.

When Arde Bulowa started his Atlantic Coast Network (10 stations from Boston to Washington, D.C.) he hired Ed Codel as general manager.

Overseas - In 1943, Mr. Codel resigned as head of ACN to go overseas with the Office of War Information. He served over a year in London with the American Broadcasting Station in Europe (ABSEI) and after the invasion of the continent he served with Supreme Headquarters of the Allied Expeditionary Forces (SHEAF) in France, Belgium and at Radio Luxembourg.

His final overseas duty was as radio control officer of the SHEAF Control Party (including officers from the U.S., England and Russia) which took into custody the Doenitz government, last remnant of the Hitler regime, at Flensburg, Germany.

Returning to the U.S. in late 1945, Mr. Codel joined Telecasting Publications Inc., publishers of FM Business. In 1946, he was named president and publisher. FM, as a separate broadcast medium, was not prospering at that time, however, and neither did FM Business, which eventually ceased publication.

In 1947, he joined Katz as director of television, was elected to the board of directors in 1951 and was named vice president in 1953.

Although a rep's primary function is the sale of station time to national advertisers, it's the subsidiary functions that help make the salesman's job easier, and help make Mr. Codel's job easier.

For the peripheral services include:
- Sales Development Department, which sells the idea of spot TV—but does not sign any advertising contracts
- Sales Service Department, which handles competitive checking (keeping tabs on what other stations are doing) and keeps track of account movements.
- Billing & Promotion Department, which guarantees payment on all accounts.

There is also an Audience Development Department, a Program Analysis Department and a 17-man Research & Promotion Department.

Mr. Codel has been active in SRA since he joined Katz in 1947. For three years he headed its Trade Practices Committee.

SRA's aim, he says, is to foster and promote non-network advertising. It will, he says, continue more vigorously to do everything necessary and proper to encourage and promote customs and practices that strengthen and maintain its members' ability to serve the stations they represent.

Research Projects - A current research project into piggy-back and integrated TV commercials is the first of several "which will be useful to our members, the agencies and advertisers." He also plans closer cooperation between SRA and such trade groups as the AAAA, TIO, TVB, RAB and NAB.

Mr. Codel spends one-third to one-half of his time on the road looking after Katz business. But for him, travel is no chore; it's one of his hobbies. Since the war he's been to Europe six times and during one year traveled to the Middle East, South America and Europe. His travel combines neatly with another hobby—fishing.

This summer he enjoyed the "heady experience" of attending the Aspen Institute for Humantistic Studies at Aspen, Colo., a venture marked in his log-book with the notation "highly recommended."

Mr. Codel is a member of the Overseas Press Club of America and Sigma Delta Chi.

For the next year, much of his time will naturally be concerned with SRA activities. As for Katz, Mr. Codel looks forward to the continuing search "for new ways to do things" for the firm's 40 radio and 40 TV station clients. As a co-worker puts it, "The Katz Agency has been around a long, long time, but Ed Codel has been a powerful factor in keeping the outfit youthful and lusty."
Both sides of catv

THE Georgia Assn. of Broadcasters has said that community antenna television systems constitute a "crisis and dilemma" for radio and television broadcasters, and it has scheduled a seminar on the subject for Oct. 16. The words the association chose to describe the situation suggest a pre-judgment that may be unduly harsh.

If there is indeed a crisis in the making, it ought to be studied thoughtfully by all those whom it may affect. The program so far arranged for the Oct. 16 seminar promises to be somewhat one-sided; it indicates a foregone conclusion that catv is a distinct threat to broadcasting and ought somehow to be restrained. This conclusion is not held universally, not even among broadcasters, a number of whom are now engaged in the process of going into catv.

Catv is of growing importance, and it deserves to be considered for its possible effects on the traditional way of broadcasting in this country. Its potentials as an extension of broadcasting as well as a competitor for audience time ought to be thoroughly examined, but the examination will be more complete if testimony from more than one side is taken. The Georgia association's Southeast Radio-TV Seminar would be more meaningful if it included representatives of the community antenna business.

Pi in the sky

We must agree with the report issued last week by the Dept. of Health, Education and Welfare that it would be nice to have a thousand educational television stations on the air, all pumping out knowledge to enrich the American culture.

And we also agree that the National Assn. of Educational Broadcasters, which prepared the report under a contract with HEW's Office of Education, was wise to avoid considerations of the costs that would be involved. The dream of a national system of a thousand educational stations vanishes at the first realistic mention of money.

At $250,000 each, a figure that would provide the barest essentials for telecasting, it would cost $250 million to put the thousand stations on the air. Keeping them operating would be something else again—say another several hundred million a year. How many classrooms could be built and teachers hired for that kind of money?

If it had not been endorsed by Anthony J. Celebrezze, the new Secretary of Health, Education and Welfare, the report could be dismissed as a well-meaning statement of hopes but not purposes. Now that it bears his imprimatur, it may get the kind of serious attention it does not deserve.

New style in syndication

After a long and dispiriting lag, production of new television programs for syndication is coming to life again—but it's a new life far different from the old one.

The change is in the programming. "First-run syndication" historically invoked images of big-budget series, usually high in action content, concocted to appeal to the widest possible audiences and destined for nighttime presentation.

Production like that doesn't happen very often in syndication anymore. The waves of off-network series that have swept into syndication, combined with the apparent indestructibility of feature-length movies and older syndication series already in circulation, have largely choked off the once lucrative market for high-priced series.

The first-run syndication programming that has emerged from these circumstances is quite different. As described in more detail elsewhere in this issue, the trend now is to "specialized" series, generally more conservative in cost, usually angled toward selective audiences, and using widely diverse formats from documentary to audience participation. Festival of the Performing Arts, B'wana Don In Jungle-land and Communism: R. M. E.—to pick a few names out of the new roster—are this year's answers to the Boston Blackies, Supermen and I Led Three Lives of a few years back.

Although we regret the virtual disappearance of first-run production of the old type, we think the new trend is promising and hope it will prosper. It offers programs to appeal to all levels from the highbrow down (or up). It widens the opportunity of stations to present more diversified programming, and it expands the number of program sources from which stations may choose. Thus it holds promise for audiences, for stations, and for the producers and syndicators themselves.

Lest we forget

In this hectic work-a-day world of competition for time, space and outer-space, most of us perfomce overlook the realities of these times.

We didn't realize, for example, that there are at this moment 2,750,000 men and women in our Armed Forces—half of them under 25. And half of the total are away from home for the first time, both here and in 27 foreign countries.

We learned this from The Advertising Council which is running a campaign in support of USO to continue until Sept. 15. The campaign elicits the cooperation of radio and television stations in using tapes and films distributed by the Ad Council. The USO, which has operated for 21 years through World War II and Korea, depends entirely on volunteer contributions for the maintenance of clubs and centers and provision of entertainment—what USO aptly calls "these homes away from home."

Such men as Thomas D'Arcy Brophy, retired chairman of Kenyon & Eckhardt, volunteer coordinator for the Ad Council, William R. Baker, Jr., honorary chairman of Benton & Bowles, chairman of the USO public relations committee, and Donald D. Hoover, president of Bozell & Jacobs, New York, who last year induced the Ad Council's support, are contributing their time and energies to this year's $8,750,000 drive.

Col. Ed Kirby, USO's public relations director, reports indications are the cooperation of both stations and networks will be "maximum." This is as it should be.
Talk about a dominant personality!... WFMY-TV's composite image is the most influential in the market. To a viewer in one of the 466,640 TV homes* it reaches, WFMY-TV's personality has many facets—it's the morning eye-opener, a neighbor giving you her prize recipe, a friend showing you a stunning dress and talking about the latest doings in the community; it's that character who lends a hand in bringing up your kids as good citizens; it's the guy who talks your favorite sports with you; and it's the fellow whose top-notch public affairs specials pleasantly prod you into a little better understanding of world and local issues. When you realize how much a part of family life a personality like this can be, you'll understand why WFMY-TV is an active force in the 44-county area it serves.

* Source: A. C. Nielsen
FM STEREO IS MORE THAN MUSIC ON WSB RADIO

It's full-range FM stereo multiplex programming, not just music. WSB-FM offers stereo lovers the best in outstanding dramatic readings, quotes, tips, news, and, of course, beautiful music. More of everything wonderful is heard on WSB-FM. Heard better, too. Reflecting different impressions like a many-sided prism, WSB Radio offers different services to listeners from all walks of life.