



# BROADCASTING

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ON AND RADIO

NEWSPAPER

NOVEMBER 19, 1962

Radio-tv's 50 biggest agencies in 1962  
again led by JWT ..... 27

Newest FCC findings underscore efficiency  
of uhf signal ..... 86

Harper joins crusade against the high noise  
levels of commercials ..... 52

The Hiss rhubarb: everyone gets into the act  
following ABC-TV program ..... 62

COMPLETE INDEX PAGE 7



## RADIO moves with a going America

Americans are a people on wheels and Radio goes with these mobile millions everywhere—even to where your product is sold. Only Radio talks to shoppers in their cars and only Spot Radio lets you choose time and place for that "last word" impression. These great stations will sell your product.

- |      |                      |      |                        |
|------|----------------------|------|------------------------|
| KOB  | Albuquerque          | WTAR | Norfolk-Newport News   |
| WSB  | Atlanta              | KFAB | Omaha                  |
| WGR  | Buffalo              | KPOJ | Portland               |
| WGN  | Chicago              | WRNL | Richmond               |
| WDOK | Cleveland            | WROC | Rochester              |
| WFAA | Dallas-Ft. Worth     | KCRA | Sacramento             |
| KBTR | Denver               | KALL | Salt Lake City         |
| KDAL | Duluth-Superior      | WOAI | San Antonio            |
| KPRC | Houston              | KFMB | San Diego              |
| WDAF | Kansas City          | KYA  | San Francisco          |
| KARK | Little Rock          | KMA  | Shenandoah             |
| KLAC | Los Angeles          | KREM | Spokane                |
| WINZ | Miami                | WGTO | Tampa-Lakeland-Orlando |
| KSTP | Minneapolis-St. Paul | KVOO | Tulsa                  |

Intermountain Network

**Edward Petry & Co., Inc.**

Radio Division  
The Original Station  
Representative

# THE PEOPLES CHOICE!

**KVTV, Channel 9**  
**SIoux CITY, IOWA**



Outstanding local and regional coverage of the 1962 elections by KVTV, Channel 9, Sioux City firmly established KVTV, as the "Peoples Choice" in farm and industry rich Siouxland. Over 200 people worked 'round the clock to bring KVTV'S "instant-action" local returns to the 250,000 TV sets of Sioux City and of Siouxland. KVTV'S experienced news team supplied instant interpretation as trends became apparent. U. S. Senator Jack Miller (R) Iowa was on hand to explain what statewide and national results would mean to the people of Iowa. Every exciting phase of the election received the same thorough attention that folks have learned to expect when they turn to KVTV, Channel 9. To sell Sioux City and the farm rich Siouxland area surrounding Sioux City add KVTV, Channel 9 to your schedule. KVTV, Channel 9 is the station people look to for news, entertainment and leadership. See your Katz man and buy the "Peoples Choice."



KVTV newsman Charles Powell (right) and Sen. Jack Miller, (R) Iowa analyze Iowa election results in KVTV's election center. South Dakota and Nebraska contests received similar attention.



KVTV newsman Charles Harness (left) gives rundown of critical races in Iowa, while newsman Larry Roderick stands by waiting to give latest Nebraska and South Dakota returns.

**THE KATZ AGENCY, Inc.**  
 National Representatives



**KVTV**

**CHANNEL 9 • SIOUX CITY, IOWA**  
**CBS • ABC**



**PEOPLES BROADCASTING CORPORATION**

- KVTV** . . . . . Sioux City, Iowa
- WNAX** . . . . . Yankton, South Dakota
- WGAR** . . . . . Cleveland, Ohio
- WRFD** . . . . . Columbus-Warthington, Ohio
- WTTM** . . . . . Trenton, New Jersey
- WMMN** . . . . . Fairmont, West Virginia

# EXPOSICION DOBLE\*



## "TELAMIGO"—ENGLISH/SPANISH NEWS SIMULCAST

Three months ago, WCKT instituted TELAMIGO—a simulcast in English and Spanish, of its 6:00 and 11:00 p.m. news programs, broadcast simultaneously from the WCKT television studios and over a local Spanish-language radio station to Miami's growing Cuban population.

It was well-timed. TELAMIGO pre-dated the boiling point of the Cuban crisis by some six weeks—in that time WCKT's program of "double exposure" did much to bring the people of two languages closer together in the simmering

war against Castro and Communism in the Western Hemisphere.

Miami's Cuban population is informed with the facts, ably gathered and presented by the WCKT news force. The scores of thousands who make up Miami's Latin-American community are aware of each day's fast-moving developments. TELAMIGO, which made this awareness possible, is just one of many public services in WCKT's continuing program of citizenship and showmanship for South Florida.

\*Spanish translation of DOUBLE EXPOSURE



**BISCAYNE TELEVISION CORPORATION**

WCKT—CHANNEL 7 · MIAMI · WCKR—RADIO 61





More  
**TOBACCO  
SALES**  
per dollar

Whatever your product, Channel 8 moves goods. On WGAL-TV your sales message reaches more families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

**WGAL-TV** Lancaster, Pa.  
**Channel 8** **NBC and CBS**  
STEINMAN STATION  
Clair McCollough, Pres.

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

## Prime time public service

Tv stations that do not have locally produced and regularly scheduled public service discussion programs in prime time are very likely to get "letter of inquiry" from FCC when filing for license renewal or transfer. Such letters questioning whether programming of entertainment shows in evening hours meets needs of public now are being written by FCC staff. Solid Sunday afternoon of public service shows will not forestall letter—FCC staff "lifted eyebrow" technique requires they be slotted in prime time. Stations that balk are being told by FCC staff: "take us to hearing then, if you are sure you are operating in the public interest." As result, major-market stations have amended applications to accede to staff views.

## RAB-NAB meeting

Look for increasing cooperation between RAB and NAB. Top-level meeting with that objective has been quietly scheduled for next Monday (Nov. 26) in Washington. It'll bring together NAB President LeRoy Collins, Board Chairman Clair R. McCullough and members of NAB radio board, with RAB Chairman Frank Fogarty (WOW Omaha), President Kevin Sweeney and President-elect Ed Bunker, and members of RAB executive committee. They hope to agree basically on two things: (1) Areas where they can work together, and (2) Areas where one or the other, but not both, ought to operate.

## Omaha next stop?

Omaha, Neb., with three tv stations, has probably won dubious honors of hosting next FCC hearing on local tv programming in "competition" with Baltimore (CLOSED CIRCUIT, Nov. 12) and Buffalo, N. Y. At least, this is recommendation to be made by Broadcast Bureau at regular FCC meeting this week. Possible cities for hearing (following Chicago) have been narrowed to these three in bureau deliberations, and Omaha was picked because of contention its stations offer less local programming than those in Baltimore and Buffalo.

*Public and private statements of FCC members on Chicago hearing indicate vote on Omaha proposal will be close, probably 4-3. Omaha stations are KETV (TV) (ch. 7, ABC), owned by Omaha World-Herald; KMTV (TV) (ch. 3, NBC), licensed to May Broadcasting Co., and Meredith Publishing Co.'s WOW-TV (ch.*

# CLOSED CIRCUIT®

*6, CBS). KETV and World-Herald are being sold to Peter Kiewit Sons Co. for \$41.4 million (BROADCASTING, Nov. 5).*

## Do computers influence vote?

Effect that computer-based projections of election results may have on elections themselves is expected to be center of widespread attention between now and 1964 campaigns. Networks showed fortnight ago that by sampling key areas and speeding their findings through computers they could accurately declare winners—in many cases while "winners" were still trailing in total returns. Aside from common complaint that this takes all the fun out of election night, there's more serious question of what influence, if any, such projections may have in western areas where voting is still in progress.

*One stated fear is that network projection of victory for national candidate, while polls are still open in some states, will cause voters there to climb bandwagon or impel party leaders into bigger-than-otherwise last-minute drives. There's feeling, even among broadcasters, that basic personal right is also involved. Said one: "I'd hate to live in Hawaii and know there was no point in my voting at all—that the winner was known before I had a chance to vote." Among remedies being talked about: (1) delay, by law, start of ballot-counting, or (2) revise, also by law, voting hours to put them "in phase" with varying time conditions, so that inequities in vote-counting hours will be minimized.*

## Anti-pay tv strategy

Unsuccessful in attempts to bar pay tv via court action, theatre owners have decided that their best bet is to try to persuade Congress to legislate ban on over-the-air subscription tv. Anti-pay tv theatre forces feel they have good chance, since at one time House Commerce Committee seemed on verge of banning FCC action on subject pending outcome of congressional hearing. Theatre owners tried to halt Hartford broadcast pay tv test and Little Rock wire fee service, but lost in each case.

## Newspaper ownership

With newspaper ownership of radio-tv stations to be under attack in congressional hearings next year (BROADCASTING, Oct. 1), FCC's Broadcast

Bureau also is getting into act. Bureau "reluctantly" conceded to FCC approval of sale of WSIV Pekin, Ill., last week for \$150,000 (see CHANGING HANDS, page 94) to F. F. McNaughton family, which also owns *Pekin Times*. Bureau said it is not in public interest for only newspaper in town to own only radio station, as in this instance, and that it shortly would propose rulemaking to prohibit such combines in future.

*In 1952 amendments to Communications Act, House passed section that would have prohibited such "discrimination" by FCC against newspaper ownership. Section was dropped by Senate-House conference committee as "unnecessary." Conference report said that under present law, FCC cannot adopt rules which would "arbitrarily deny" any application solely because applicant is associated with newspaper.*

## Two schools of thought

Several prominent NAB members who have interests in community antenna systems as well as stations are thinking about protesting NAB's campaign to get catv regulated by government. There's talk of meeting of these broadcasters to discuss tactics. At very least, they're expected to tell NAB its catv policy runs counter to views of some influential members.

## Delinquency explained

Staff of Senate Juvenile Delinquency Subcommittee has completed lengthy report on subcommittee's year-long investigation of sex and violence on television. Report, which has been submitted to subcommittee chairman Thomas J. Dodd (D-Conn.), is believed to point up possible harmful effect of such programming on children, and to recommend legislation to deal with it. Primary purpose of suggested legislation would be to open up competition among programming suppliers (CLOSED CIRCUIT, Feb. 5). If Sen. Dodd approves report, it will be circularized among subcommittee members for their reaction.

*Subcommittee, meanwhile, is due to lose its chief counsel in next few weeks. Paul L. Laskin, who has held that position since February 1961, has not yet submitted formal resignation, but says he intends to leave subcommittee before end of year. He has not disclosed his future plans.*

# THE PUBLIC CHOOSES



The Nation went to the polls on November 6th and made its choices. And viewers in Maryland made their choices, too, that same evening in the important matter of getting the fastest and fullest election returns.

They voted overwhelmingly for Channel Two.

In a special Election Night survey made by the American Research Bureau, Sunpapers Television led all Baltimore Television Stations by wide margins.

***Here is the Box Score:***

**8:00 - 9:00 P.M.**

**WMAR-TV**

Station B  
Station C  
Other

**Percentage  
Share of Audience**

**41.7**

29.2  
14.6  
14.6

**9:00 - 10:00 P.M.**

**WMAR-TV**

Station B  
Station C  
Other

**47.2**

30.2  
17.0  
5.7

***In Maryland Most People Watch —***

**WMAR-TV, CHANNEL 2**  
**SUNPAPERS TELEVISION**

# WEEK IN BRIEF

The winner again: J. Walter Thompson Co. For the fifth straight year JWT leads the broadcast billings field with an estimated \$133 million. A BROADCASTING boxscore of agencies' timebuying. See lead story . . .

## JWT TOPS AGENCY FIELD . . . 27

Now an agency spokesman joins the cry against high noise levels for commercials. Marion Harper says advertising itself should turn them down or accept a ceiling. Meantime public protests continue. See . . .

## TUNE DOWN THE GAIN . . . 52

The truth about uhf keeps coming out a bit at a time, judging by the decade-long effort of proponents to prove its ability to serve. New FCC data show 25-mile reception is equal to vhf service. See . . .

## UHF SHOWS ITS EFFICIENCY . . . 86

ABC-TV had a hot one last week—a documentary about Richard M. Nixon. The squawks were prompt and numerous after Alger Hiss was interviewed, among many others, by Howard K. Smith in political analysis. See . . .

## OUTBURST AGAINST ABC-TV . . . 62

Mutual's out of the red. The hobbling effect of television's spectacular growth a decade ago has been overcome by this 500-affiliate radio network. President Hurleigh tells how profit point was reached. See . . .

## MUTUAL GETS IN BLACK . . . 96

There's need to bring manufacturers closer to consumers, Television Bureau of Advertising explained last week as annual meeting dealt with tv's ability to convey important messages to the public. See . . .

## NOW IT CAN BE TOLD . . . 58

One of the most important court decisions in recent years came out of a federal appellate court last week—a reversal of a labor board secondary boycott ruling in a case involving KXTV (TV) Sacramento, Calif. See . . .

## COURT BACKS KXTV . . . 72

Technical miracles have marked the evolution of video tape. Now come two more breakthroughs—continuous movement animation and stop-frame animation processes. Major savings in time and costs are claimed. See . . .

## TV TAPE BREAKTHROUGHS . . . 70

All media should get together in a joint move to gain greater access to news sources and promote freedom of information, NAB President LeRoy Collins told NAB Fall Conferences at Kansas City and Denver. See . . .

## NAB WATCHDOG GROUP . . . 90

When Illinois broadcasters get together they discuss many of the same topics other state groups talk about. Last week they wanted to know, for example, how small markets can get more national money. See . . .

## ILLINOIS BROADCASTERS MEET . . . 94

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### BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses plus address label from front cover of magazine.

# PIEball in the SKY...!



KTAL-TV staff meteorologist sights on "pieball" balloon used to measure winds aloft



KTAL-TV Panorama Weather Center features latest RCA Radar, Weather-in-Motion symbols, plus "live" instrumentation.

A vast ocean of air perpetually in motion . . . this is WEATHER!  
 IN SHREVEPORT — as elsewhere — WEATHER is an important news-maker . . . and KTAL-TV treats it so!  
 KTAL-TV is the only television station in the area with its own staff meteorologist, Col. George Sickels (USAF-Ret.) . . . the only station using weather-radar to forewarn viewers of rain, hail, tornados, frontal movements . . . the only station with dynamic "Weather-In-Motion" presentation.  
 KTAL-TV RADAR WEATHER — an important news-maker — is seen twice nightly as a part of NEWSCOPE, the Ark-La-Tex' most complete TV News!

For availabilities see



BLAIR TELEVISION National Representatives

CHANNEL 6

**ktal**★**tv**

**NBC FOR SHREVEPORT**

"Where News Comes First...."



## Sponsor pressure threat concerns newsmen

### RTNDA HEAD WARNS SDX OF DANGER TO FREE SPEECH

Sponsor pressure that followed Nixon broadcast over ABC-TV constitutes "one of the gravest threats to freedom of expression on the air" in opinion of Bill Garry, news director, WBBM-TV Chicago, speaking as president of Radio-Television News Directors Assn.

Participating in panel on radio-tv opportunities at Sigma Delta Chi national convention in Tulsa last Friday (see page 64), Mr. Garry said sponsors cannot exert control over editorial content of news programs. Economic sanctions, however subtly imposed, he added, might force stations to avoid controversial areas. Sponsors buy time to promote sale of their products or services. "Any change in this policy might alter the entire structure of broadcasting," he said.

Mr. Garry asserted it is not his purpose to defend judgment of network or of commentator Howard K. Smith in airing of Nixon program but rather to defend their constitutional rights to program as they please.

Merriman Smith, White House correspondent for UPI, said at Friday's session that news reporters should learn to be more accurate in taking notes and should write "a little faster and a little harder because right behind them is a man with a tape recorder. All of us in our business should be more selective in what we print and put on the air."

Named as Fellows of journalistic society, its highest tribute, were David Lawrence, editor of *U. S. News & World Report* and veteran syndicated columnist; Alan J. Gould, retired executive editor of Associated Press; Joseph C. Jahn, editor of *Sayville* (Long Island) *Suffolk County News* and past president of International Conference of Weekly Newspaper Editors.

Wells Memorial Award, highest honor which society can bestow on a member, was given George Wolpert, Milwaukeee publicist and former newspaper editor.

Meanwhile, at meeting of National Editorial Assn. and Missouri Press Assn. in St. Louis, Clark Mollenhoff, of Washington bureau of Cowles Publications, said restrictions during Cuban crisis reduced newsmen to relying on government handouts.

State Dept. Press officer Lincoln White defended department's directive requiring department officials to report all interviews with newsmen. Its purpose, he said, is to aid newsmen in seeing officials (see story page 80).

### Gordon Gray elected TvB board chairman

Gordon Gray, president of WKTV (TV) Utica, N. Y., was elected chairman of Television Bureau of Advertising on Friday (Nov. 16) at New York annual meeting (see page 58). He succeeds A. Louis Read, executive vice president, WDSU-TV New Orleans.

C. George Henderson, vice president and general manager, WSOC-TV Charlotte, N. C., was elected treasurer, succeeding Mr. Gray. Jack Tipton, station manager, KLZ-TV Denver, was elected secretary, succeeding S. Payson Hall, president, Meredith Broadcasting Co.

Four directors were elected to TvB board for new two-year terms. They are: Larry Carino, general manager, WJBK-TV Detroit; Donald L. Chapin, vice president of national sales, Taft Broadcasting Co.; E. James Ebel, KOLN-TV Lincoln, Neb., and George Whitney, vice president, Transcontinent Television Corp.

New directors succeed Glenn Marshall Jr., president, WJXT (TV) Jacksonville; A. W. Dannenbaum Jr., vice president in charge of sales, Westinghouse Broadcasting; Mr. Hall, and Harold P. See, general manager, KRON-TV San Francisco.

John Vrba, vice president, KTTV (TV) Los Angeles, and Mr. Tipton were re-elected to board for new two-year terms.

### MGM net in tv down over \$2 million

MGM announced Friday net income of tv division declined to \$7,556,000 in fiscal year ended Aug. 31 from \$9,743,000 in 1961.

Annual report showed rise in gross revenue of MGM-TV to \$21,174,495 from \$18,014,611. Production of series and commercials accounted for \$12,397,243 of gross against \$6,686,777 last year. Report noted year marked first time production department contributed profit to tv division.

Gross income received from licensing of feature films and shorts fell to \$8,777,252 from \$11,327,834 because of expiring exhibition contracts of pre-1949 pictures.

Costs of production, distribution and administration for all tv operation totaled \$13,618,608 in 1962 compared with \$8,271,325 last year.

MGM-TV has new *Sam Benedict* and *The Eleventh Hour* series on NBC-TV, plus *Dr. Kildare*, now in second year.

### Emerson introduces four 23-inch tv sets

Four new 23-inch tv models originally intended for January introduction were released over the weekend by Emerson Radio, Jersey City, to fill backlog of orders, according to Leo W. Hahn, director of sales.

New models include two upright consoles and two low-boys. One unit has suggested retail price of \$199.95; others have open list.

### All-Canada expands to U.S.

All-Canada Radio and Television Ltd., Toronto, representing 33 radio and 22 tv stations in Canada, announced expansion into U. S. last week with temporary offices at New Weston Hotel, New York. Firm is headed here by Reo Thompson, general manager. Seeking to represent its station list in U. S., All-Canada is receiving consultation from Broadcast Development Corp., New York, firm which assists in station acquisition.

### FTC to ask reports from toy advertisers

Federal Trade Commission issued traditional Christmas season warning today (Nov. 19) on misleading advertising of toys for children, but with this snapper:

FTC has authorized staff to investigate advertising of individual toy manufacturers and dealers by ordering submission of special reports. These orders, to be issued soon, will direct respondents to file sworn statements regarding their

practices and to transmit to agency copies of all advertising and samples of toys referred to.

Agency also has directed monitors, who scan newspaper and magazine advertising and listen and watch all radio and tv commercials, to intensify efforts and to report suspicious representations immediately to staff attorneys who have been put on holiday season alert for fast action.

## OPPOSITION TO CLEARS

### Michigan regional ams move against 750-kw aspirants

Grass roots campaign to bar clear channel stations from boosting power tenfold (BROADCASTING, Oct. 15) has begun. Group of Michigan regional operators has undertaken letter writing program seeking to amalgamate actions of all regionals.

First step in attack, all on informal basis, is to place regional's side of argument before state congressional delegations. Next step is to prepare more formal oppositions if, as and when FCC prepares to move. Pending before FCC are four applications asking for power boosts up to 750 kw. Michigan meeting of dozen regional representatives took place Nov. 1 at Lansing. Among those present: Elmer A. Knopf, WFDF Flint; Willard Schroeder, WOOD Grand Rapids; Les Biederman, WTCM Traverse City; Eugene F. Cahill, WBCK Battle Creek; Howard H. Wolfe, WKNX Saginaw; Gene Milner, WTAC Flint, and E. L. Byrd, WILS Lansing.

Members of group agreed that each would write to other regionals to urge action.

Form letter suggests that state organizations be formed to oppose clear channel power increases; warns that national advertisers will be inclined to buy few clear channel outlets with higher powers to detriment of regionals; that resulting revenue losses will force regionals to cut local programming, particularly news coverage.

Letter ends with suggestion that, if developments dictate, national organization be formed to represent common interests of regionals.

### Kaiser pays \$76,000 to Jones for KBAY-FM

Kaiser Industries, which just received grants for uhf stations in San Francisco and Corona (see FOR THE RECORD, page 105), has signed agreement to buy KBAY-FM San Francisco from Rogan Jones. Price is reported to be \$76,000. Kaiser Industries already owns KHVH-TV Honolulu and KHJK Hilo, both Hawaii. KBAY-FM operates on 104.5 mc with 29 kw. Broker in transaction was Wilt Gunzendorfer & Assoc.

### No NBC comment on libel suit

NBC had no comment Friday on \$500,000 libel suit filed by State of New Hampshire last week which charged network used "libelous, false and defamatory statements" in Oct. 1 episode on *David Brinkley's Journal* ("The Great Highway Robbery") (BROADCASTING, Oct. 8).

### African addition

Interpublic Inc. is moving into African market.

Marion Harper Jr., Interpublic president, is announcing today (Nov. 19) that negotiations have been completed for purchase of AFAMAL group of agencies (formerly called African Amalgamated Adv.) which has annual billing of \$10 million. Headquarters is in Johannesburg and offices are in Durban, Port Elizabeth, Capetown and Salisbury.

Mr. Harper said that with acquisition of AFAMAL, Interpublic will have 76 offices in 27 countries. Overseas billing, he said, has grown from \$20 million in 1952 to estimated \$120 million in 1961.

### Voice crisis hookup gets more trimming

Plan for further reduction in use of commercial radio stations to broadcast Voice of America programs into Cuba was disclosed by agency Friday (see early story page 78).

Spokesman said agency planned to discontinue use of 8-9 p.m. EST spot on standard wave stations still on VOA network, but to retain use of segments normally revoted to Spanish-language broadcasts.

This was understood to mean that WCKY Cincinnati and WCKR Miami, which do not carry Spanish-language broadcasts, were to be released from network.

Stations remaining in VOA service and amount of time to be used by agency are WWL New Orleans, two hours; WGBS, one hour; WKWF Key West, six hours; and WMIE, 1 $\frac{3}{4}$  hours, reduced from 17 hours of regularly scheduled Spanish-language broadcast time.

### RAB to disperse field service men

RAB plans to step up its field-service work after first of year by moving its field-service members into the field.

Currently these five members are headquartered in New York, make regular trips to their various regions to serve current members, solicit new ones, occasionally make presentations to local advertisers.

Plan now is to add one member, maybe two, and have all move into their respective regions. It'll not only save travel fares but give more time for member-contact. Once each quarter they'll return to New York for management conferences and briefings.

## KYW-AM-TV CONTINUES

### Supervisory heads carry on after 4 a.m. AFTRA strike

KYW-AM-TV Cleveland, Westinghouse Broadcasting Co. stations, were operating normal news, information and entertainment services Friday (Nov. 16) after American Federation of Television & Radio Artists called 4 a.m. strike.

WBC said supervisory personnel were maintaining operations without interruption. It said union refused arbitration and started picketing without waiting to hear new offer prepared by management.

Before strike was called, WBC said, management had proposed contract with \$5 to \$7.50 increase in fees paid for live spot announcements; "just clause" for discharge; two-year pact increasing weekly base pay of \$150 by \$10 first year and another \$10 second year; additional \$520 per year for each of three news writers; flat rate for each performance.

Average (annualized) earning of AFTRA employes of stations is \$14,100, station said, with five employes paid between \$20,000 and \$30,000 and majority paid between \$10,000 and \$20,000.

Frank Tooke, WBC area vice president, said discharge of employe Ken Bichl Oct. 25 was not in issue, matter having been referred to arbitration.

### NAB supports FCC in microwave denial

NAB upheld right of FCC to deny microwave relay application to carry tv programs to three Wyoming community antenna systems in brief filed at commission over weekend.

In friend-of-court action, NAB contended commission had right to consider effect "that a grant in one use of radio might have upon the implementation of its national policy respect to another." Brief contended FCC action is reasonable exercise of administrative discretion having logical relationship to facts of case.

### Ride for NBC News

NBC News has prospect of getting ride on famed Orient Express for tv documentary showing scenes from behind Iron Curtain. Plan includes filming of such countries as Bulgaria, Rumania and Yugoslavia, rarely seen on tv.

Production of program is reported already underway but filming on actual train journey has yet to be worked out.



## Have you ever heard of our "Party Line"?

**W**E don't want to spoil it by trying to compress the whole story of our "Party Line" program into this brief space.

Suffice it to say here that "Party Line" is a participating program on the most popular TV station anywhere *near* the great Red River

Valley. It is producing big results for some big advertisers. For example, we recently offered a Party Line Pattern Book, at \$1 a throw. Result: 14,928 copies!

Ask PGW, will you? They have the whole story of this spectacular program.

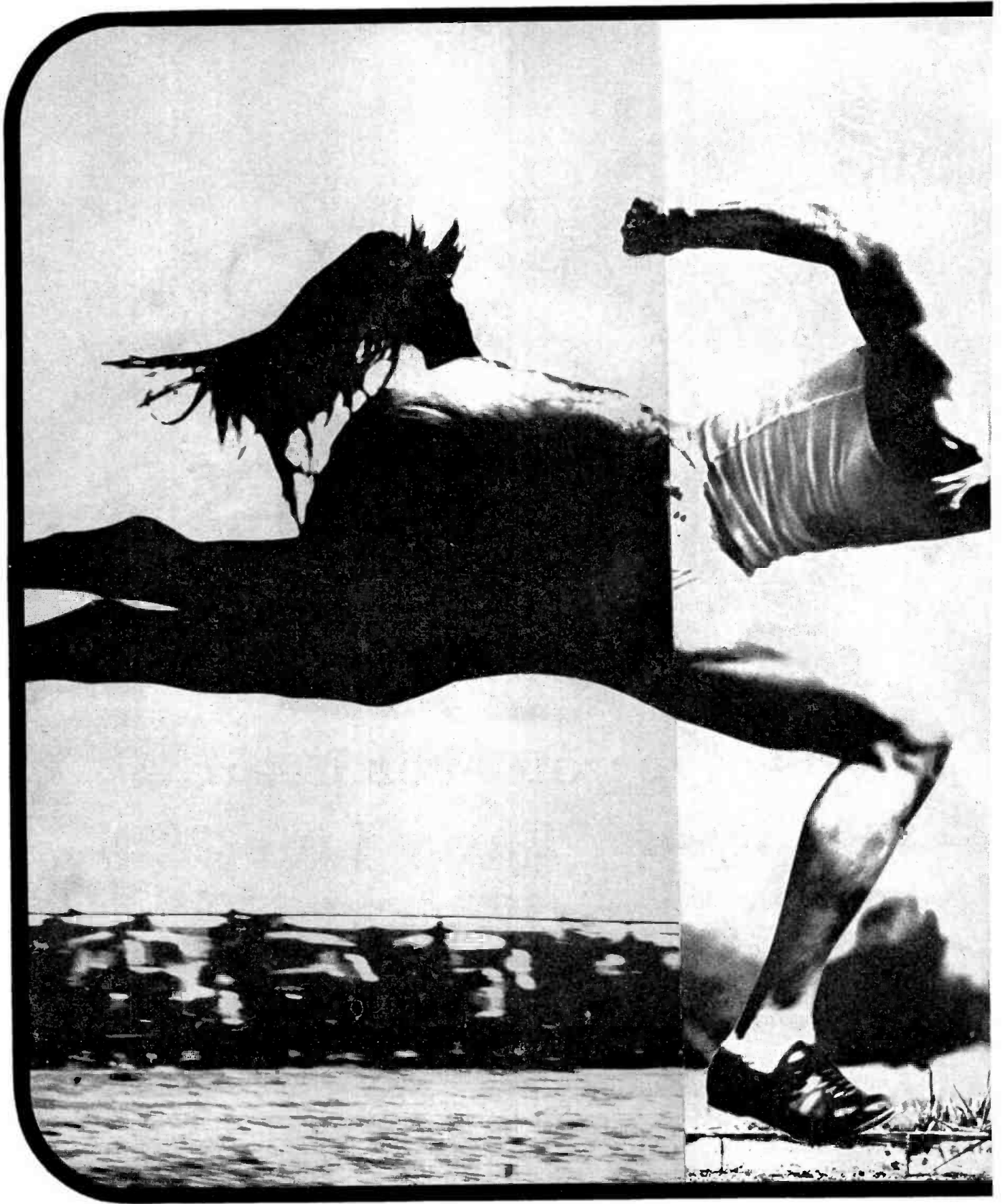
# WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,  
*Exclusive National Representatives*



## We cover a wide range of sports.

If centaur racing should ever be revived in Greece, you'll see it on ABC Television.

We're now covering just about everything else in the known sports world.

From The World Barrel Jumping Championship at Grossinger's to The Grand Prix at Monte Carlo. From The Orange Bowl in Miami to The Sumo Wrestling Championships in Tokyo.

One program alone—*Wide World of Sports*—ranges the globe to provide sports buffs with some 85 hours of armchair activity annually.

To this, now add *Fight of the Week*; *American Football League*; *Challenge Golf*, starring Arnold Palmer with Gary Player; *Professional Bowlers Tour*; plus sundry specials.

Total: over 275 hours of sports viewing on ABC Television.

To cover it all, and cover it right, is no mean athletic feat in itself. In September, we had some 225 men—sports announcers, commentators, engineers, camera crews, etc.—out in the field with 54 cameras and 18 video tape machines, scattered all the way from Newport, R. I., to Melbourne, Australia.

We treat sports as it should be treated. As news. Covered in full, in depth. And in all its global variety.

This furnishes ABC watchers with a constantly fresh look at the sports picture. And ABC advertisers with a constantly intrigued audience.

### ABC Television Network



# DATEBOOK

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

\*Indicates first or revised listing

## NOVEMBER

\*Nov. 19—Western States Advertising Agencies Assn. dinner meeting at Sheraton-West, Los Angeles, 6 p.m. "Forecast for '63" given by the presidents of three media associations: Bob Light of Southern California Broadcasters Assn.; Ray Husted of Magazine Representatives Assn. of Southern California; Hal Tucker of Los Angeles Newspaper Representatives Assn. George McConnell, Anderson-McConnell Adv. Agency, will preside.

Nov. 19—Hollywood Ad Club luncheon, Blossom Room, Hollywood Roosevelt Hotel. Dr. Sydney Roslow, The Pulse Inc., New York, will address the luncheon. His topic will be: "What Are You? Man or Machine: A Glimpse into the 70's." In addition, Dr. Roslow will comment directly on local problems in the broadcasting field, and will answer questions posed by a panel of local advertising executives. Allen Klein, manager of Pulse Pacific Inc., West Coast production and sales office for the company, will be luncheon chairman.

Nov. 19—Deadline to file reply comments at FCC on amendment of Parts 2 and 4 of the rules to establish a new class of etv service in the 1990-2110 mc or 2500-2690 mc frequency band.

Nov. 19-20—NAB fall conference, Sheraton-Portland, Ore.

Nov. 20—Detroit Station Representative Assn., luncheon meeting, Sheraton-Cleveland Hotel, Cleveland. FCC Commissioner Robert E. Lee is guest speaker.

\*Nov. 20—Oregon Assn. of Broadcasters annual fall meeting at the Sheraton-Portland Hotel, Portland, Ore. The OAB, for the fifth consecutive general election year, will host the incumbent and newly elected members of the Oregon State Legislature at a reception concluding the association's fall meeting. NAB President LeRoy Collins will be guest speaker at the reception banquet. Luncheon speaker will be Max Wales, head of the advertising curriculum at the University of Oregon School of Journalism. On the afternoon speaking program is Richard Montgomery Jr., of the Portland, Ore., advertising and pr firm of Richard G. Montgomery & Assoc., who will lead off the afternoon program schedule. New OAB officers for 1963 will be elected.

Nov. 23-25—National Assn. of Television & Radio Farm Directors (NATRFD) convention at Conrad Hilton Hotel, Chicago. Grace Sundell, of Sundell & Assoc., Chicago, will discuss Friday, Nov. 23, "The TRFD and his Income Tax." Chesler Lauck of "Lum 'n Abner" fame will also address the convention on Friday. Sandra Lee Tibeau, the 1963 Dairy Princess, will be honored guest at Nov. 24 breakfast. Later that day, panel discussions will consider Canadian vs. American broadcasting, and also discussion on whether TRFD's should editorialize. Ted Hyman, North Carolina State College, will report on farm broadcasting in Brazil. Peace Corps Director Sargent Shriver will speak Sun., Nov. 25, and there will be a panel on good taste in farm commercials.

Nov. 27-29—Electronic Industries Assn., committee, section, division and board meetings. Jack Tar Hotel, San Francisco.

\*Nov. 28—Hollywood Ad Club Shirtsleeves Session, "The Name of the Game is Moving Merchandise," 12 noon-3 p.m., Hollywood Roosevelt. Ira Laufer, vp and general manager, KEZY Anaheim, Calif., will moderate panel discussion of radio sales successes. Panel members: Jim Fulton, vp, Seaboard Finance; King Harris, vp, Fletcher Richards, Calkins & Holden; Ed O'Neill, account executive, McCann-Erickson; Warren Hillgren, advertising manager, Wilshire Oil Co., Los Angeles.

Nov. 28—Open meeting of American Society of Magazine Photographers, Auditorium of Foreign Policy Assn., New York, 8 p.m. Gabe Pressman, WNBC New York, and Morris Ernst, attorney, will discuss Canon 35, ruling of American Bar Assn. which forbids the taking of photographs in court rooms.

Nov. 28—Maine Assn. of Broadcasters annual meeting at the Augusta House, Augusta, Me. Principal speaker will be NAB President LeRoy Collins, whose address will be broadcast live by a preliminary lineup of 25 radio outlets in Maine, New Hampshire and Vermont. Officers for the new season will be elected.

\*Nov. 28-Dec. 2—First International Communications Fair, Coliseum, New York City.

\*Nov. 29—Academy of Television Arts & Sciences, Hollywood, 8 p.m., place not set: "Meet the Creative Team of Gallant Men with William T. Orr, executive producer of Warner Bros., as coordinator.

Nov. 29—The Advertising Research Foundation, midwestern conference, "The Ideas Behind Agency Computers." Ambassador West Hotel, Chicago.

Nov. 30—Academy of Television Arts & Sciences annual lagoon "close-up." American Hotel, Imperial Ballroom, New York.

## DECEMBER

\*Dec. 1—Deadline for entries for third International Broadcasting Awards competition of Hollywood Ad Club. Entries should be sent to IBA, P. O. Box 38909, Hollywood 38, Calif.

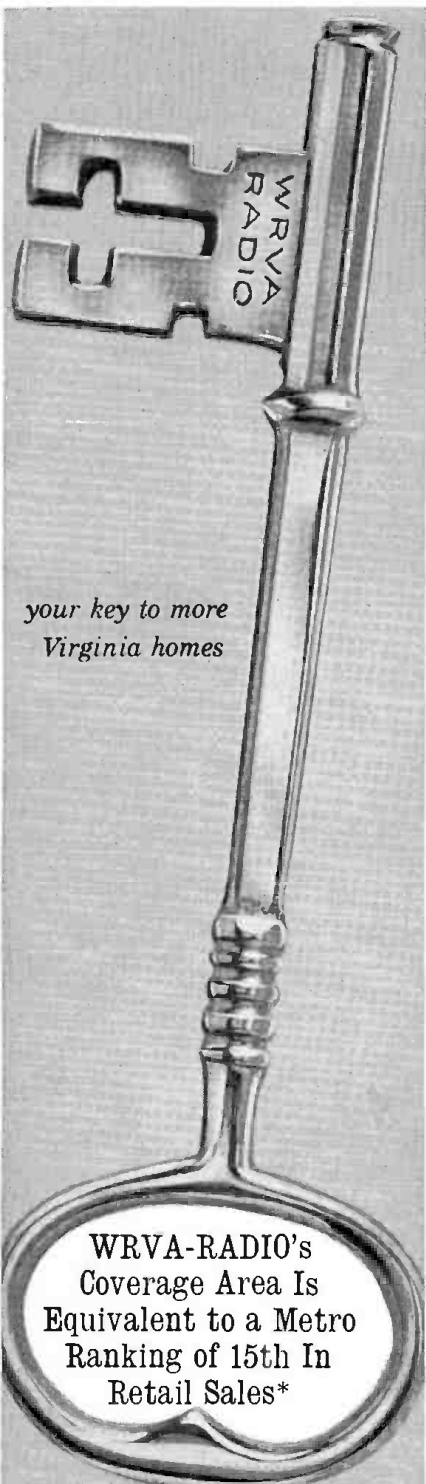
\*Dec. 3-6—NBC Affiliates Convention opens Dec. 4 at Americana Hotel, New York City, preceded by hospitality-orientation evening of Dec. 3. Tentative agenda: Dec. 4, radio affiliates meeting, 9:30 a.m., followed by luncheon for all affiliates at Royal Ballroom; Dec. 5, tv affiliates closed meeting, 9:30 a.m., Versailles Ballroom; luncheon for all affiliates, Imperial Ballroom; tv affiliates meeting, 2 p.m. and annual banquet, 6:30 p.m., both at Royal Ballroom.

Dec. 6-7—13th national conference of IRE (Institute of Radio Engineers) professional group on vehicular communications at the Disneyland Hotel, Anaheim, Calif. Some 40 exhibits of base and vehicular radio equipment together with its related control elements, microwave links, frequency measure equipment, etc., will be an important part of the overall conference agenda. Special guests will be the membership of the American Institute of Electrical Engineers pending the 1963 merger of these two engineering societies.

Dec. 7—Second annual Chicago awards banquet of American College of Radio, Friday evening, Grand Ballroom, Conrad Hilton Hotel. Seven awards will be given to radio stations; seven to individuals including the radio man and woman of the year, and one award has been created for the best live or transcribed radio commercial.

Dec. 10—Academy of Television Arts & Sciences, Hollywood, 8 p.m., place to be announced; BBC documentary film, "Television and the World," Collier Young, coordinator.

Dec. 11—Assn. of National Advertisers' first creative workshop, Hotel Plaza, New York. Management techniques in using creativity in advertising will be subject of the meet. Among the presentations scheduled for the workshop session are "How Can a Client Stimulate Maximum Creative Effectiveness From His Agency?" which will be presented by Wilson Shelton of Compton Adv.; "Guideposts for the Selection of Creative People" (John Dale, Dale, Elliott & Co.); "A Good Creative Idea—Pitfalls and Precautions in Getting Management Approval," (John B. Hunter, Jr., B. F. Goodrich Co.); "Coordinating Creative Efforts of Marketing Elements Within the Company" (Ben Wells, Seven-Up Co.); "How to Capitalize on the [Crea-



your key to more  
Virginia homes

WRVA-RADIO's  
Coverage Area Is  
Equivalent to a Metro  
Ranking of 15th In  
Retail Sales\*

\*Sales Management

Survey of Buying Power—1961

# WRVA-RADIO

50,000 Watts AM, 1140 KC  
200,000 Watts FM, 94.5 MC  
Richmond, Virginia



National Representative:  
PETERS, GRIFFIN, WOODWARD, INC.



*High-rise apartment houses spark the new surge of building in South Florida.*

Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

**WTVJ**



A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.



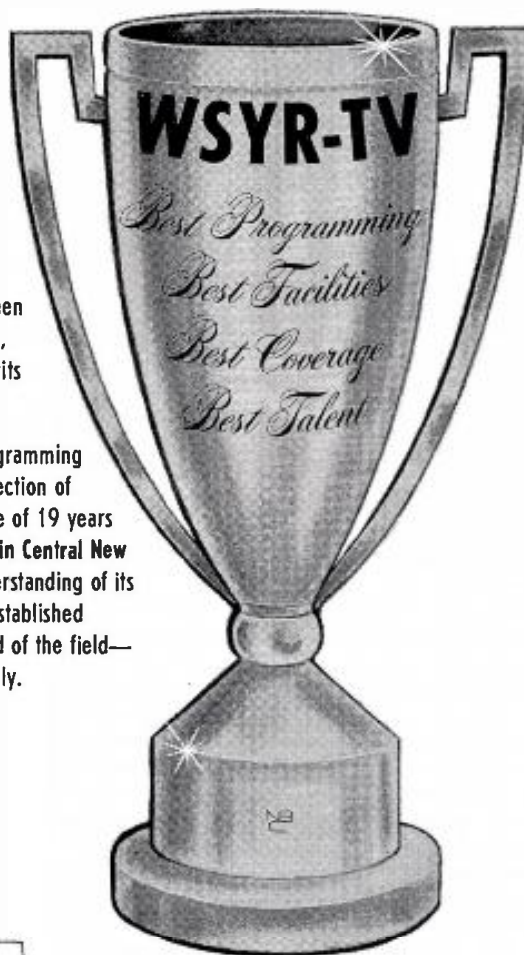
WTVJ  
WLOS-TV  
KVOS-TV  
WEGA-TV  
Affiliate

# Always the Winner In the Central New York Market!

There's no beating the best. It isn't as if nobody tried. Competition is keen—and, to give credit where it's due, competitive programming often merits real praise.

But when you consider that the programming service of WSYR-TV is under the direction of executive personnel with an average of 19 years broadcasting experience right here in Central New York, a top talent staff with an understanding of its job and its audience, and a firmly established tradition of being several laps ahead of the field—staying ahead comes kind of naturally.

WSYR-TV does work at it, however, steadily and conscientiously. The results speak for themselves.



Delivers 50%\*  
more homes  
than Station "B"

\*ARB MARKET REPORT  
MARCH, 1962



# WSYR • TV

NBC  
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

tive) Idea with Salesmen, Dealers and Customers" (Robert Bragarnick, Bragarnick Inc.), and "How to Stimulate and Direct Effective Creativity" (Max Banzhaf, Armstrong Cork Co.).

Dec. 12—Southern California Broadcasters Assn. 25th anniversary banquet and Christmas party at Beverly Hills Hotel. FCC Comr. Robert Bartley will be guest of honor.

\*Dec. 14—Comments due at FCC on proposed allocation of frequencies for space communications.

Dec. 18—International Radio & Television Society's annual Christmas party. Proceeds to Veterans Hospital Radio & TV Guild and the International Radio & TV Foundation. Hotel Roosevelt, New York.

Dec. 18—Los Angeles Town Hall luncheon at Biltmore Hotel. Newton N. Minow, FCC chairman, is guest speaker.

Dec. 19—Academy of Television Arts & Sciences, Hollywood Palladium, 8 p.m. FCC Chairman Newton N. Minow will participate in panel discussion of "What Is Right and What Is Wrong with Television," with William Dozier, Screen Gems vp, as chairman. Other panel members are Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson Corp. (International) and president of M-E Productions; Frank P. Fogarty, executive vp, Meredith Broadcasting Co., operators of KCMO-TV Kansas City, KPHTV Phoenix, WHEN-TV Syracuse and WOW-TV Omaha; Hubbell Robinson, senior vp in charge of network programs, CBS-TV, and Rod Serling, writer-narrator of CBS-TV *Twilight Zone*. Three additional industry leaders will be recruited to complete the panel.

\*Dec. 19—FCC deadline for comments on the proposal to reserve chs. 14 & 15 for land mobile use.

Dec. 27-29—American Marketing Assn., annual fall conference, Hilton Hotel, Pittsburgh. Theme of the conference is "Marketing in Transition." Information and registration materials may be obtained from the American Marketing Assn., 27 East Monroe St., Chicago 3, Ill.

## BOOK NOTES

*Yankee From the West*, by Burton K. Wheeler (with Paul F. Healy). Doubleday & Co., New York. 430 pp. \$5.95.

The shape of modern broadcasting was profoundly influenced by former Sen. Burton K. Wheeler as chairman of the Senate Commerce Committee and as one of the early western progressives. Older broadcasters will recall vividly the tongue lashings and pats on the back they received from this militant politician. They will remember his unrelenting fight against what he felt were monopoly tactics by the networks.

Sen. Wheeler writes in this memorable book that he received "the most satisfaction" as chairman of the Commerce Committee where he used his influence "in the exciting new field of communications."

Like his predecessor, Sen. Clarence Dill, he encouraged development of CBS because he felt Brig. Gen. David Sarnoff, head of RCA, "wanted a radio monopoly, as he later did in tv." He often warned network heads they were indulging in too many soap operas and too much jazz and told them they should use the airwaves to elevate, not degrade, the taste of the public.

Praise for Minow ■ Sen. Wheeler said





**Robert T. Person, President of the Public Service Company of Colorado**  
*This investor-owned utility, with a 305% increase in capital investment since 1950, paces the area's dramatic growth.*

Since 1950 Denver's population has increased 52%. Official planning predicts the present census will be doubled by 1970. This is the dynamic growth that has made Denver the hub of the exciting young west. Industry and education flourish under the guidance of men dedicated to progress... men who are the movers and shapers of the destiny of this aggressive Rocky Mountain area. KLZ Radio and Television are proud to contribute to the development of DENVER — GREAT CITY ON THE MOVE!

**KLZ-AM-FM-TV**  
CBS  DENVER

**TIME-LIFE BROADCAST, INC.**

*Represented nationally by the Katz Agency, Inc.*

# DENVER...

***GREAT CITY ON THE MOVE!***



**Dr. Chester M. Alter, Chancellor of the University of Denver**  
*The only private, independent university in the Rocky Mountain West  
— now in a 25 million dollar Program for New Resources.*



## Affluent listeners...

*At 44/M... KPOL delivers to advertisers the same type of adult audience that pays \$5 per seat to enjoy beautiful music at the Hollywood Bowl. This is the lowest adult cost-per-thousand offered by a Los Angeles radio station. KPOL music is a delightful combination of semi-classical, musical comedy and everlasting favorites among popular tunes. It's the type of music that appeals to affluent adults. Proof—a recent survey shows that the average KPOL family income is 20.1% higher than the Los Angeles County average. Result—a long list of advertising success stories. For details, call Fred Custer at WE 8-2345.*

# KPOL

**1540 AM (93.9 FM)**

represented by Paul Raymer Company

he congratulated FCC Chairman Newton N. Minow for his "vast wasteland" speech and criticism of tv violence. "He was trying to alert the industry, as I had done two decades earlier," he said, adding, "unless the industry improves the quality of its programming, the people of the United States will demand censorship of both radio and television."

As to networks, he said they occupied positions of great power and could compel a local station to carry a soap opera or dance band. "FCC, at my prodding," had undertaken a study (in 1941) of the problems involved, leading to network monopoly rules that "kicked off another great uproar." Congressional hearings followed.

The rules became effective but "despite the calamitous predictions they have not destroyed network broadcasting and the country has undoubtedly benefited from their adoption." He noted that RCA was forced to give up its Blue Network.

**Opposed 500-kw Outlets** ■ Chairman Fly favored licensing 10 or 12 stations of 500 kw, Sen. Wheeler said, but he opposed the idea because they would have all the best programs and thus get all the business.

He covered the political broadcast problem this way: "I made clear my concern about 'equal time' in a conversation with M. H. (Deke) Aylesworth, then president of NBC, and Ed Craney, owner of a Butte, Mont., station. I said a station which gave free time to one political candidate should give the same amount of time to all his rivals who had legally qualified themselves candidates.

"This posed the question of whether a Communist was entitled to the same degree of fairness. Aylesworth recalled that in 1932 NBC had broadcast both the Republican and Democratic conventions. The Communist Party then demanded that its convention should be aired. Aylesworth said they solved the problem by broadcasting the speech of William Z. Foster, one of the better-known commie leaders, but not those of his comrades. I agreed with this decision."

**On Government Operation** ■ Sen. Wheeler wants to avoid government operation of broadcasting in this country, he said, continuing, "That's why I am so anxious for the chosen few who are licensed to operate our airwaves to live up to their responsibilities to the public. It is the only way to preserve private ownership."

FDR probably couldn't have been elected to a third term had not radio been invented, he said, noting that newspapers were almost unanimous in their opposition to him. "A President cannot cover 48 or 50 states unless he has electronic help," he said. "People will believe what they read in the papers, in the absence of contrary information."

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## BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
 BROADCASTING-TELECASTING Bldg., 1735 DeSales  
 St., N.W., Washington 6, D. C. Telephone  
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BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office

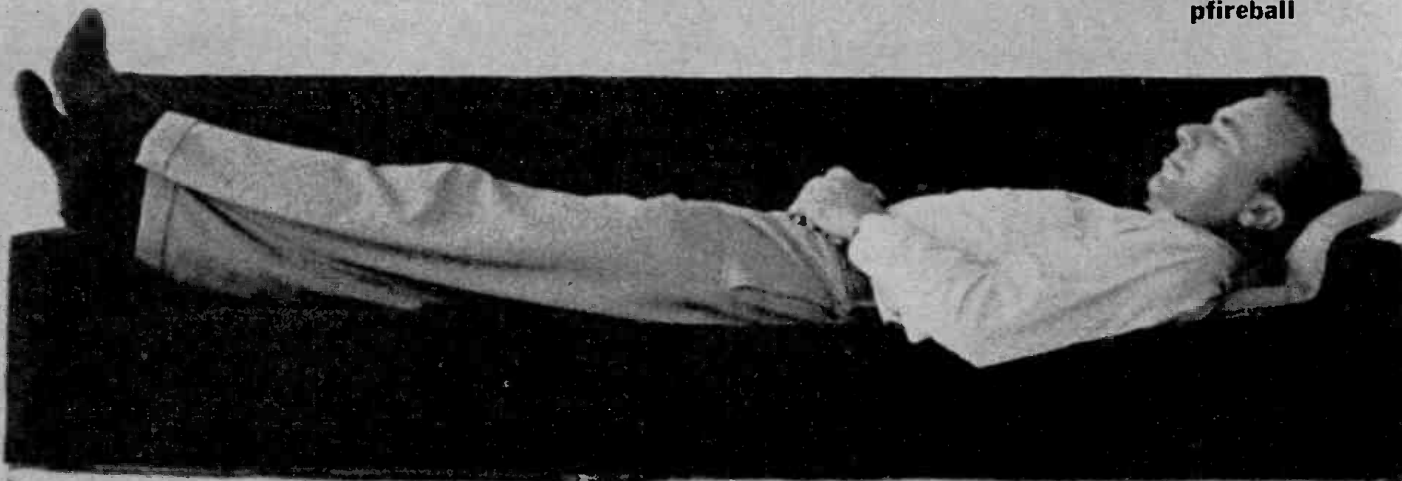
Copyright 1962: Broadcasting Publications Inc.

In the course of this typical day  
Station Manager Ed Pfeiffer

- helps develop new format for News-Weather-Sports shows at 6 and 10 p.m. (Makes note to set up screening for local ad agencies and advertisers.)
- has phone conference with program department of rival network regarding loan of mobile cruiser for two-week 10,000-mile taping trip.
- goes over equipment maintenance costs with chief engineer.
- has lunch with Petryman and client adding weight to rep's proposal for important spot buy.
- hires new commercial manager from Chicago after interviewing scores of prospects.
- decides to send reporting team to Pecos, Texas (object: station-produced documentary on the Billie Sol Estes case).
- works on countless small and large jobs that ultimately affect the station's physical operation . . . its profit . . . its responsibility to the community.

All of which necessitates an occasional pause for Pfeiffer to get his second wind. For alas, he has one more place to go. Tonight, another awards banquet for his boss, Mike Shapiro.\*

**Our  
Mr. Pfeiffer  
is a  
pfireball**



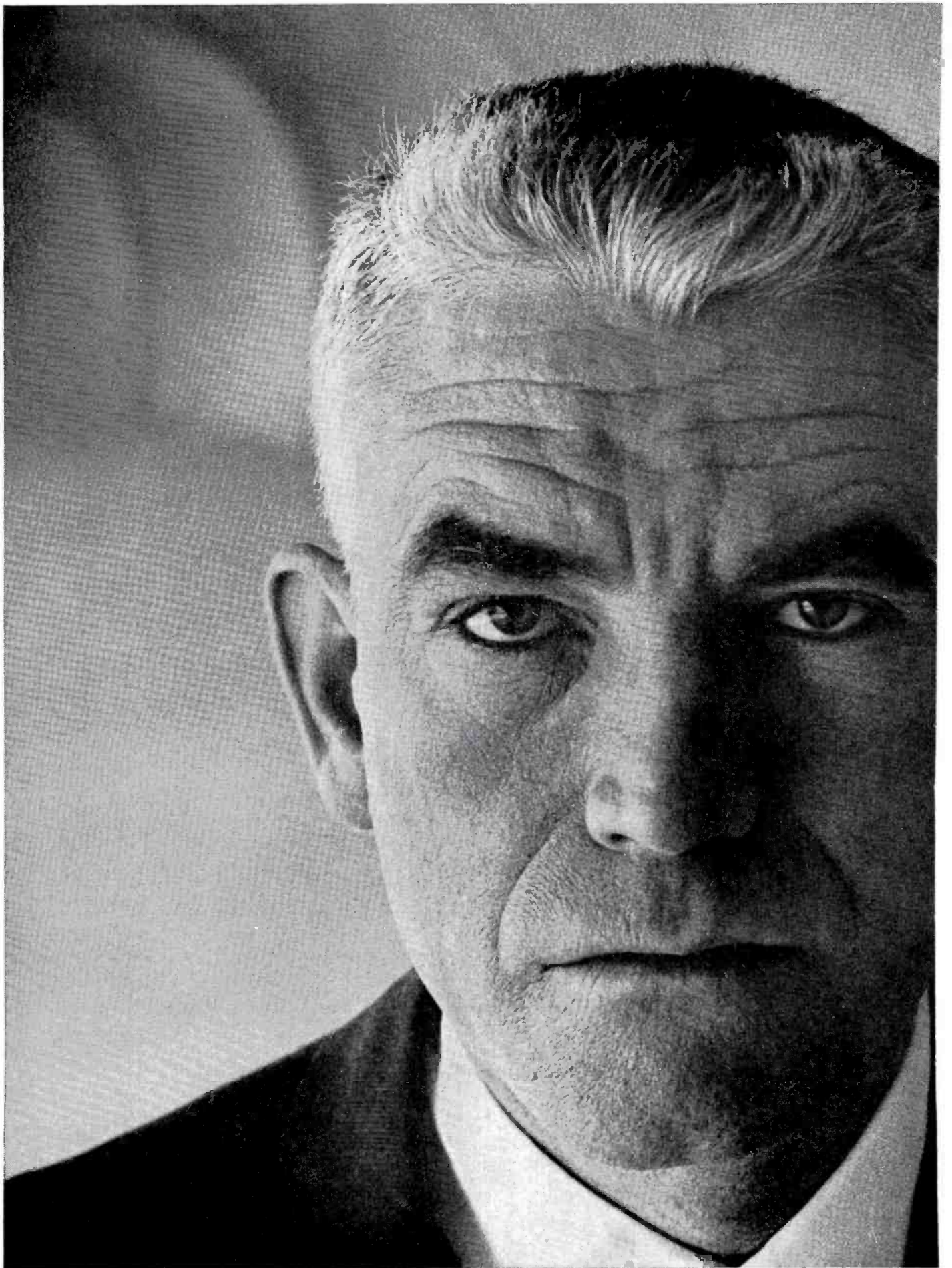
**WFAA-TV**

Channel 8 abc  
WFAA-AM-FM-TV  
Communications Center

Broadcast services of  
The Dallas Morning News

Represented by  
Edward Petry & Co., Inc.

\* Most recent — 1962 Man of  
the Year — from  
Associated Broadcasters  
of Texas.



**This man makes \$23,000 a year.  
He owns his own home in San Francisco.  
He owns two cars.  
He is a drifter.**

His company transferred him all over the country. Spot to spot. Chicago, Atlanta, Memphis. Now, suddenly, he has a permanent post. San Francisco.

But. He has been a comer-and-goer. An involuntary drifter. And because of this, he has developed a detached attitude toward communities. He has become a non-participant. A spectator. He is now in the Bay Area with the chance to sink a deep tap root. But this area is growing like a flood-tide. The magnetism of California has attracted hundreds of thousands of new residents: They have brought with them a similar apathy for their new community. The Bay Area is a community of strangers.

Problem. How do you change this "Community of Strangers" to a community of neighbors?

Here's what one TV station, KPIX, is doing. One hundred and ten hours of uncommonly enterprising programming have been allocated to probe the Bay Area's problems; to dramatize its culture, its traditions; to make the Bay Area citizens care about their community, their common heritage, their responsibilities as neighbors.

The ability to influence people, project ideas and move products is characteristic of the Westinghouse Broadcasting Company Stations. Stations that demonstrate daily that community responsibility evokes community response.

**WESTINGHOUSE BROADCASTING COMPANY**

KPIX • San Francisco  
WBZ • WBZ-TV • Boston  
WINS • New York  
WJZ-TV • Baltimore



KDKA • KDKA-TV • Pittsburgh  
KYW • KYW-TV • Cleveland  
WOWO • Fort Wayne  
WIND • Chicago

**WIBC** The Friendly Voice of Indiana

*Indianapolis —  
growing day and night!*



**LEADS IN  
PROGRESS**

Great things are happening in Indianapolis. From a sleepy town of some 400,000 in 1938 when WIBC took to the air, Indianapolis has grown to a bustling 720,000. New office and government buildings, industrial plants, shopping centers and miles of new homes are graphic evidence of growth. Still to come are seven Interstate highways, more than any other American city. Pictured above are the first 30-story units of the \$40 million high-rise Riley Center apartment project. Working day and night, these units are to be completed in 1963. A total of 13 major buildings is proposed.

**LEADS IN  
AUDIENCE**

WIBC is mighty proud of the growth in Indianapolis . . . the hub of the \$5 billion market we serve. For that reason we are also working day and night to provide the increased broadcast services that a growing community requires. This day and night effort has earned for WIBC the largest audience morning, afternoon and evening in Indianapolis and Indiana.\*

\*C. E. Hooper, Inc., July, 1962  
Pulse Metropolitan Area Survey, April, 1962.  
Pulse 46-County Area Survey, April, 1961.

2835 N. Illinois Street  
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC

*The Friendly Voice of Indiana*

**JOHN BLAIR & COMPANY**  
National Representative



**WIBC IS A MEMBER OF  
THE BLAIR GROUP PLAN**

**The translator report**

EDITOR: . . . Excellent coverage of translator systems [SPECIAL REPORT, Oct. 8]. Of course I was particularly interested in your material on the Gunnison and Lake City area. It was great. You certainly did a wonderful job in researching. . . . —Charles A. Page, manager, Gunnison County Chamber of Commerce, Gunnison, Colo.

**For hot local sales**

EDITOR: How to sell more local time is a question faced by all radio. The problem was solved by WTIK Durham with a new station-designed "Sales Motivation Guide" for local time salesmen. After three years we find that this system has produced at least 20% more local sales. We tried everything, including scaled commissions and bonus plans, but nothing worked until we found the perfect solution. It stays hot month after month, and like the electric light, is real simple once you have it.

Any station wanting details for next year should write us (at P.O. Box 1571, Durham, N. C. Phone 682-9263). I'll be glad to send information to managers.—H. Tom Morris, general manager, WTIK Durham, N. C.

**Photo mixup**

EDITOR: I want to thank you for the comprehensive story of Golden West's move into subscription tv [THE MEDIA, Nov. 12]. It was an excellent article. . . . I'd like to raise one small quib-



ble . . . Golden West's president, Bob Reynolds, was the "victim" of a photo mixup. . . . —John Asher, advertising & promotion director, Golden West Broadcasters, Los Angeles.

[A photograph on file of Robert F. Reynolds, sports director of WJR-AM-FM Detroit, was mistakenly used for Robert O. Reynolds, Golden West president, shown here. Our apologies.]

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# murk



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The tasteless diet of "no comment" and "too controversial" is poor fare for a broadcaster to grow on. The station that stimulates rather than stupifies is too often the rarity. In the murky realm of half statements and shrugging avoidance, the station that speaks loudly and clearly is the station that is heard and remembered. People watch. People listen. People know.

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**POST • NEWSWEEK STATIONS**  
A DIVISION OF THE WASHINGTON POST COMPANY

---

WTOP-TV, WASHINGTON, D.C.   
WJXT, JACKSONVILLE, FLORIDA   
WTOP RADIO, WASHINGTON, D.C.

---

## Some problems in broadcasting from an agencyman's viewpoint

There is a saying that the world is content with words and few take the trouble to look into the nature of things.

The author is unknown, but certainly not his intended meaning.

Let's look at some areas that deeply affect broadcasters, agencies and their clients and deserve our "looking into the nature of things."

*Broadcaster and agency relations:* The very tone of that lead line is so broad as to invite hundreds of words of vague pontification of which a summary might be, "Love thy neighbor as thyself." But far better would be these words: "Know better thy neighbor and thyself."

An industry is the sum total of its great strengths and great weaknesses. Unless we're aware of one another's strengths and weaknesses, how can we work most efficiently and effectively for our common goal—helping make sales for our mutual client, the advertiser?

The only way to do it is for those of us who work with the stations and the networks to consider it part of our responsibility to know better what goes on over there—to know the basic strengths of their system and be able to take advantage of them; to know the basic weaknesses so we can work around them, if need be, or help shore them up, if possible. The same goes for you in broadcast as it relates to us. We have weaknesses and we know it. It's up to you to help us face them, to work with them and, when possible, improve them.

*Double rate system:* I've seen what is, in my opinion, the genuine injustice of double rates from both sides of the street. To me the double rate system continues to be one of the most serious problems our combined industry faces. No one benefits from it, not even the recipient of the so-called local rate. We have all seen too many regional and national campaigns destroyed by the thoughtless application of a rate structure that contradicts every yardstick of good practice.

The whole marketing group is affected: the manufacturer whose confidence in his agency and media is disturbed because he must contend with the resulting turmoil, suspicion and unrest of branches, franchises and brokers; the brokers, wholesalers and franchise holders who are forced to invest otherwise valuable selling time in "shopping" and who are unwisely encouraged to make decisions with rates as the only guidepost; the stations that are pe-

nalized because they won't sell their wares at more than one fixed price; the reps who are hurt because the "local" cloth is too often cut to fit the need rather than the right; not to mention the agency which is suddenly asked to accept a penalty for services it is prepared to give stations.

No one has ever yet been able to explain the need for the dual rate system—only why it exists and the difficulty in eliminating it. The proof that a single rate system works best for all can be found in the hundreds of markets, large and small, where it flourishes.

*The lost art of local experimentation:* What's happened? Is our commercial demand so great we can't stretch any more for a new or a better or a different? In our early days of television we ran fast with two-folds and staple guns and made wondrous new things happen that the networks could enhance and develop further. In radio we searched with sound and system and trial and error to extend that most personal of all media.

Where else but at the local level can this creative research take place? The methods and the talents of those in front of and behind the cameras and mikes can be extended further only through the facilities of the still and always most important element in broadcast today—the local station.

The real future of broadcast rests with the things not yet tried and not yet done.

*The passive listening habit:* This, to me, is the most monstrous concern facing radio today. As businessmen, we can all understand the temptation when something is working to keep doing it.

But by the very nature of our human society, we also know that sooner or later we must change. We must change for a purpose . . . and that purpose in radio is for the sake of change. This is one of the few businesses where "for the sake of" is all the justification necessary to do it—assuming, of course, that what we do builds audience and makes sales opportunities available.

But it is not enough just to produce an audience. The guidepost of numbers indicates the great strength of the modern radio sound. However, the sameness of this sound throughout a day on a given station suggests cause for mutual alarm. If it is true that something other than commercials is the fundamental service sought by the listener, then, to a great extent, the listener is prepared emotionally for a commercial by its carrier . . . the music format or whatever. And if the carrier, by its lack of variation, invites secondary listening habits, then the commercial, too, must fight—not only for the sale, but for attention—to an extent greater than we have a right to expect of it in its few short seconds of active exposure. Give me six listeners who are actively engaged in listening to ten listeners who are passively or merely subconsciously aware. Better still, why not ten who are active? Radio can do it . . . It did it for a generation!

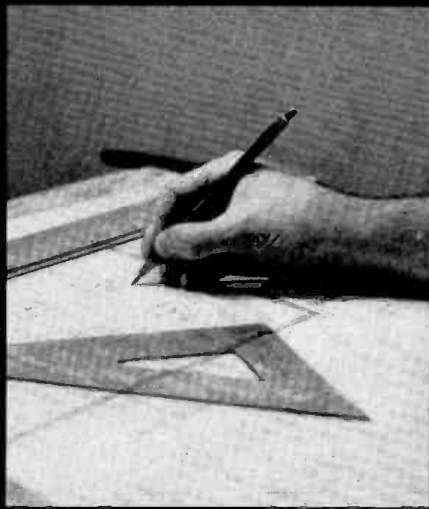
I certainly appreciate the opportunity to express a few thoughts about our mutual concerns. The ideas expressed, however, are my own.

To you in the radio and television field, my thanks for all you have made possible for me to learn from you in the past . . . and for all I have yet to learn from you in the future.



Donald C. Graves is vice president and account supervisor at Zimmer, Keller & Calvert Inc., Detroit. He is also a member of the agency's executive committee and plans board. The food and beverage account group that Mr. Graves heads is involved in all phases of broadcast activity. He has been closely associated with radio and television for 15 years. Initially a creative man, he joined Zimmer, Keller & Calvert in 1955 as an account executive.





## Many helped make Lincoln Center great ...WABC proudly lent a helping hand!

Before the first note of music was heard, New York's Lincoln Center had been a community undertaking which involved many people. One member of that community, WABC Radio, knowing the financial obligations still facing the Center, utilized over 100 prime time newscasts to urge its listeners to attend the fund raising concerts at Philharmonic Hall. When this first permanent building of Lincoln Center opened its doors, thousands of New Yorkers attended. Thousands more heard the dramatic story of Lincoln Center told by the people who shared in its conception on WABC's documentary series "Challenge '62." Thus, in New York, WABC extended a wel-

coming hand to its new neighbor—Lincoln Center. This community action programming on the part of WABC is typical of the way the six ABC Owned Radio Stations respond to the needs of their communities. It is also a good reason why each ABC Owned Radio Station has won deep community respect.

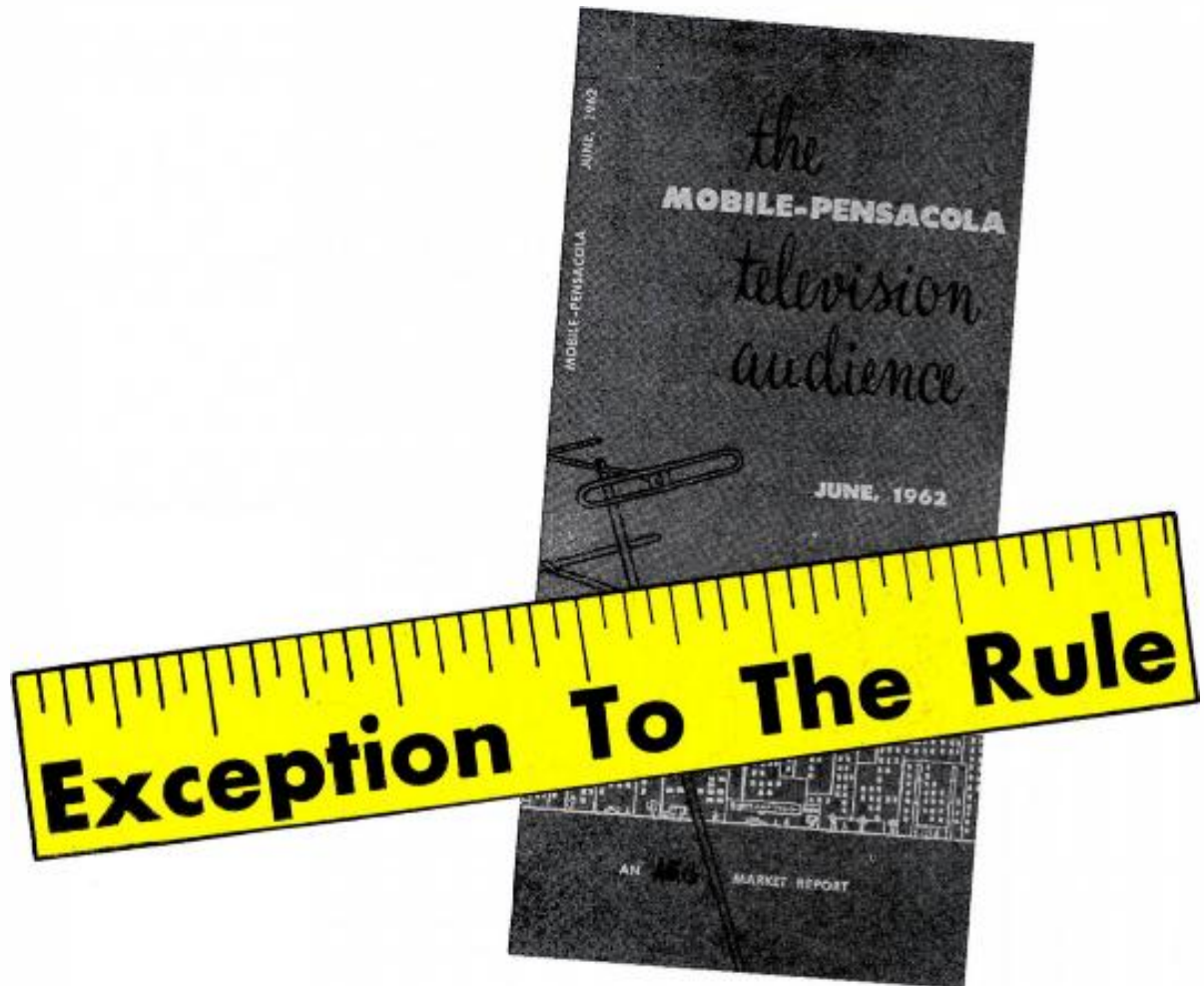


**ABC OWNED RADIO STATIONS**

**WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO  
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES**

# W K R G • T V

Mobile—Channel 5—Pensacola



WKRГ-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

# JWT LEADS TOP 50 FOR FIFTH YEAR

- Agency adds \$8 million to put radio-tv total at \$126 million
- Bates again second at \$115 million, BBDO's \$100 million third
- Top 50 cut-off rises from \$7 to \$7.7 million, survey shows

J. Walter Thompson Co. this year set new highs in billing with an estimated \$133 million in the radio and television combination.

The record level tops JWT's \$126 million in 1960, the previous high, and is \$8 million ahead of the pace the agency set in 1961.

In its billing thrust upward Thompson broke a few previous records for the 11 consecutive years BROADCASTING has surveyed the leading broadcast agencies.

The agency has been No. 1 for five straight years, another first. In the years 1952-62, BBDO was on top in 1952 and 1953. Young & Rubicam reigned supreme three years in succession (1954-56). McCann-Erickson was No. 1 in 1957 and JWT took over from then on.

**New Firsts** ■ Thompson's new peaks made it the first agency to reach the \$123 million level in tv only, and the first to attain \$97 million in network tv. Its combined radio-tv total this year is more than three times the broadcast volume reported in 1952 by the then leader, BBDO (\$40 million). BBDO itself this year billed 2½ times its 1952 total, or \$100 million, in radio-television combined.

JWT was well ahead of the nearest contenders. Ted Bates & Co., which in the past enjoyed a marked rise each year in its radio-tv billing, for the first time appeared to be at a plateau. But its \$115 million was high enough to rank it in second place.

BBDO, which similarly leveled off, maintained its No. 3 spot by billing \$100 million. But just behind it was Leo Burnett, which scored the highest increase of any agency over its 1961 mark, up nearly \$23 million, from \$75.6 million in 1961 to \$98.5 million in 1962.

Burnett modestly attributed its spectacular and sustained rise to higher tv billings, both network and spot. Significantly, the agency's broadcast share of overall billing went up from last year's 59% to a new total of 68.2%. Its new ranking in the No. 4 spot compares with seventh place last year.

The prominent displacement from the

top echelons of this year's top 50 radio-tv agency list: McCann-Erickson, which reporting in at \$66.3 million dropped from fifth to 10th place. M-E for 1962 broke out the billing separately of its sister agency, McCann-Marschalk. But had the totals been combined, as they were in 1961, M-E still would have declined to seventh place.

Also on the level maintained by Bates, BBDO and Burnett was Young & Rubicam which billed \$97.2 million and is in the No. 5 spot. Next in rank but on a lower level: Benton & Bowles, No. 6 with \$84 million, and followed closely by Dancer-Fitzgerald-Sample at \$75 million; William Esty at \$72 million; Compton with \$71 million, and then McCann-Erickson.

Television's continued rise as an advertising medium made it the sturdy leader in the upward climb of most agencies reporting an improvement in their position.

Radio, however, continued to get less attention among the top 50 but remained once again a high billing medium for such majors as N. W. Ayer, BBDO, William Esty, JWT, Young & Rubicam and McCann-Erickson.

At the lower end of the top 50, the ever-increasing "median" in combined

radio-tv billings lifted the "cut-off" level from \$7 million in 1961 to \$7.7 million this year. Two agencies, Honig, Cooper & Harrington and Fletcher Richards, Calkins & Holden, though close to or just over the \$7 million mark in radio-tv this year failed to place in the 50 list.

Following, in alphabetical order, are brief individual descriptions of the agencies in 1962's top 50 list:

**N. W. Ayer & Son:** Combined tv-radio billing \$65 million; \$45 million in television (\$20.5 million in network, \$24.5 million in spot); \$20 million in radio (\$2.5 million in network, \$17.5 million in spot); tv-radio share of overall billing: 40%.

Ayer has posted a gain of some \$2 million over 1961 radio-tv billings. The agency's tv-radio share of overall billing remains a stable 40%. The biggest account acquired this year was U. S. Rubber Tire Co. (\$5 million in total billings). Other new accounts: Pharmaceutical Industry Advertising Program and the Elliot Co., Div. of Carrier Corp. No accounts were resigned or lost.

Major Ayer clients in network tv: Corning (*Alfred Hitchcock, Mr. Ed, Saturday Night at the Movies*); Ameri-

## The biggest agencies in these categories

In ...	Agency ...	Billings
... Total broadcast billings	J. Walter Thompson	\$133 million
... Total television billings	J. Walter Thompson	\$123 million
... Tv network billings	J. Walter Thompson	\$97 million
... Tv spot billings	Ted Bates	\$47.7 million
... Total radio billings	N. W. Ayer	\$20 million
... Radio network billings	Campbell-Ewald	\$4 million
... Radio spot billings	N. W. Ayer	\$17.5 million
... Biggest gain during year	Leo Burnett	up \$22.9 million

can Telephone & Telegraph (*Bell Science Series, Bell Telephone Hour*); Plymouth (*Fair Exchange, Ozzie & Harriet, It's a Man's World, Roy Rogers, Saints & Sinners, Eleventh Hour, Untouchables, Saturday Night at the Movies*); Breck (*Going My Way*); Johnson & Johnson's Arrestin (*Gunsmoke, The Nurses*); Insurance Co. of North America (*Saturday Night at the Movies, Sunday Night Movie*), Du Pont Lucite (*Show of the Week*).

Ayer's active tv spot clients are Atlantic, Cannon, Corning, Du Pont, Bissell, Hills Bros., Howard Johnson, First Pennsylvania Co., Ohio Oil, Michigan Bell, Sealtest, Pharmaco, Johnson & Johnson and Breck.

The following clients are radio advertisers in network and/or spot: Atlantic, Du Pont, Howard Johnson, Castle & Cook, First Pennsylvania, Hills Bros., Steinway, *Philadelphia Bulletin*, Lees carpets, Plymouth-Valiant, Ohio Oil, Michigan Bell, Sealtest, Hamilton, Pharmaco and Breck.

**Ted Bates & Co.:** Combined tv-radio billing \$115 million; \$110.5 million in television (\$62.8 million in network, \$47.7 million in spot); \$4.5 million in radio (\$60,000 in network, \$4.44 million in spot); tv-radio share of overall billing: 83%.

Bates, the second biggest broadcast agency, leveled off in 1962. After climbing a total of \$22.5 million in broadcast in 1960 and 1961, the agency's tv-radio billing has declined \$2.5 million from last year's \$117.5 million. Despite this drop, Bates' broadcast share of total billing is the same as a year ago, 83%. Its client list also has remained stable, with no major accounts lost or acquired.

Bates' top dozen network tv clients are: American Chicle (ABC-TV's *Untouchables, Gallant Men* and others); American Home Products, participations in 22 daytime and nighttime programs, including the Sugar Bowl football game; Brown & Williamson, nine shows and two bowl games, and Carter Products, minutes in CBS News shows, and nine ABC-TV series.

Colgate-Palmolive is in 11 network series and three bowl games. Continental Baking (*Captain Kangaroo*); Food Manufacturers (*Macy's Thanksgiving Day Parade* on NBC-TV); Louis Marx, six daytime series on three networks; Mobil Oil, in four ABC-TV series; C. Schmidt & Sons (*Make That Spare*); Standard Brands, ABC-TV daytime programming and CBS-TV's Morning Plan; Warner-Lambert, ABC-TV daytime, CBS-TV Morning Plan, two CBS-TV news shows and four ABC-TV nighttime series.

Bates' leading spot tv users: American Chicle, American Home Products,

## TOP 50 AGENCIES . . . . .

All dollar figures are millions

	Combined Broadcast Billing
1. J. Walter Thompson	\$133
2. Ted Bates	115
3. BBDO	100
4. Leo Burnett	98.5
5. Young & Rubicam	97.2
6. Benton & Bowles	84
7. Dancer-Fitzgerald-Sample	75
8. William Esty	72
9. Compton	71
10. McCann-Erickson	66.3
11. N. W. Ayer	65
12. Lennen & Newell	60.5
13. Foote, Cone & Belding	57.3
14. Sullivan, Stauffer, Colwell & Bayles	47.8
15. Kenyon & Eckhardt	46.5
16. Grey	40
17. D'Arcy	39
18. Norman, Craig & Kummel	34.2
19. Campbell-Ewald	32
20. Campbell-Mithun	28.6
21. Needham, Louis & Brorby	23.98
22. Ogilvy, Benson & Mather	23.7
23. Cunningham & Walsh	23
24. Maxon	22.05
25. Wade	21.8
26. Gardner	20.65
27. Doherty, Clifford, Steers & Shenfield	19.7
28. Erwin Wasey, Ruthrauff & Ryan	19.6
29. Doyle Dane Bernbach	16.3
30. Tatham-Laird	15.6
31. Parkson	14.5
32. W. B. Doner	13.6
McCann-Marschalk	13.6
34. Guild, Bascom & Bonfigli	13.1
35. Geyer, Morey, Ballard	12.6
36. Lawrence C. Gumbinner	12.5
37. Fuller & Smith & Ross	12.2
38. Grant	12
39. Donahue & Coe	11.9
40. D. P. Brother	11.2
Post, Morr & Gardner	11.2
42. Kastor, Hilton, Chesley, Clifford & Atherton	11
43. Clinton E. Frank	10.2
44. Edward Weiss	10
45. Reach, McClinton	9.6
46. North	9.54
47. Papert, Koenig, Lois	9.15
48. Mogul, Williams & Saylor	8.9
49. Warwick & Legler	8.7
50. MacManus, John & Adams	7.7

NOTE: For top 50 rankings of former years see BROADCASTING Yearbook.

## ..... AND THEIR 1962 RADIO-TV BILLINGS

Total Tv	Tv Network	Tv Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change (\$) From 1961	
\$123	\$97	\$26	\$10	\$2	\$ 8	47%	\$+ 8	1
110.5	62.8	47.7	4.5	0.06	4.44	83%	- 2.5	2
83	53	30	17	2	15	40%	- 0.8	3
93.1	59.2	33.9	5.4	1.3	4.1	68.2%	+22.9	4
88.1	64	24.1	9.1	3.5	5.6	47%	+ 1.5	5
82	49	33	2	1	1	75%	+ 1	6
67	41	26	8	2	6	70%	+ 5.7	7
60	54	6	12	2	10	80%	+12	8
70.7	40.7	30	0.3	0.1	0.2	70%	+12.4	9
51.8	34.9	16.9	14.5	0.7	13.8	40%	†	10
45	20.5	24.5	20	2.5	17.5	40%	+ 2	11
58	42	16	2.5	....	2.5	59%	+ 3.8	12
51.6	40.3	11.3	5.7	0.7	5	54%	+ 5.8	13
42	29.7	12.3	5.8	....	5.8	62%	+ 0.8	14
42	35	7	4.5	0.3	4.2	50%	+ 0.3	15
39	23	16	1	0.1	0.9	60%	+ 9.5	16
30	12	18	9	2	7	44%	+10.6	17
31.1	19.6	11.5	3.1	....	3.1	70%	+ 8.7	18
26	21	5	6	4	2	33%	0	19
21.86	12.65	9.21	6.74	1.38	5.36	52%	+ 9.6	20
18.12	14.26	3.86	5.86	1.37	4.49	53%	- 4.82	21
22.6	9.8	12.8	1.1	0.1	1	47%	+ 7	22
17.5	8	9.5	5.5	0.5	5	55%	- 4.5	23
20.3	19.25	1.05	1.75	0.35	1.4	63%	+ 3.05	24
21.3	13.7	7.6	0.5	....	0.5	82%	+ 0.6	25
16.22	3.97	12.25	4.43	0.22	4.21	41.5%	+ 2.04	26
17	3.9	13.1	2.7	0.7	2	70%	+ 1.5	27
16.3	12	4.3	3.3	0.9	2.4	34%	- 3.6	28
13.3	7	6.3	3	....	3	25%	+ 5	29
14.3	7.2	7.1	1.3	0.2	1.1	61%	- 2.5	30
14.5	13.7	0.8	....	....	....	85%	+ 1	31
8.5	4	4.5	5.1	0.5	4.6	80%	0	32
9	3.3	5.7	4.6	0.1	4.5	37%	†	
10.3	6.1	4.2	2.8	....	2.8	81.4%	+ 2	34
8.4	3.9	4.5	4.2	2.2	2	28%	+ 0.1	35
7.9	5.6	2.3	4.6	0.2	4.4	52%	+ 1.9	36
10.3	8.5	1.8	1.9	0.4	1.5	25%	- 0.9	37
9	1.5	7.5	3	0.5	2.5	40%	- 3	38
10	5.4	4.6	1.9	0.3	1.6	35%	+ 0.1	39
8.7	8.7	....	2.5	0.5	2	33%	- 0.4	40
7.8	3.2	4.6	3.4	0.9	2.5	69%	+ 3	
9	1.5	7.5	2	0.5	1.5	55%	+ 4.5	42
9.5	7	2.5	0.7	....	0.7	50%	+ 0.2	43
8.2	5	3.2	1.8	0.9	0.9	51%	+ 0.2	44
9.1	4.8	4.3	0.5	....	0.5	40%	+ 0.6	45
9.35	5.58	3.77	0.19	....	0.19	56%	+ 0.5	46
9.1	6.5	2.6	0.05	....	0.05	70%	*	47
6.8	2.9	3.9	2.1	....	2.1	49%	- 0.4	48
5.7	4.85	0.85	3	2	1	36%	*	49
5.4	3.3	2.1	2.3	0.7	1.6	16%	0	50

\*Indicates agency was not listed in top 50 last year.

†Agencies McCann-Erickson and McCann-Marschalk, formerly totaled together as McCann-Erickson, are now separated in accord with the agencies' policies (see capsules).

## 1962 TOP 50 BROADCAST AGENCIES continued

American Sugar, Brown & Williamson, Carter Products, Chase National Bank, Colgate-Palmolive, Food Manufacturers, International Latex, Louis Marx, Mobil Oil, National Biscuit, C. Schmidt & Sons, Scott Paper, Standard Brands, Warner-Lambert and Waterman-Bic.

The agency's spot radio users: American Chicle, American Home Products, American Sugar, Brown & Williamson, Colgate-Palmolive, Continental Baking and Standard Brands.

**BBDO:** Combined tv-radio billing \$100 million; \$83 million in television (\$53 million in network, \$30 million in spot); \$17 million in radio (\$2 million in network, \$15 million in spot); tv-radio share of overall billing: 40%.

BBDO is at the total dollar level it reached in last year's upward thrust. And the network-spot relationship has changed only a bit: Network tv is up a shade and spot down slightly. Radio surprisingly is up some \$200,000.

This agency still leads from strength—a total domestic billing at the \$250 million mark. In network tv alone, BBDO ranks with the very top of the majors. During the year, the agency's client list remained steady. It lost Chun King, Sheaffer Pen and the General Mills' Cake Mixes account but picked up A. C. Gilbert, Alberto-Culver (heavy in tv), Olin Mfr., Fabro and U. S. Travel Service.

BBDO's major network tv accounts include DuPont (*Show of the Week* on NBC-TV), Campbell (*Lassie* on CBS-TV), U. S. Steel (*U. S. Steel Hour* on CBS-TV), Armstrong Cork Co. (*Circle Theater* on CBS-TV), General Electric (*General Electric True* on CBS-TV), Pepsi-Cola, American Tobacco, Lever Bros., Philco, Schaefer Beer, Philco Warner-Lambert, Alberto-Culver Liberty Mutual, Dodge, Gallo Wine and Autolite.

These are the advertisers also heavy in spot tv, particularly Campbell, Pepsi, American Tobacco, Lever, Warner-Lambert, Alberto-Culver and Dodge, among others.

Radio spending comes from such advertisers as Rexall, Pepsi, American Tobacco, Campbell, Schaefer Beer, Dodge and Gallo.

**Benton & Bowles:** Combined radio-tv billing \$84 million; \$82 million in television (\$49 million in network, \$33 million in spot); \$2 million in radio (\$1 million in network, \$1 million in spot); share of overall billing: 75%.

A continued strong showing in network tv program buying and spot billing has kept Benton & Bowles in the front ranks of broadcast agencies. General Foods, Procter & Gamble, S. C. Johnson, Philip Morris, Texaco, Florida Citrus Commission and Norwich Pharmaceutical Co. are among the advertisers

providing most of the radio-tv billings.

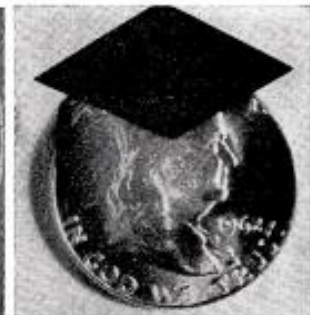
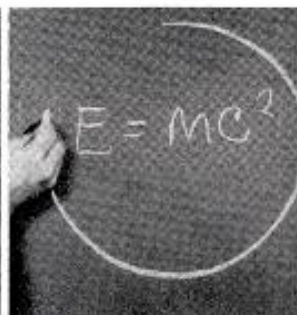
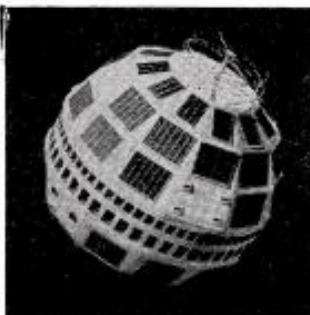
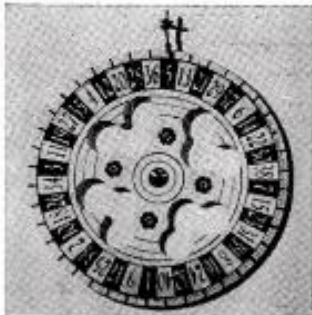
B&B is about \$1 million above last year's pace. In network tv, the agency has moved up some \$6 million despite P&G's Tide account loss that was effective last March. Spot tv is down a few million. Much of this sluggish movement can be attributed to Norwich's billing switching from spot to network this year, and Tide's loss to spot as well as to the network totals of B&B.

The agency is agency of record for *Rifleman* and *Ben Casey* on ABC-TV for P&G; on *Red Skelton Show* on CBS-TV for Philip Morris and S. C. Johnson; on the Jackie Gleason vehicle on CBS-TV for Philip Morris; on *Dick Van Dyke* on CBS-TV for P&G, and on *Danny Thomas* and *Andy Griffith Shows* both CBS-TV and both for General Foods.

In addition, the agency participates in several other nighttime and daytime shows on behalf of its blue-chip network tv advertiser list. Spot tv advertisers include P&G, General Foods, Parliament (Philip Morris brand), S. C. Johnson among others. Philip Morris and Norwich have been more active in radio.

**D. P. Brother & Co.:** Combined tv-radio billing: \$11.2 million; \$8.7 million in television (all in network), \$2.5 million in radio (\$500,000 in network and \$2 million in spot); tv-radio share of overall billing: 33%.

Brother's broadcast billing continued



1. America's rise to a world power was not the result of chance. 2. And in the future keen minds will be needed with the best possible college education, if we are to hold our role of leadership. 3. But shortages

are closing in around our colleges—we need more facilities and competent professors. 4. The cost of leadership is going up. Give to the college of your choice.

## Ayer-made commercial urges viewers to support U.S. colleges

A new tv announcement in support of higher education has been prepared by N. W. Ayer & Son, Philadelphia, volunteer agency in association with the Advertising Council for the Council for Financial Aid to Education Inc., New York. The commercial is part of the continuing campaign that is calling upon view-

ers to "give to the college of your choice."

Noting the extent of exposure for the organization's announcements in the past, Ayer said tv home impressions in the campaign from January to July 1962 are equal to 63 weeks of the highest rated shows on the air, or, stated another way, four

times as many people saw the messages in the first six months as watched the top 15 shows in any one week.

Voluntary contributions to the 1,032 colleges, universities, professional and specialized institutions that participate in the program have passed \$1 billion, Ayer reported.



*who?*

One of the world's great conductors, Eugene Ormandy, leading the Philadelphia Orchestra in a full-hour television concert of American music. Produced by Philadelphia's TV10 at the city's world famous Academy of Music, "Eugene Ormandy's Sound of America" was seen in prime evening time on all five CBS Owned stations. And subsequently, as part of CBS Television Stations' second Interna-

tional Program Exchange, it was enjoyed by millions more viewers in eight other nations.

Imaginative, venturesome—the Eugene Ormandy broadcast is just one example of local programming of extraordinary stature and scope. But Philadelphians have long known who consistently broadcasts programs of the highest interest and the widest appeal. CBS Owned WCAU-TV... that's who!

**CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.**

## 1962 TOP 50 BROADCAST AGENCIES continued

about the same during 1962 except the agency spent no money this year in spot television. It bought *Garry Moore Show* for Oldsmobile and *Laramie* for AC Spark Plug.

In radio Brother used Lowell Thomas on CBS for Oldsmobile and bought spot for this account too, as well as for AC Spark Plug, Harrison Radiator and GM Guardian Maintenance.

Brother resigned the Holiday Inns account and acquired Macabbees Mutual Life Insurance Co., GM Ternstedt Division and General Motors Corp.'s public relations institutional.

**Leo Burnett Co.:** Combined tv-radio billing \$98.5 million; \$93.1 million in television (\$59.2 million in network, \$33.9 million in spot); \$5.4 million in radio (\$1.3 million in network, \$4.1 million in spot); tv-radio share of overall billing: 68.2%.

Burnett once again raised its broadcast billing and broadcast share by significant amounts this year, attributable entirely to much higher network and spot tv billings. Radio buying fell off by nearly \$1 million.

Burnett's total tv spending jumped nearly \$24 million this year to a new high of \$93.1 million, with the agency's broadcast share increasing to 68.2% over last year's 59%.

Burnett's network tv spenders include Kellogg with *Dennis the Menace*, *Beverly Hillbillies*, *To Tell the Truth* and *What's My Line?* and Philip Morris with *Alfred Hitchcock Presents*, *CBS News-Walter Cronkite*, *Rawhide* and *Route 66*. Others include Allstate with *The Defenders*, Campbell Soup Co. with *Loretta Young Theatre*, Pillsbury with *Ed Sullivan Show* and *Fair Exchange* and Procter & Gamble with *Car 54*, *Gunsmoke* and *Search for Tomorrow*.

All of these clients are spot tv adver-

tisers too, with Kellogg using *Huckleberry Hound*, *Yogi Bear* and *Quick Draw McGraw* syndicated properties each on more than 150 stations. Other spot tv accounts include Commonwealth Edison, Green Giant, Hoover, Motorola, Pure Oil, Santa Fe, Schlitz, Star-Kist and Sunkist.

Burnett's radio account list includes Allstate, Campbell, Green Giant, Kellogg, Philip Morris, Pillsbury, Procter & Gamble, Schlitz Brewing, Star-Kist and Sunkist.

Accounts dropped by Burnett this year include Chrysler Corp. (corporate), Cracker Jack Co., Sugar Information Inc. and Tea Council of U. S. A. Burnett acquired the account of Hilton Credit Corp.

**Campbell-Ewald Co.:** Combined tv-radio billing \$32 million; \$26 million in television (\$21 million in network; \$2 million in spot); \$6 million in radio (\$4 million in network, \$2 million in spot); television-radio share of overall billing: 33%.

Campbell-Ewald's broadcast spending continued at about the same level this year as last. Chevrolet is running with *Bonanza*, *My Three Sons* and *Route 66* on network tv and news shows on both CBS and NBC radio networks plus participations on the Keystone network. Chevrolet also is using radio spot.

Also placing network tv through Campbell-Ewald are United Motors Service for *Wide World of Sports* and various football bowl games. Florida Citrus Commission for *Price Is Right*, *Make Room for Daddy* and *Play Your Hunch* and General Motors Corp. for a Danny Kaye special. Spot tv advertisers include National Bank of Detroit and Delco Products. United Motors Service also is a major radio network

and spot advertiser.

During the year Campbell-Ewald picked up the Florida Citrus Commission and dropped Goebel Brewing.

**Campbell-Mithun:** Combined tv-radio billing \$28.6 million; \$21.86 million in television (\$12.65 million in network, \$9.21 million in spot); \$6.74 million in radio (\$1.38 million in network, \$5.36 million in spot); tv-radio share of overall billing: 52%.

Campbell-Mithun increased both its broadcast billing and broadcast share of overall billing in 1962, principally in television. The agency's tv-radio spending jumped \$9.6 million over 1961 and its broadcast share moved up to 52% from a previous 48%.

Major clients in network tv include American Dairy Assn. with *Ozzie & Harriet*, Hamm's *Sing Along With Mitch* and Wilson Sporting Goods' string of golf specials. Gold Seal Co. has participation in the NBC-TV *Tonight Show* plus various others on CBS-TV and ABC-TV while Pillsbury's list includes *Ed Sullivan Show*, *Pillsbury Bake-Off*, *As the World Turns*, *Houseparty*, *Password*, *Millionaire*, *Edge of Night* plus participations on ABC-TV and NBC-TV programs.

Campbell-Mithun's tv-radio spot list includes Admiral, American Dairy Assn., Bubble Up Corp., Chun King, Gold Seal Co., Hamm's, Iowa Des Moines Bank, Iowa Power & Light, Kroger, Lake Products, Larsen Co., Mishawake, Montgomery Ward, National LP Gas, Northern States Power, Northwest Airlines, Northwestern National Bank, Pillsbury, Top Value, Tradewell Stores and Wilson Sporting Goods. Tv spot list also includes Trane Co., Minnesota & Ontario Paper, Maito-Meal and Lorvic Corp.

Campbell-Mithun dropped Helene Curtis during the year; acquired Toro Mfg. Co., Chun King, Dairy Queen National Development Co. and Malaya.

**Compton Adv.:** Combined tv-radio billing \$71 million; \$70.7 million in television (\$40.7 million in network, \$30 million in spot); \$300,000 in radio (\$100,000 in network, \$200,000 in spot); tv-radio share of overall billing is estimated at 70%.

Compton expanded its participation in radio-tv from 65% to 70% of its overall expenditures and, accordingly placed an additional \$12 million in these media in 1962 as compared with 1961. Network television picked up \$12 million over the 1961 level.

The heavy network spenders at Compton are Procter & Gamble and Alberto-Culver, both of whom participate in a host of daytime programs and several nighttime programs. P&G advertises on ABC-TV's *Wagon Train* and

### Dairy saves hay in Baltimore tv tour

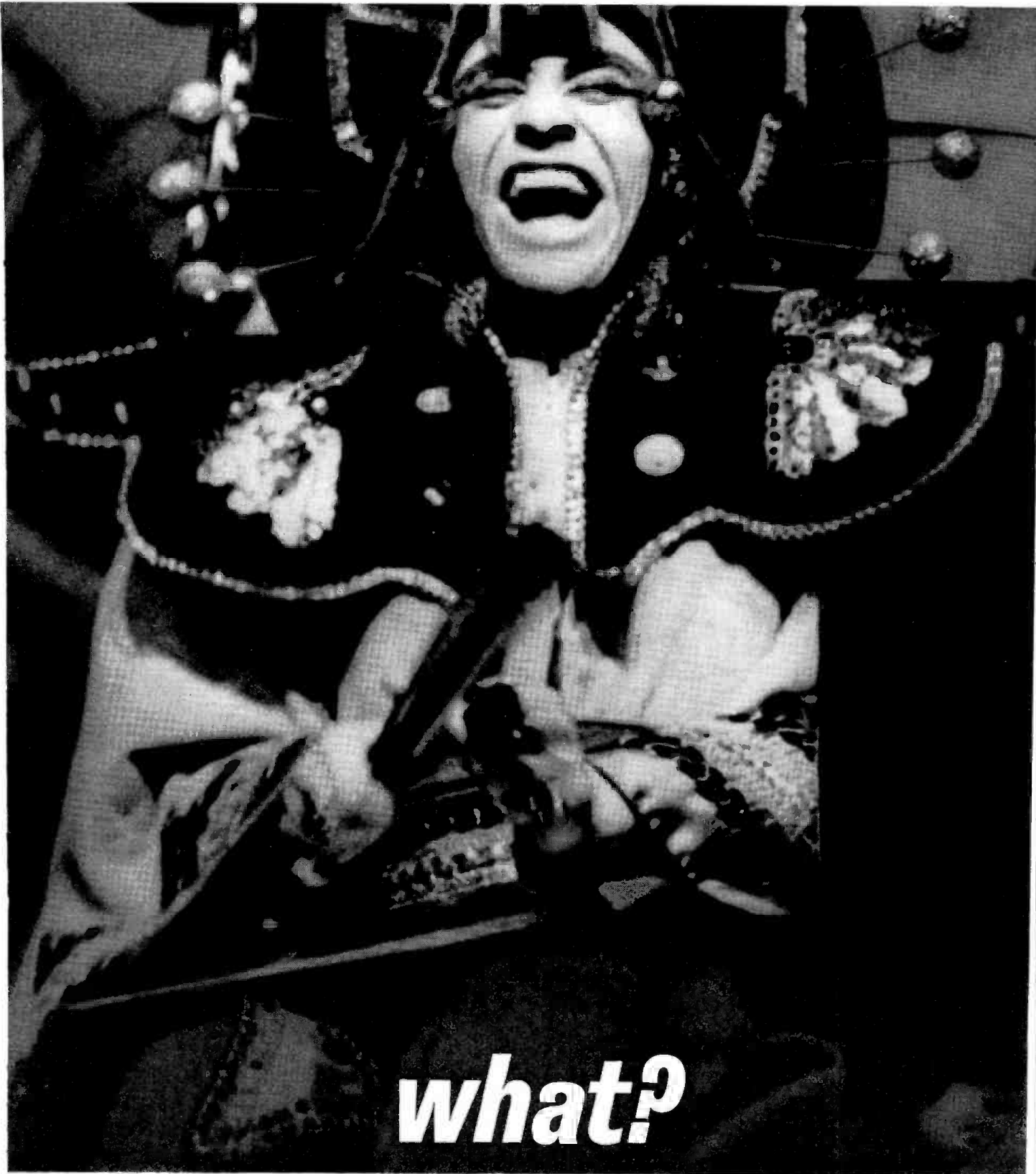
A 90-minute television program rather than an open house is the way Green Spring Dairy of Baltimore has decided to show off its expanded and modernized plant.

A tape and film television commercial will guide viewers through the plant during a showing on WBAL-TV Baltimore of "The Golden Age of Comedy," a film feature chosen for its appeal to adults and children. Other commercials will be directed toward selling dairy products. (The last pitch concludes with a pie in the face for the announcer.)

The dairy selected television on the recommendation of Emery Advertising Corp., its agency, which suggested tv would be cheaper than a tour and open house and that through the visual medium half a million persons might see what Green Spring Dairy had accomplished rather than the five thousand or so expected to attend an ordinary open house.

Other savings were expected from future use of film shot for the tour commercial in showings before civic and school groups.





***what?***

A scene from Gilbert & Sullivan's operetta classic, "The Mikado," as performed by the students of Evanston Township High School, and broadcast during 90 minutes of prime time on Chicago's Television 2, as part of its regular "Repertoire Theatre" series. Reception? Fit for an Emperor! *Variety*, for example, called the show "Remarkable. Superb." And then went on with special applause for

"the handsome mounting of the production, the impeccable staging, first-rate setting and costumes, and near-perfect camera work."

A perceptive eye for what's happening on the local scene — that's what makes community service programming effective, exciting. And that, among other things, is what makes CBS Owned WBBM-TV the year-in, year-out favorite station of viewers in the Chicago area.

**CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.**

## 1962 TOP 50 BROADCAST AGENCIES continued

*Men at Work* and Alberto-Culver on *Wagon Train* and ABC-TV's *Combat*. Other nighttime network sponsors include Gulton Industries, American Dairy Assn., Schick Safety Razor Co. (see story p. 62) and Consolidated Cigar Co.

Important spot radio-tv advertisers are P&G., Alberto-Culver, Nalley's Foods, Quaker Oats, Guild Wines and Wilson Meats.

**Cunningham & Walsh:** Combined tv-radio billing \$23 million; \$17.5 million in television (\$8 million in network, \$9.5 million in spot); \$5.5 million in radio (\$500,000 in network, \$5 million in spot); tv-radio share of overall billing: 55%.

Broadcast billing at Cunningham & Walsh continued to decline with tv off \$3.5 million and radio down \$2 million. Top network advertisers are Andrew Jergens with participations in NBC-TV's *Saints and Sinners*, *11th Hour*, *Wide Country*, *Saturday Night At The Movies*, *The Virginian* and *Jack Paar Show*, as well as daytime series; American Home Products with daytime participations and American Machine & Foundry. A heavy spot radio account is Salada Tea.

**Dancer-Fitzgerald-Sample:** Combined tv-radio billing \$75 million; \$67 million in television (\$41 million in network, \$26 million in spot); \$8 million in radio (\$2 million in network, \$6 million in spot); tv-radio share of overall billing: 70%

D-F-S again showed substantial gains in its broadcast billings, with increases in both radio and tv. While the agency lost Coty and Swift (Pard Dog Food) during the year, it acquired American Cyanamid, Standard Oil of California and Brown Foreman. Among the agency's largest broadcast users is Sterling Drug with time in *Perry Mason* and *Route 66* on CBS-TV and *Dr. Kildare* and *Sam Benedict* on NBC-TV. Other major broadcast users are Fritos with an extensive daytime participation schedule on NBC-TV as well as buys in the *Virginian* and *Wide Country* and General Mills with time in *Captain Galant*. These advertisers as well as P&G, Falstaff Brewing, Peter Paul, and Best Foods division of Corn Products also use spot tv and radio.

**D'Arcy Adv.:** Combined tv-radio billing \$39 million; \$30 million in tv (\$12 million in network, \$18 million in spot); \$9 million in radio (\$2 million in network, \$7 million in spot); tv-radio share of overall billing: 44%.

D'Arcy's radio and tv expenditures jumped more than \$10 million in 1962,

attributed largely to allocating a larger portion of its spending into these media. Its broadcast share increased from 35% in 1961 to 44% in 1962.

The agency acquired two broadcast-oriented accounts during the year—Knox Gelatin and Colgate-Palmolive (Wildroot)—which added \$5 million to D'Arcy's overall billing and retained its old-line accounts. D'Arcy strengthened its spot television investment by about \$6 million.

The agency was represented in nighttime tv on CBS-TV's *Mr. Ed* for Studebaker Packard, and on CBS-TV's *Perry Mason*, *Dobie Gillis* and NBC-TV's *Mitch Miller* show for Colgate (Halo). Advertisers active in daytime tv and spot radio and tv were such clients as Colgate-Palmolive (Halo), Anheuser-

### CandyGram for tv

Television will be the major medium in the 1963 advertising of CandyGram, accounting for about 85% of the company's advertising budget, which Irving Reiss, executive secretary, said would be \$300,000 to \$400,000. The new campaign, started last week in 28 cities, uses a new musical jingle and a newly-created animated tv commercial. After the holiday push, the firm plans an expanded tv schedule of 20-second spots and I.D.'s. CandyGram distributes gift-box chocolates through Western Union. Cole Fisher Rogow, Beverly Hills, Calif., is the CandyGram agency.

Busch, Gerber Baby Foods and American Oil Co. Other advertisers active in spot tv and radio were Royal Crown Cola and Lenox China.

**Doherty, Clifford, Steers & Shenfield Inc.:** Combined broadcast billing \$19.7 million; \$17 million in television (\$3.9 million in network, \$13.1 million in spot); \$2.7 million in radio (\$700,000 in network, \$2 million in spot); share of total agency billing: 70%.

DCSS' broadcast billing jumped \$1.5 million in 1962 over 1961 despite the loss of the Better Vision Institute account, a tv user. The agency acquired several new broadcast clients, including Quinton Co. (Screts) and Airwick Brands Inc.

DCSS has three brewing company accounts, Naragansett Brewing, Jackson Brewing and Geo. Wiedemann Brewing, which used network tv on a regional basis in 1962. Other network tv accounts are Chesebrough-Pond's Cutex

Div. (occasional participations on various networks), Noxema Chemical Co. (participations on NBC-TV), and Bristol-Myers Co. (mainly sports programs on all three networks).

Spot tv clients included Grove Labs, Kimberly-Clark, Shelton Inc., Bristol-Myers, Chesebrough-Pond's, C. F. Mueller Co., Jackson Brewing, Eastman Chemical Co., and Quinton Co.

Bristol-Myers and Grove Labs used network radio (CBS and ABC). These advertisers also used spot radio, along with Chesebrough-Pond's, Eastman Chemical, Jackson Brewing, Mueller Co., Narragansett and Wiedemann Brewing companys.

**Donahue & Coe:** Combined radio-tv billing \$11.9 million; \$10 million in tv (\$5.4 million in network, \$4.6 million in spot); \$1.9 million in radio (\$300,000 in network, \$1.6 million in spot); tv-radio share of overall billing: 35%.

Donahue & Coe's broadcast billing fell a shade (\$100,000) below its 1961 level, with radio accounting for the loss while both network and spot tv showed slight gains.

The agency's top tv network advertisers are Grove—4 Way Cold Tablets (*Today, Tonight*); E. R. Squibb & Sons (*Mr. Ed*, *Password*, *ABC Evening Report*); School Mfg. Co. (*Queen For A Day*, *Day In Court*, *Who Do You Trust*, *Play Your Hunch*, *Merv Griffin*); Corn Products' Bosco (*Dennis the Menace*).

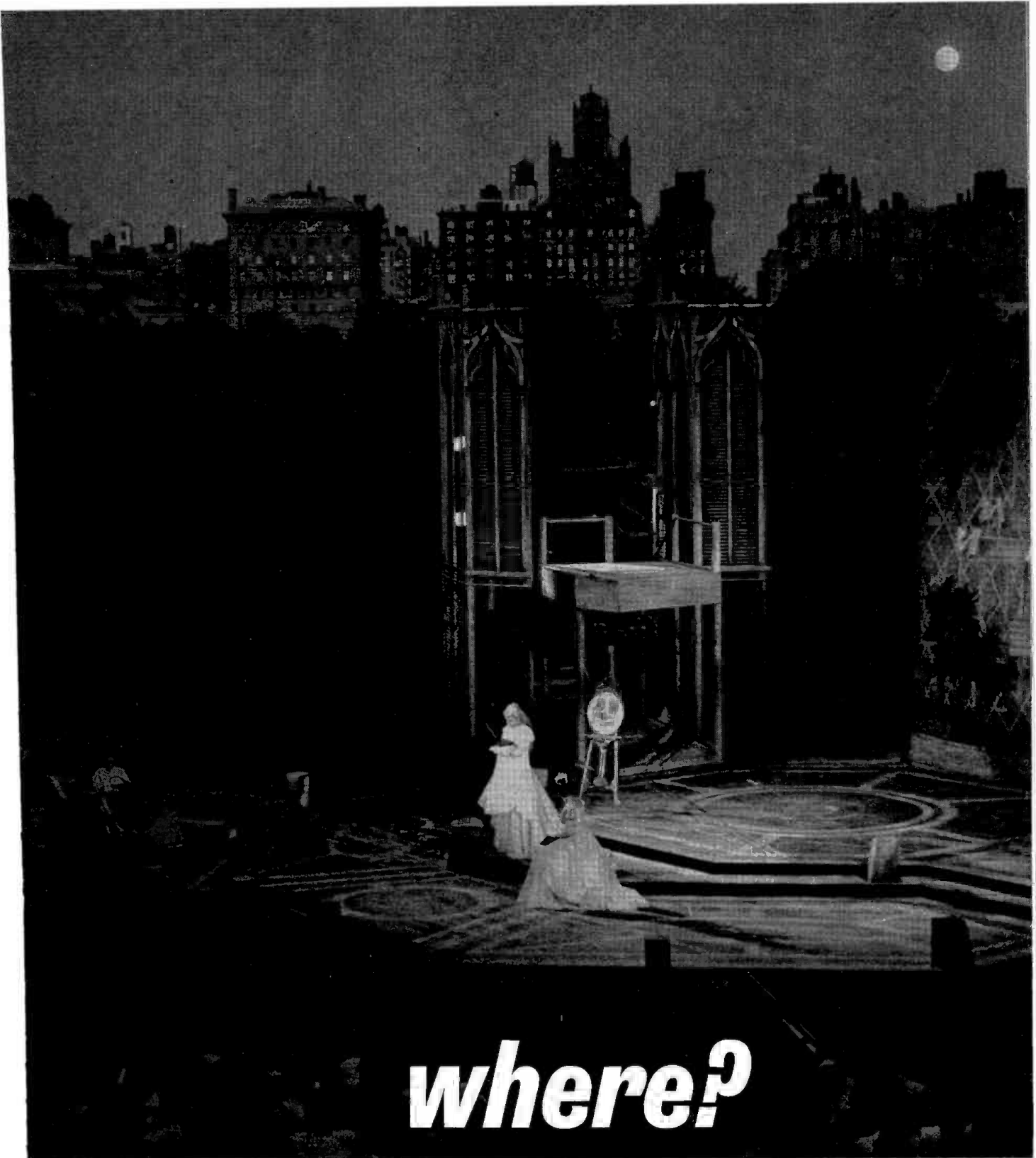
Major clients in spot tv are Arnold Bakers, Bosco, Squibb, River Brand Rice, Grove, Quaker City Chocolate & Confectionery Co., top radio clients are Arnold Bakers, Bankers Trust, Acnotabs, Grove and Burlington Hosiery.

**W. B. Doner:** Combined tv-radio billing \$13.6 million; \$8.5 million in television (\$4 million in network, \$4.5 million in spot); \$5.1 million in radio (\$500,000 in network, \$4.6 million in spot); tv-radio share of overall billing: 80%.

Though two new clients this year were in broadcast, Doner's tv-radio billing was at the same level as a year ago. It's broadcast share of 80% was also the same as in 1961. No major accounts left the agency this year.

Doner's leading tv advertisers included National Brewing, Ohio Oil's Speedway Gas and oil products, DWG Cigar Corp., Atlantic Brewing and Hubley Toys, a new client. Another new client, S. S. Kresge Co.'s K-Mart Div., entered spot radio. Beer clients participated in network tv baseball and football telecasts. Doner's clients are divided among offices in Detroit, Baltimore, Chicago and Philadelphia.

**Doyle Dane Bernbach:** Combined broadcast billing \$16.3 million; \$13.3 million in television (\$7 million in network, \$6.3 million in spot); \$3 million in radio



The brand-new Delacorte amphitheatre in the heart of New York's Central Park, scene of Channel 2's historic 2½-hour broadcast of "The Merchant of Venice." The first presentation by a commercial television station of a complete play by Shakespeare direct from the theatre of origin, the program drew a mammoth audience of 1,600,000 viewers, leading all New York television stations dur-

ing the peak viewing hours of 8:30 to 11 pm.

The broadcast—pace-setting, compelling—is an example (one of many!) of community service programming that consistently captures the spirit and imagination of audiences in the nation's largest, most dynamic metropolis. Programming New Yorkers find only on (where else?)... CBS Owned WCBS-TV, the leading station year after year after year.

**CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.**

## 1962 TOP 50 BROADCAST AGENCIES continued

(all spot); broadcast share of total billing: 25%.

DDB's broadcast billing jumped \$5 million in 1962. It acquired several new broadcast accounts, including Crown Zellerbach Corp., General Mills, Rival Packing, Cracker Jack Co., Better Vision Institute and Avis Rent-A-Car Corp.

The agency ordered participations in network tv programs for Polaroid, Chemstrand and Chicopee Mills. Polaroid had evening shows on all three networks, while Chemstrand participated in various NBC-TV and ABC-TV daytime programs and Judy Garland and Bob Hope specials. Chicopee Mills was in ABC-TV daytime shows. Cracker Jack Co. was in the *Tonight* show on the NBC-TV network.

Spot tv users, through DDB, included Thom McAn Shoe Co., Dreyfus & Co., Coffee Growers of Colombia, Chemstrand, Buxton, General Mills, Rainier Brewing, Crown Zellerbach, Laura Scudder and 5-Day Labs, among a number of others.

Spot radio clients were Thom McAn, Auto Assoc., Brundage Motors, Import Motors, World-Wide Motors, West End Brewing, American Airlines and Sicks' Rainier Brewing.

**Erwin Wasey, Ruthrauff & Ryan:** Combined tv-radio billing \$19.6 million; \$16.3 million in television (\$12 million in network, \$4.3 million in spot); \$3.3 million in radio (\$900,000 in network, \$2.4 million in spot); tv-radio share of overall billing: 34%.

EWB&R dropped more than 3 million in radio-tv billing from its 1961 pace, reflecting a dip of more than \$5 million in network investment by its clients. Both spot tv and radio expenditures rose slightly in 1962.

Carnation Milk was an active network advertiser on *It's a Man's World*, *The Virginian* and *Art Linkletter's House Party*. Other advertisers in this area were Chicken O' The Sea (tuna fish), Wrigley, Minnesota Mining & Mfg. Co.'s Thermo-Fax and Revere Camera. Among EWB&R spot advertisers were Carnation, Wrigley, Chicken O' The Sea and Thermo-Fax.

**Foote, Cone & Belding:** Combined tv-radio billing \$57.3 million; \$51.6 million in television (\$40.3 million in network, \$11.3 million in spot); \$5.7 million in radio (\$700,000 in network, \$5 million in spot); tv-radio share of overall billing: 54%.

FC&B's tv-radio share of billing is up 3% over last year. Network tv expenditures are up a hefty \$10.5 million, while spot tv has decreased \$5.4 million. Network radio billing is down, but spot radio increased \$1.2 million.

The agency's network tv advertisers moved more heavily into daytime programming this year, with nine out of 12 major network clients in both daytime and nighttime tv. New accounts acquired in 1962: Kraft Foods' dinner and paste goods products (added to other Kraft foods), Peoples Gas, Light & Coke Co., General Electric Computers, Harvey Aluminum, Nalley's Inc., Union Sugar Div. of Consolidated Foods and California Wine Advisory Board. Tidewater Oil was resigned in June.

Network tv clients and some of their



### 'Challenge' on radio

Longines-Wittnauer Watch Co. has placed its new *Challenge* series on seven radio stations: five CBS owned outlets and two CBS Radio Spot Sales clients.

The 10-week series, commentaries by Eric Butterworth on today's norms of living, is being heard each week night on WCBS New York, WBBM Chicago, KNX Los Angeles, KCBS San Francisco, KMOX St. Louis, KOIN Portland, Ore., and WTOP Washington, D. C.

Shown here: Maurie Webster (l, seated), vice president and general manager of CBS Radio Spot Sales, studies the contract with Ted Estabrook, president of Kenilworth Adv. Looking on are Angelo Petruzzello (l), assistant to Longines-Wittnauer's advertising manager, and Ed O'Berst, CBS Radio Spot Sales account executive.

nighttime programs: Armour (*Ben Casey*, *Combat*, *Naked City*, *77 Sunset Strip*); General Foods (*Andy Griffith*, *Danny Thomas*, *Gunsmoke*); Hallmark Cards (*Hallmark Hall of Fame*); Clairrol (*Candid Camera*, *Defenders*, *Jack Paar*, *Eleventh Hour*, *Dr. Kildare*, *Password*); Kimberly-Clark (*Andy Williams*, *Dick*

*Powell*, *Jack Paar*); Lever (Bob Hope specials, *Loretta Young*, *Red Skelton*); S. C. Johnson (*Red Skelton*); Menley & James (*Eleventh Hour*, *Jack Paar*, *Dick Powell*, Arthur Godfrey specials, *Valiant Years*, *CBS Reports*); Paper Mate (*I've Got a Secret*, *Loretta Young*); Purex (Purex specials); Sunbeam (*77 Sunset Strip*, *Tonight*, *Galant Men*, *Ben Casey*), and Kraft (*Kraft Music Hall*).

Tv spot advertisers include Armour, Kimberly-Clark, General Foods, Sunkist Growers, Angostura-Wupperman, Savarin coffee, Clairrol, Lever, Dole Pineapple, Paper Mate, Purex, Trans-World Airlines, Zenith Radio, B. F. Goodrich and Menley & James. Radio advertisers (mainly spot) are: Savarin, TWA, Equitable Life, Angostura, Lever (Imperial margarine).

**Clinton E. Frank Inc.:** Combined radio-tv billing \$10.2 million; \$9.5 million in television (\$7 million in network, \$2.5 million in spot); \$700,000 in radio (all spot); share of total agency billing estimated 50%.

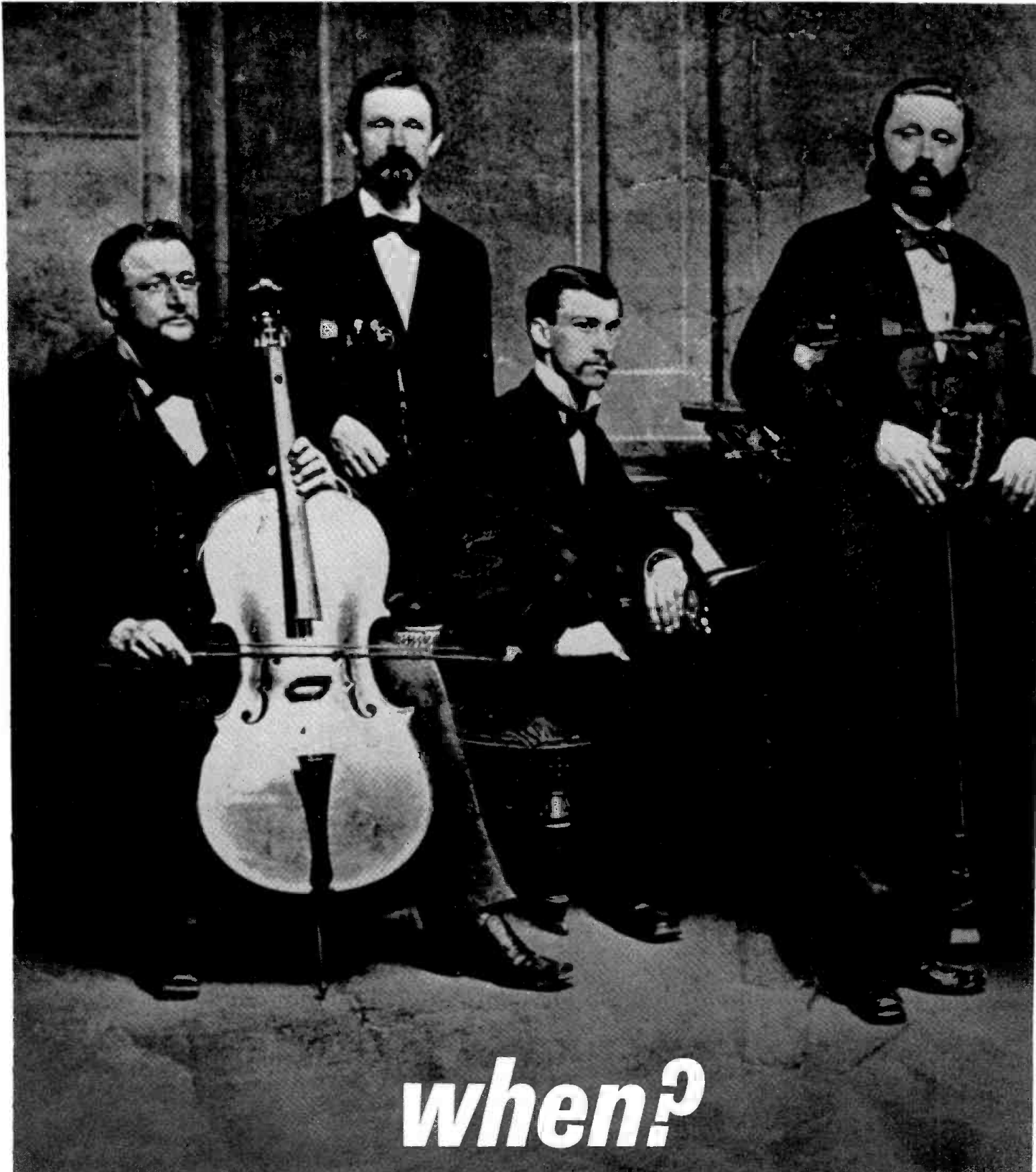
Clinton Frank's broadcast billing is up \$200,000 in 1962, and during the year it added Norge Sales Corp. to its client list. Network tv clients and some of their major shows are Reynolds Metals (*Dick Powell Show*, *All-Star Golf* and *Auto Show*); Wurlitzer Co. (*Today Show*); Toni Co. (daytime participations and *Alfred Hitchcock*, *Ichabod & Me*, and *I've Got a Secret*); Kemper Insurance (*All-Star Golf* and *ABC Evening Report*), and Norge Sales Corp. (*Ernie Ford Show*).

Spot tv users included Toni, Bosch Brewing, Continental Oil and Norge. Spot radio clients are Allied Florists Assn. of Illinois, Bosch Brewing, Continental Oil, Dean Milk Co., Kemper Insurance, O'Brien Paint Co. and Reynolds Metals.

**Fuller & Smith & Ross Inc.:** Combined radio-tv billing \$12.2 million; \$10.3 million in television (\$8.5 million in network; \$1.8 million in spot), \$1.9 million in radio \$400,000 in network; \$1.5 million in spot, percentage of overall billing, 25%.

FSR, while gaining several major clients in 1962 (including Lestoil Products, Hires Root Beer, American Chicle Co., Renault Inc., and Libbey Glass), dropped \$.9 million in radio-tv billings from last year. Aluminum Co. of America, FSR's biggest network tv client, sponsors *Alcoa Premiere* on ABC-TV. Other network tv clients include Lehn & Fink, Coats & Clark, National Cotton Council and Lestoil Products.

McCulloch Corp., Mellon National Bank, Lehn & Fink and Hercules Powder Co. are spot tv users. Lehn & Fink and Alcoa also use radio, along



# *when?*

Circa 1880, when scores of amateur orchestras flourished throughout the St. Louis area. A colorful era recalled recently on "Theme with Variations," Channel 4's recreation of St. Louis' rich musical past seen in prime time. Narrated by Earl Wrightson, this locally-produced program served to underscore an urgent plea by Mayor Raymond R. Tucker for a heightening of civic cultural activities,

as part of a general revitalization program for the entire St. Louis community.

The city's past made meaningful in terms of its present and future—this is community service at its vital, practical best. And this is one of the things St. Louis audiences look for, and get, when they look at CBS Owned KMOX-TV, Mid-America's favorite television station month after month, year after year.

**CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.**

## 1962 TOP 50 BROADCAST AGENCIES continued

with National Gypsum Co., Elger and Hires Root Beer.

**Gardner Adv.:** Combined tv-radio billing \$20.65 million; \$16.22 million in television (\$3.97 million in network, \$12.25 million in spot); \$4.43 million in radio (\$220,000 in network, \$4.21 million in spot); tv-radio share of overall billing: 41.5%.

Gardner put \$2 million more into broadcast billings this year but the agency's overall broadcast share slipped a few points because of even greater non-broadcast billing growth.

Ralston Purina Co., Anheuser-Busch Inc. and Grove Labs. are major accounts in both broadcast media, including spot and network. Sunray DX Oil Co. is a network tv advertiser too.

Gardner's other spot tv clients include Southwestern Bell Telephone, Pet Milk Co., Great Atlantic & Pacific Tea Co., Clark Bros. Chewing Gum Co., J.

and larger quarters in New York, has also experienced a year of major growth with the acquisition of 21 new clients. Though the agency's total billing has increased, not all of the new clients are in broadcast. Its tv-radio billing has gone up slightly, but the broadcast share of total billing has dropped from 32% to slightly over 28%.

Geyer's chief network tv participants are American Motors, B.T. Babbitt and Lehn & Fink Products, all of which also use tv spot. Other clients in tv spot: DeKalb Agricultural Assn., Max Factor, Rambler Dealers Assns., and Sinclair Refining. Among the radio users: J. I. Case, I. J. Grass Noodle, Irish International Airlines and Union Pacific Railroad.

Additions to the client roster in 1962 include: Assn. of American Railroads, Celina Mutual Insurance Group, Max Factor (12 product lines), I. J. Grass Co., John Morell & Co.'s Broadcast Foods Div., and Ocean Products.

**Grant Adv.:** Combined tv-radio billing \$12 million; \$9 million in television (\$1.5 million in network, \$7.5 million in spot); \$3 million in radio (\$500,000 in network, \$2.5 million in spot); tv-radio share of overall billing: 40%

Grant's total broadcast billing has been shrinking during the past few years. One account, however, has been expanding both its spot and network buys in both radio and tv. Dr. Pepper is on ABC Radio and all three tv networks, chiefly with participations. Other broadcast accounts include Penick & Ford, Comet Rice, Pacific Airlines, Packard-Bell and Doric Co. which operates a motel chain.

**Grey Adv.:** Combined tv-radio billing \$40 million; \$39 million in television (\$23 million in network, \$16 million in spot); \$1 million in radio (\$100,000 in network, \$900,000 in spot); tv-radio share of overall billing: 60%.

Grey added almost \$10 million in broadcast billing, following a new business spurt that included the following accounts: Tidewater Oil Co., Knomark Inc. (Esquire Shoe Polish), Procter & Gamble (Jif Peanut Butter), Bristol-Myers (Trushay), Westinghouse Electric Corp. (Portable Appliances Div.) and Diamond Crystal Salt Co.

The dramatic jump was in television, which rose \$17 million over 1961, while radio billing dipped to \$1 million from slightly more than \$8 million last year. Grey's major clients in spot television are Hudson Pulp & Paper Corp., P. Lorillard, Martinson Coffee, Ward Baking, Greyhound Corp., Phillips-Van Heusen Corp., Ideal Toy and R. H. Macy & Co.

Its more important network clients are RCA Victor on NBC-TV's *Wonderful World of Color*; Revlon on *The Ed Sullivan Show*; Mennen on various ABC-TV, CBS-TV and NBC-TV daytime and nighttime shows; P. Lorillard on various ABC-TV and NBC-TV daytime shows; Block Drug on various ABC-TV, NBC-TV and CBS-TV nighttime programs and Esquire Polish on a number of NBC-TV and ABC-TV daytime shows.

**Guild, Bascom & Bonfigli:** Combined tv-radio billing \$13.1 million; \$10.3 million in television (\$6.1 million in network, \$4.2 million in spot); \$2.8 million in radio (all in spot); tv-radio share of overall billing: 84%.

Expanded activity in spot radio and television by such clients as Foremost Dairies, Ralston Purina, Skippy Peanut Butter and Carling Beer raised GB&B's broadcast billing by approximately \$2 million in 1962. Foremost, which shifted to the agency in the latter part of 1961, accounted for a large portion of the GB&B radio-tv increase.

The agency's principal broadcast accounts are Ralston Purina on CBS-TV's *Stump The Stars* and *The Real McCoys* and Best Foods (Skippy Peanut Butter) on CBS-TV's *Dennis The Menace* and *The Red Skelton Show*. Among other clients in spot broadcasting are Clougherty Packing Co., Pacific Northwest Bell Telephone Co. and Mother's Cake & Cookie Co.

**Lawrence C. Gumbinner Adv.:** Combined radio-tv billing \$12.5 million; \$7.9 million in television (\$5.6 million in network, \$2.3 million in spot); \$4.6 million in radio (\$200,000 in network, \$4.4 million in spot); share of total agency billing: 52%.

Gumbinner's broadcast billing jumped almost \$2 million in 1962. The agency attributes the jump mainly to increased use of the broadcast media, especially network tv, by existing clients.

Network tv advertisers included American Tobacco Co. for Dual Filter Tareyton cigarettes (half of *Bachelor Father*, ABC-TV, and participations on six ABC-TV and NBC-TV prime time shows); Block Drug Co. (daytime participations on ABC-TV and NBC-TV, and some nighttime minutes on NBC-TV); Whitehall Labs for Neet (daytime segments on CBS-TV and NBC-TV). Also, Chesebrough-Pond's for Q-Tips (daytime segments on CBS-TV); Chap-Stik (daytime participations on ABC-TV), and Bourgeois for Evening In Paris products, (an upcoming Christmas campaign scheduled for participations in NBC-TV evening hours and ABC-TV daytime).

Gumbinner's spot tv clients, included, among others, Roi-Tan Cigars and Dual

### Fast move

A Ford automobile tv commercial, specially produced to hail the company's record October sales volume, was aired in New York, Chicago and Los Angeles less than 20 hours after taping.

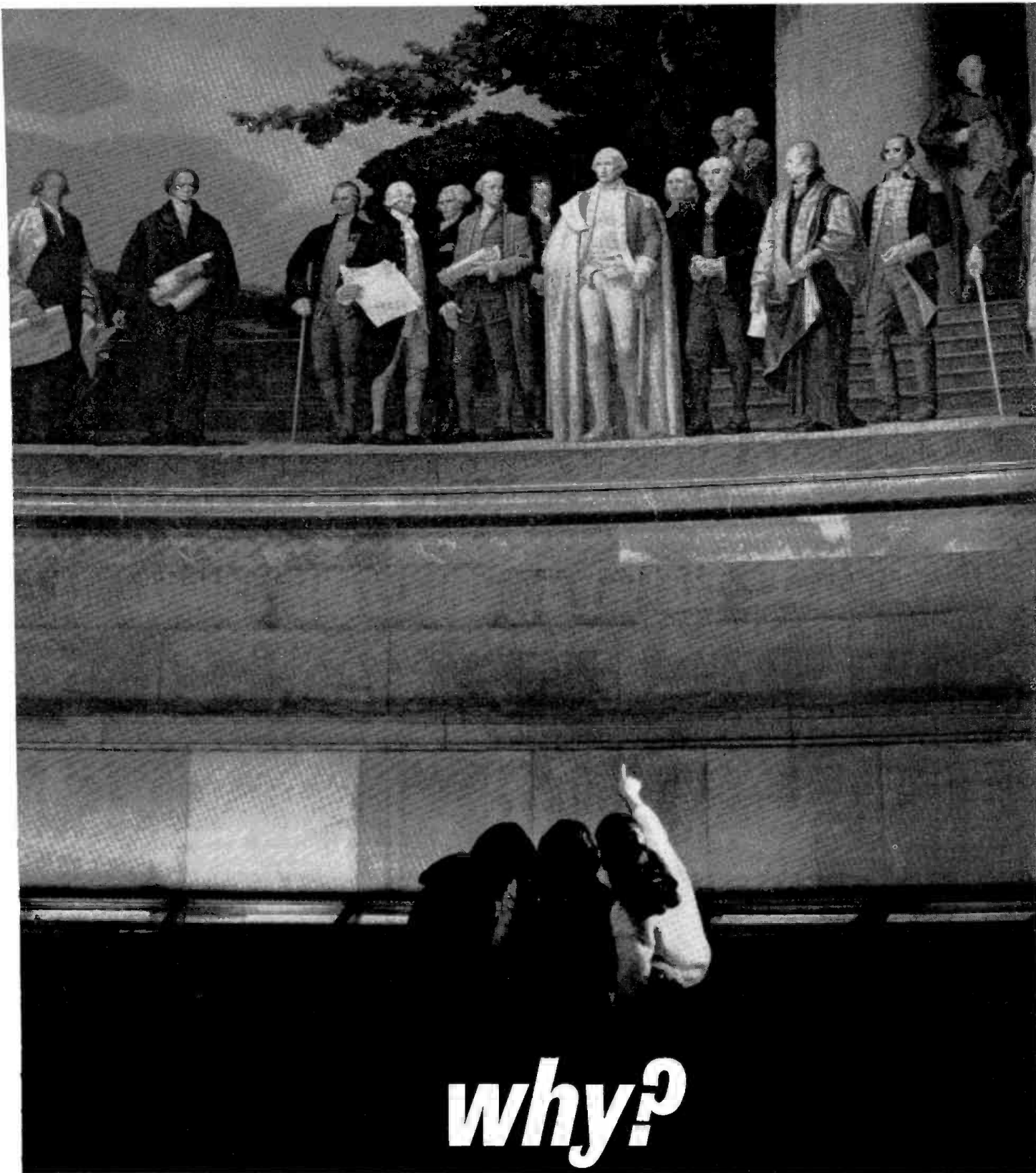
Taping of the commercial began at Videotape Center in New York on Nov. 2 at 1 p.m. The commercial was released at 8:45 p.m. and was seen on NCAA regional football games the next afternoon in the three cities.

Colonna Bros. and Joe Lowe Corp. Other radio spot accounts include the same advertisers plus Kirsch-No Cal Corp., Romanoff Caviar Co., Vanity Fair Paper Mills and the consumer division of West Chemical Products Inc.

During 1962 Gardner acquired W. A. Scheaffer Pen Co., Grove Labs' Fitch Dandruff Remover Shampoo and Schiefel-felin & Co. The agency resigned Arel Inc., Barton Mfg. Co.'s Dyanshine Polish and Procter & Gamble Co.'s Jif Peanut Spread and Duncan Hines Special Baking Mixes.

**Geyer, Morey, Ballard Inc.:** Combined tv-radio billing \$12.6 million; \$8.4 million in television (\$3.9 million in network, \$4.5 million in spot); \$4.2 million in radio (\$2.2 million in network, \$2 million in spot); tv-radio share of overall billing: 28%.

The Geyer agency, which this year changed its name (from Geyer, Morey, Madden & Ballard) and moved to new



To bring to Los Angeles' 1½ million school children a better understanding of their government, its history and function, KNXT produced "For Which We Stand," a two-part filmed record of 12 Southern California students' experiences on a KNXT-sponsored tour of the nation's capital. Summing up the enthusiastic reaction of local audiences and critics alike, the Los Angeles Herald-Exam-

iner saluted the two hour-long programs as "an uplifting show for all Americans."

Only a mass medium like television can make community service so meaningful, for so many. And in Los Angeles, only Channel 2 does the job so well. Which is one reason why the number one television station with viewers throughout the nation's second market is—has always been—CBS Owned KNXT.

**CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.**

Beyond question,  
 the CBS Owned  
 television stations  
 can help answer  
 your sales problems  
 in 5 of the biggest  
 U.S. markets.



**who?**  
 CBS Television Stations, a Division of Columbia Broadcasting System, Inc.



**what?**  
 CBS Television Stations, a Division of Columbia Broadcasting System, Inc.





# how?

Take a tip from some of today's biggest, most successful advertisers and their agencies. They know that the unvarying high quality and community-awareness of local programming on the 5 stations is a major reason for the stations' consistent popularity. It also helps to explain their atmosphere of trust and believability, which adds immeasurably to the impact of your sales message. You, and your product, can benefit mightily from the CBS Owned television stations' unique combination of prestige plus popularity. Call or write us...we'll be glad to show you how! **CBS TELEVISION STATIONS NATIONAL SALES**

Representing CBS Owned WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis.

## 1962 TOP 50 BROADCAST AGENCIES continued

Filter Tareyton (both American Tobacco Co.), Browne Vintners, Cherry Kiafa, Bourgeois, Q-Tips and Block Drug.

Network radio users were Chap-Stik (NBC and CBS); Block Drug (NBC), and *Redbook* magazine (ABC).

Spot radio clients included Dual Filter Tareyton and Roi-Tan, Chap-Stik, Q-Tips, Block Drug, Browne Vintners, Kolmar-Marcus, and Bercut-Richards (Sacramento Tomato Juice products).

**Kastor, Hilton, Chesley, Clifford & Atherton Inc.:** Combined radio-tv billing \$11 million; \$9 million in television (\$1.5 million in network, \$7.5 million in spot); \$2 million in radio (\$500,000 in network, \$1.5 million in spot), radio-tv share of overall billing: 55%.

KHCCA jumped \$4.5 million in broadcast billing over 1961, largely due to new broadcast clients: Norcliff Labs, Isodine Corp., Great American Industries, Maradel Products, E. R. Squibb and Tropicana Products.

Network tv users were Norcliff, Carter Products, Maradel and Pharmaco Inc. Spot tv advertisers included (in addition to the four network users) Roche Labs, Shulton Inc., Smith Bros. and Great American Industries.

Carter Products, Grandway Discount Centers, Economics Labs and Maradel Products were among the important radio advertisers.

**Kenyon & Eckhardt:** Combined tv-radio billing \$46.5 million; \$42 million in television (\$35 million in network, \$7 million in spot); \$4.5 million in radio (\$300,000 in network, \$4.2 million in spot); tv-radio share of overall billing estimated at 50%.

K&E this year maintained its broadcast billing level and will wind up with an estimated \$300,000 more than the 1961 total.

Network tv clients included Mercury automobile (such shows as *Wagon Train* on NBC-TV and now on ABC-TV, *Ben Casey* on ABC-TV and NBC-TV's movies); Ford Motor's (corporate) sponsorship of Leonard Bernstein and the New York Philharmonic specials; Metrecal (*CBS Reports*, *Going My Way* and *Combat*); Brylcreem (Beecham Products) participations on ABC-TV shows; Nabisco (*Virginian* on NBC-TV), Shell Oil Co. (Bernstein youth concerts on CBS-TV and *Wonderful World of Golf* on CBS-TV and now on NBC-TV).

Major spot advertisers included Hazel Bishop-Lanolin Plus, Pabst Brewing, Metrecal, R. T. French and American Chicle (Clorets). Chief account acquisitions included R. T. French, Magnavox (which also is in network tv)

and Hazel Bishop business; the main loss was Max Factor.

**Lennen & Newell:** Combined tv-radio billing \$60.5 million; \$58 million in television (\$42 million in network, \$16 million in spot); \$2.5 million in radio (all in spot); tv-radio share of overall billing: 59%.

Billing at L&N jumped by almost \$3 million over the 1961 level because of a larger investment in network tv by the agency's clients. Both spot tv and spot radio expenditures declined slightly from 1961.

L&N's pace-setting advertisers in network tv were P. Lorillard on the *Ed Sullivan Show*, *Price Is Right*, *Dick Van Dyke Show*, *Jack Paar Show* and *Follow The Sun*; Corn Products on *Dennis The Menace*, *Red Skelton Show* and *The*

### New RAB awards

Radio Advertising Bureau's awards program for regional and national radio advertisers will be enlarged in 1963 in a move to honor outstanding local advertisers as well.

The bureau last week announced that it will present award plaques to local advertisers whose use of radio is considered "unusual, original and a highly effective way to solve individual marketing problems." The awards will be made periodically throughout the year, after the RAB board passes on nominations made by RAB member stations.

*Flintstones*; Colgate-Palmolive on *Dr. Kildare* and *Rawhide*; American Gas Assn. on *Dick Powell Show* and *Laramie*; Consolidated Cigars on *Wide World of Sports* as well as the Edie Adams' specials.

Spot Advertisers were Lorillard, Armstrong Rubber Co., The McCormick Co. and Colgate. Corn Products was active in network radio.

**MacManus, John & Adams:** Combined tv-radio billing \$7.7 million; \$5.4 million in television (\$3.3 million in network, \$2.1 million in spot); \$2.3 million in radio (\$700,000 network, \$1.6 million in spot); tv-radio share of overall billing: 16%.

As the past several years, MJ&A's broadcast activity again centers on three major clients—Pontiac, Dow Chemical and Minnesota Mining & Manufacturing. The agency's radio-tv billing is at the approximate level of a year ago, but there has been a shift to spot tv. While tv spot billing has gone up \$1.2 million,

network tv and radio billing declined. Broadcast share of total billing is down about 1%.

Network tv advertisers include Pontiac (*Our Man Higgins*), Dow and 3M (*Sam Benedict* and *Jetsons*) and 3M also is in NBC-TV's *Tonight* and *Today* programs. Clients in tv spot: Pontiac, Cadillac, Good Humor and Wolverine. Minnesota Mining, which owns Mutual, has daytime participations on Mutual. Pontiac and Cadillac also use spot radio.

New accounts this year: Brunswick Boats and Shakespeare Co. (fishing equipment).

No accounts were lost.

**Maxon Inc.:** Combined tv-radio billing \$22.05 million; \$20.3 million in television (\$19.25 million in network, \$1.05 million in spot); \$1.75 million in radio (\$350,000 in network, \$1.4 million in spot); tv-radio share of overall billing estimated at 63%.

Maxon increased both its broadcast billing and its broadcast share this year and continued proportionately very heavy in network television, chiefly Gillette Safety Razor Co. and H. J. Heinz Co. Gillette continued heavy in sports, including the World Series and football, but also shows like *Wagon Train* and *Surfside Six*.

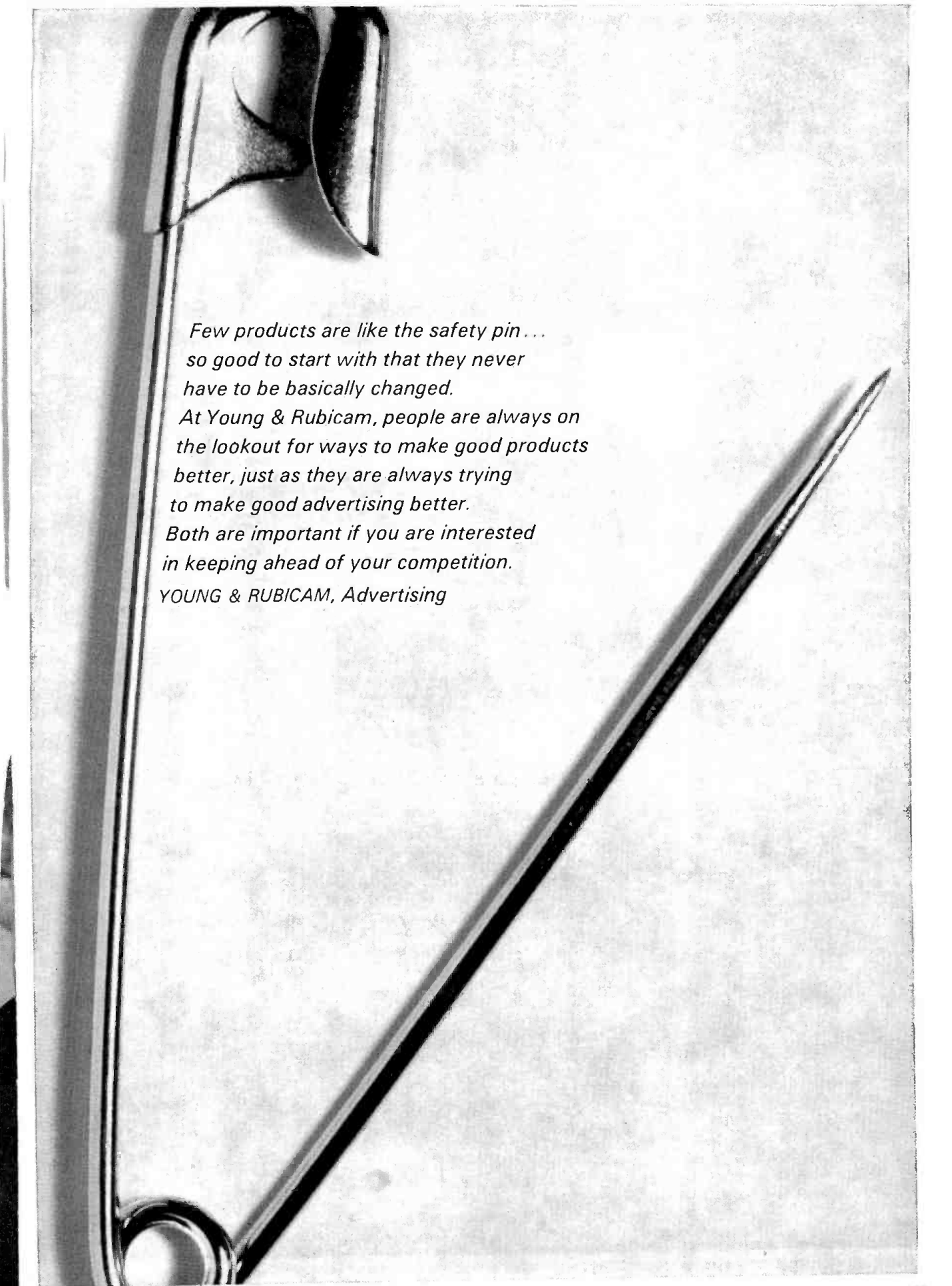
Heinz' tv network list includes *Play Your Hunch*, *Concentration*, *Loretta Young*, *Here's Hollywood*, *Price Is Right*, *First Impression*, *Truth or Consequences* and *Make Room for Daddy*. Pittsburgh Plate Glass Co. has *Brinkley's Journal*, Mohawk Carpet has a Thanksgiving Day special and General Electric has *College Bowl*. Spot tv clients include Gillette, D. L. Clark Co., Heinz, Pfeiffer Brewing Co. and Jacob Schmidt Brewing Co.

Maxon's radio account list includes Gillette, Heinz, LaChoy Foods, Pfeiffer Brewing, Jacob Schmidt Brewing and Staley Mfg. Co. Maxon acquired no major new accounts during the year, dropped Hires Root Beer.

**McCann-Erickson:** Combined tv-radio billing \$66.3 million; \$51.8 million in television (\$34.9 million in network, \$16.9 million in spot); \$14.5 million in radio (\$700,000 in network, \$13.8 million in spot); tv-radio share of overall billing: 40%.

For the first time, McCann-Erickson billing does not include that of McCann-Marschalk, which is listed separately in this compilation. Both agencies are subsidiaries of Interpublic Inc. and, up to this year, their billing information was consolidated.

Unrelated to this separation, McCann-Erickson's billing in the broadcast media has been declining for the past several years. Noteworthy is that its radio-tv share has dipped to 40% of its overall expenditures, reflecting a smaller



*Few products are like the safety pin . . .  
so good to start with that they never  
have to be basically changed.  
At Young & Rubicam, people are always on  
the lookout for ways to make good products  
better, just as they are always trying  
to make good advertising better.  
Both are important if you are interested  
in keeping ahead of your competition.  
YOUNG & RUBICAM, Advertising*

**there's news and there's**

# NEWS

You can give the headlines in a minute. Do a quick fill-in in five.

Or you can give New York the kind of a news show the big city deserves. The Big News. One solid hour, every weekday, 6-7 PM.

Not just the top of the news. Not just the outline. But all the news in all its dimensions. The first complete report of the day. International, national, metropolitan news. Sports and weather.

And not just the words either, delivered by a stand-up announcer. But the sights and sounds brought to you by news reporters and brought to life by features and personalities.

Which is why The Big News is hour news.

If you haven't caught it, do so. You'll agree, we think, with the N.Y. Herald Tribune's appraisal: "...fairly bubbled with urgency, impact and interest."

As well it should. Bill Beutel and Jim Burnes, a

most personable new news team, do the metropolitan news. Ron Cochran does the international and national news. Howard Cosell is on sports. Rosemary Haley on the weather.

Again from the Herald Tribune: "...most exciting new contribution to the local TV scene we've seen in months."

From this kind of excitement smart New Yorkers get to be smarter. Smart sponsors happier.

**THE BIG NEWS, 6-7 PM WEEKDAYS, WABC-TV CHANNEL 7**

AN ABC OWNED TELEVISION STATION

## 1962 TOP 50 BROADCAST AGENCIES continued

in network, \$12.8 million in spot); \$1.1 million in radio (\$88,000 in network, \$1 million in spot); tv-radio share of overall billing: 47%.

Significant gains are noted in OBM's tv billing this year. Spot tv is up \$6.1 million and network tv is up \$1.5 million, for a total tv increase of \$7.6 million over a year ago and the total broadcast share up 11%. Radio billing has declined \$600,000 from 1961. The agency's new accounts include American Express, KLM Royal Dutch Airlines and U. S. Travel Service. No accounts were lost this year.

OBM's network tv clients include Lever (*Defenders*), Bristol-Myers (*Ben Casey*, *Untouchables*, *Naked City*) and such participating advertisers as General Foods, Shell Oil and Pepperidge Farm products.

Clients contributing to the agency's spot tv increase include Bristol-Myers, General Foods (Maxwell House coffee), Lever Bros., Shell, Helena Rubinstein, Tetley Tea, Pepperidge Farm, Schwepes and Berkshire Knitting Mills. Radio spot advertisers are American Express, Tetley and Shell.

**Papert, Koenig, Lois Inc.:** Combined radio-tv billing \$9.15 million; \$9.1 million in television (\$6.5 million in network, \$2.6 million in spot); \$50,000 in radio (all spot); tv-radio share of overall billing: 70%.

PKL, a three-year-old agency, joins the top 50 list for the first time in 1962. Some of its major clients in network tv, and their shows, are: Pharmacrast Labs (*Combat*, *Stoney Burke*, *Sunday Night Movie*, *Ben Casey* and *Wagon Train*, all ABC-TV); Consolidated Cigar (*Sid Caesar*, *Combat* and *Stoney Burke*, all ABC-TV); Xerox Corp. (*Chet Huntley Reporting*, NBC-TV); Martin-Marietta Corp. (network specials), and Ronson Corp. (*Jack Paar Show*, NBC-TV).

Spot tv clients include Pharmacrast, *New York Herald-Tribune*, First National Bank of Miami and Consolidated Cigar Corp.

PKL, which has no clients in network radio, has several spot radio clients: Park & Hagna Inc., Pharmacrast, Renault-Peugeot distributors, and Restaurant Assoc., among others.

PKL gained three major broadcast accounts in 1962, Martin-Marietta, Pharmacrast Labs' Fresh (deodorant) and Ting (athlete's foot remedy), and Clark Oil Co.

**Parkson Adv.:** Total broadcast billing \$14.5 million; \$14.5 million in television (\$13.7 million in network; \$800,000 in spot); no reportable radio billing, tv share of overall billing: 85%.

Parkson is house agency for J. B. Williams Co., which this year increased

its network spending about \$900,000. This reverses last year's trend of decreased network spending and also reverses the downward trend of Williams' tv spending which had dropped about \$3 million in 1960 and 1961. This year, the advertiser was in *What's My Line?*, *Amateur Hour* and *Lawrence Welk* and had participations in ABC-TV and CBS-TV daytime programs. J. B. Williams also had sponsorship in CBS-TV's weekly baseball games and ABC-TV's football schedule. Spot tv spending increased about \$100,000.

**Post, Morr & Gardner Inc.:** Combined tv-radio billing \$11.2 million; \$7.8 million in television (\$3.2 million in network, \$4.6 million in spot); \$3.4 million in radio (\$900,000 in network, \$2.5 million in spot); tv-radio share of overall billing: 69%.

Post, Morr & Gardner is another agency that is continuing to increase in broadcast buying, both television and radio. Three clients currently are in network tv. These include Maybelline Co. with *Saturday Night at the Movies*, *Dr. Kildare*, *International Show Time* and *Jackie Kennedy's Tour of Asia*; Dumas Milner Corp. in *Price Is Right*, *Young Dr. Malone*, *Merv Griffin Show*, *Play Your Hunch* and *Your First Impression*, and Old Milwaukee Beer in NBC-TV's *Baseball Game of the Week* plus a Wisconsin regional network for *Vince Lombardi Show* and Green Bay Packers films.

Spot tv accounts include those above plus Burgermeister Brewing Corp., Frito-Lay and Florsheim Shoes. Three accounts currently in network radio include General Finance Corp., Campana Corp. and Burgermeister. All of the accounts are in spot radio too as also is Comstock Foods. PM&G lost no accounts during the year and added Burgermeister, Frito-Lay, Compton Encyclopedia and Moews Seed Co.

**Reach, McClinton Co.:** Combined tv-radio billing \$9.6 million; \$9.1 million in television (\$4.8 million in network, \$4.3 million in spot); \$500,000 in radio (all spot); tv-radio share of overall billing: 40%.

The slight increase in billing for Reach, McClinton was the result of the acquisition of Lever Bros. Breeze detergent, which used both spot and network tv. Other network tv advertisers were Prudential Life Insurance with *Twentieth Century*; Breck, with network tv specials; International Latex, with daytime network participations, and Lever's Praise. Spot tv users were International Latex, Isodine and Praise. Prudential also used spot radio.

**Sullivan, Stauffer, Colwell & Bayles:** Combined tv-radio billing \$47.8 mil-

lion; \$42 million in television (\$29.7 million in network, \$12.3 million in spot); \$5.8 million in radio (all in spot); television-radio share of overall billing: 62%.

Though SSC&B's tv-radio share of total billing decreased from 66% to 62% this year, the agency assigned \$6.6 million more than last year to television. The spot radio figure is the same as last year. New accounts this year are Beacon Co. and Boyle Midway. No major accounts left the agency.

SSC&B clients using a combination of network and spot tv and spot radio are American Tobacco, Bulova, Carter Products, Lever, Thomas J. Lipton, Noxema Chemical, Sperry & Hutchinson and Vick Chemical Div. of Richardson-Merrill. Advertisers in both spot tv and spot radio: Beacon, Whitehall Labs Div. of American Home Products, Best Foods Div. of Corn Products and Duffy-Mott Co. Block Drug, which uses network and spot tv, is the only major client not using spot radio.

The agency's major network tv buys include *Dinah Shore* for Sperry & Hutchinson, *Ben Casey* and *77 Sunset Strip* for Noxema, *Going My Way* for American Tobacco, *Candid Camera* for Lever, and *Andy Williams Show* for Whitehall.

**Tatham-Laird Inc.:** Combined radio-tv billing \$15.6 million; \$14.3 million in television (\$7.2 million in network, \$7.1 million in spot); \$1.3 million in radio (\$200,000 in network, \$1.1 million in spot); tv-radio share of overall billing: 61%.

T-L, during 1962, lost the \$2.5 million account of Whitehall Labs' Dristan tables, although it retained Dristan Mist and Inhaler. Other Whitehall Labs and Boyle-Midway accounts at T-L used network tv, along with Procter & Gamble and the Wander Co.

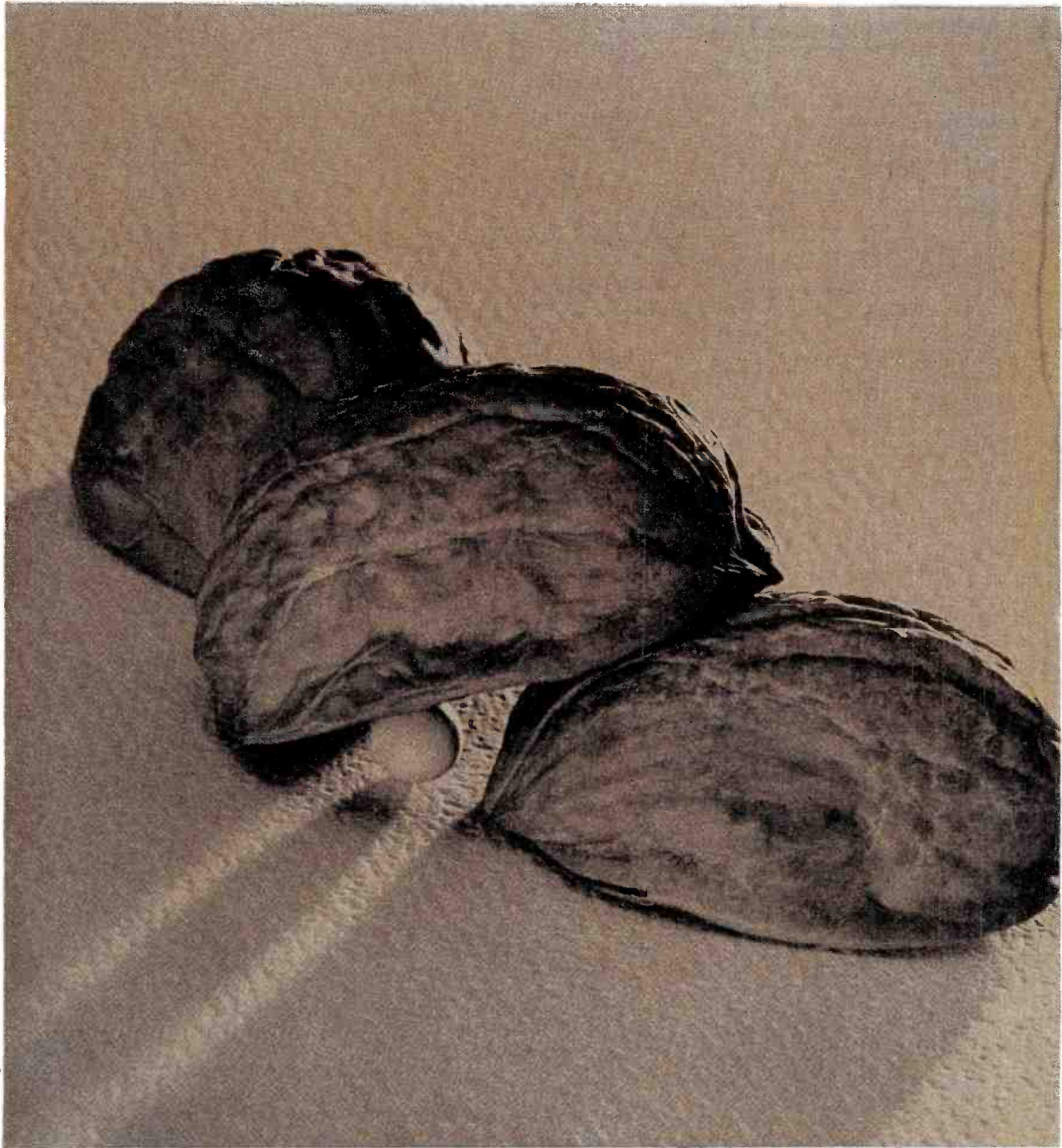
Whitehall and Boyle-Midway, both divisions of American Home Products Corp. used spot tv along with Bauer & Black, General Mills, Abbott Labs, Procter & Gamble, the Wander Co., Duncan Coffee and Libby, McNeill & Libby.

Whitehall Labs was T-L's sole network radio user. Spot radio clients were Duncan Coffee; Libby, McNeill & Libby, and Procter & Gamble.

Duncan Coffee (Butter-Nut Brand) was a new account acquisition in 1962.

**J. Walter Thompson:** Combined tv-radio billing \$133 million; \$123 million in television (\$97 million in network, \$26 million in spot); \$10 million in radio (\$2 million in network, \$8 million in spot); tv-radio share of overall billing estimated at 47%.

This year was a fairly stable one for J. Walter Thompson with no significant account moves. Its increase in billing



**COVERAGE** \* It's no trick when you capture the most crowded television market in the country. We took the number 10 - programmed, merchandised, promoted and related it to a "must buy" test market audience. It's a solid approach. Some buyers call it showmanship. Others leadership. We say it sells, too!

\* ARB TV Homes

**WJAR-TV**

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

is attributed largely to the broadcast-active accounts JWT acquired during the middle and latter part of 1961, including Chesterfield-Oasis-Duke and Liggett & Myers filter brands, which spend about \$25 million annually.

JWT's estimated broadcast billing reflects primarily its heavy investment in television, notably in network. As usual, the agency has a host of network television advertisers. A representative list includes RCA and Eastman Kodak on the Walt Disney program; Ford Motor on *The Virginian*; Seven-Up on *International Showtime*; Scott Paper on *Don't Call Me Charlie*; Quaker Oats on *Sam Benedict*; Lever on the *Lucille Ball Show* and *Christine's Children*; Liggett & Myers on *Saturday Night At the Movies*, *Dr. Kildare* and *Eyewitness*.

Among JWT's top spot advertisers are Ford and various Ford dealer associations, Seven-Up, Lever, Standard Brands, Quaker Oats and Champion Spark Plug.

**Wade Adv.:** Combined radio-tv billing \$21.8 million; \$21.3 million in television (\$13.7 million in network, \$7.6 million in spot); \$500,000 in radio (all spot); broadcast share of total billing: 82%.

Wade had two clients in network tv in 1962, Miles Labs and Toni Co. Spot tv clients were Miles, Toni, Bond Stores, Barbara Ann Baking Co. and J. J. Newberry Co.

Spot radio users were Miles, Seven-Up and Barbara Ann Baking.

Wade acquired three new accounts during 1962—Eldon Industries, Ambassador Hotels, and Herrud & Co.

**William Esty Co.:** Combined tv-radio billing \$72 million; \$60 million in television (\$54 million in network, \$6 million in spot); \$12 million in radio (\$2 million in network, \$10 million in spot); tv-radio share of overall billing: 80%.

Esty's main broadcast clients were R. J. Reynolds Tobacco Co. (with sponsorship in 10 prime-time programs on three tv networks, tv spot, network and spot radio); Union Carbide (with sponsorship in nine network tv programs and spot tv); Dristan Cold Tablets (nine network tv prime-time shows and spot tv); Chesebrough-Ponds; Ballantine Beer, and Thomas Leeming.

During the year, Esty lost the Nescafe Instant Coffee account and picked up Dristan Cold Tablets.

In overall billings, Esty showed a slight gain. A \$12 million increase in tv-radio billings reflects increased use by Esty clients of broadcast media (tv-radio share increased from 70% to 80%) and also makes allowance for an adjustment of underestimated 1961 billings.

**Warwick & Legler Inc.:** Combined broadcast billing \$8.7 million; \$5.7 million in television (\$4.85 million in network, \$850,000 in spot); \$3 million in radio (\$2 million in network, \$1 million in spot); broadcast share of total agency billing: 36%.

Warwick & Legler is back among the top 50 broadcast agencies in 1962 after a one-year absence. Although the agency gained two new accounts during the year (Bank of Commerce of New York and Mail Pouch Tobacco Co.), the billing increase can be attributed mainly to larger broadcast budgets of older accounts.

Approximately 85% of W&L's tv spending was in-network. Clients using network tv are U. S. Time Corp. (Bob Hope specials, *Mr. Magoo Christmas Special*, and participations in prime-time NBC-TV schedule); Revlon Inc. (*Ed Sullivan Show*, CBS-TV); Ex-Lax Inc. (daytime participations on ABC-TV), and The Mennen Co. (nighttime participations on all three networks, *National Football League Highlights* and *NBA Basketball*, both NBC-TV, and *Make That Spare*, ABC-TV).

W&L's spot tv clients in 1962 were Ex-Lax and Jacob Ruppert Brewery.

The Mennen Co. used network radio (news and sports programs and participations on all four networks), along with Ex-Lax (participations on all four networks), and Jacob Ruppert Brewery (regional network).

Ruppert, Mennen, Ex-Lax and Mail Pouch Tobacco used spot radio.

**Edward H. Weiss & Co.:** Combined tv-radio billing \$10 million; \$8.2 million in television (\$5 million in network; \$3.2 million in spot); \$1.8 million in radio (\$900,000 in network; \$900,000 in spot); tv-radio share of overall billing: 51%.

Although the Weiss agency initially was listed with \$10.1 million in broadcast billing for 1961, a later revision by the agency set the total at \$9.8 million.

With this recalculation, Weiss this year was up \$200,000 over 1961 and the table of the top 50 reflects the adjustment.

The agency's network tv clients included Helene Curtis (NBC-TV shows such as *87th Precinct*, *Dick Powell*, Saturday night movies, *Virginian* and *Jack Paar*; the impressive list of Purex specials and election night coverage, also all NBC-TV), and Wishbone salad dressing (a Lipton product) in daytime programs. Spot users were Helene Curtis, Little Crow Milling, Mogen David and Wishbone, all tv; Carling Brewing, Corina Cigars and Sealy Mattress (tv-radio) and Midas Mufflers (radio). Network radio users were Midas,

Mogen David Wines and Standard Knitting Mills.

**Young & Rubicam:** Combined tv-radio billing \$87.2 million; \$88.1 million in television (\$64 million in network, \$24.1 million in spot); \$9.1 million in radio (\$3.5 million in network, \$5.6 million in spot); tv-radio share of overall billing: 47%.

With its broadcast share up 2.5% over 1961, Y&R's billing rose by \$1.5 million over last year. An agency observer noted that both the Chrysler and International Latex accounts, which will bill a total in excess of \$15 million, do not become effective until the end of 1962 and will be reflected in next year's billings totals.

Network advertisers at Y&R included General Foods on *I've Got A Secret*, *The Lucy Show*, *The Danny Thomas Show*, *The Andy Griffith Show* and *The Jack Benny Show*; Kaiser Industries on *The Lloyd Bridges Show*; Bristol-Myers on *The Virginian*, *Ben Casey*, *Laramie* and *Naked City*; Drackett Co. on *Perry Mason*; Singer Sewing Machine on *Dr. Kildare*, and General Electric on *General Electric True*. Nighttime minute sponsors include American Home Products, Goodyear Tire & Rubber and Sperry Rand Corp. Daytime tv advertisers included Beech-Nut Life Savers, Procter & Gamble and Drackett. These network sponsors also were active in spot tv, as were Time Inc., Lipton Tea, Armour and Gulf Oil.

## Blue-collar men like radio—RAB


The nation's blue-collar workers are heavy, consistent radio listeners with increasing purchasing power, according to a new Radio Advertising Bureau report on this consumer group.

The report, titled "Listening Habits of Blue-Collar Men," is the result of a survey conducted in more than 2,500 households in 48 states and the District of Columbia. It is one of a series of consumer group reports planned by RAB over the next few months.

Radio reaches 9 out of 10 blue-collar workers every week, RAB found. On the average, wage earners listen to radio two hours and 44 minutes each weekday, compared to 38 minutes a day spent with newspapers.

A marketing profile of the category, which is included in the report, shows that nearly half of all non-farm households with incomes of \$5,000 or more are blue-collar homes. The average wage of production workers has increased more than 40% in the last 10 years. In 1961, blue-collar workers controlled 52% of non-farm discretionary spending power, the report said.





...in any crowd

**ONE ALWAYS STANDS OUT!**

**...and in the Birmingham television market WAPI-TV is always that one...because:**

WAPI-TV offers the cream of NBC and CBS.

WAPI-TV owns every major feature film package available.

WAPI-TV staffs one of the largest, most experienced, best equipped full-time news operations in the Southeast.

**Make your outstanding buy...the station that stands out...**

**WAPI-TV**

**BIRMINGHAM  
ALABAMA**

Represented Nationally By/HARRINGTON, RIGHTER & PARSONS, INC.

# TUNE DOWN GAIN, URGES HARPER

## Commercials noise level alienating public, Interpublic head tells AAAA eastern meeting in discussions on ad volume growth

The growing mass of advertising messages confronts the advertising business with the choice of voluntarily keeping the "noise level" down—or accepting some sort of ceiling on their total volume.

This warning was issued last week by Marion Harper Jr., head of Interpublic Inc. and chairman of the American Assn. of Advertising Agencies. It stemmed from projections indicating that total advertising volume will double in the next ten years.

Mr. Harper told the AAAA eastern region's annual meeting in New York that it is "unrealistic" to think the public will "extend unlimited tolerance to advertising in order that competitors may out-shout each other to the point of acute earache."

Mr. Harper speculated that television might solve its "volume" problem by playing silence against sound. He said: "When the number of commercials increases to a specified limit, there's a tendency toward shouting. This, to repeat, will not solve the problem of substantially greater volume—which may in time come to television through additional facilities. What seems to be needed is greater skill in the contrasting use of sound and silence."

Greater selectivity in the choice of media was suggested by Mr. Harper as one way in which advertisers can meet the challenge of achieving "higher volume with relatively less noise." He said:

"They must concentrate to a greater degree upon markets that offer the greatest direct potential. The reason for much of the present noise level of advertising is that a large proportion of commercials and advertisements goes to people who have no interest in the products advertised. Greater concentration on specific markets can contribute to the general quiet."

**New Media** ■ He suggested that "new communications media may help." He singled out color tv as offering the prospect of "greater effectiveness without raising noise levels."

Mr. Harper spoke at a closed meeting which opened the AAAA eastern region's two-day meeting Tuesday morning. The session also heard AAAA President John Crichton offer a private evaluation of progress and problems in the agency business.

The meeting was one of eight which explored topics ranging from the future of television (see separate story, this

page) to computers, account management, copy and art, measuring advertising achievement—and the effects of the mounting volume of advertising whose dangers Mr. Harper described.

In a session on long-range effects of continuing growth in advertising volume, Edgar J. Scherick, ABC-TV network sales vice president, told the agency men that now is not too early to start developing prime-time network television franchises for the 1970s.

"The ability to buy specific audiences in network television, with all its concomitant advantages, is present today and will appreciate in the years to come," he asserted.

"Can any of you afford to enter the 1970s without a strong franchise position in network tv? Your need for the medium will be greater because your need to differentiate yourself will be greater because of brand proliferation. I believe you will inevitably come to network television to help accomplish your goals."

**Creativity vs. Piggyback** ■ Mr. Scherick also took agencies to task for calling for greater creativity in commercials while helping to "depreciate the milieu in which these very commercials will be carried." He asked: "Will our problem of improving program quality, or your problem of enhancing advertising effectiveness, really be solved by the piggyback?"

This session, presided over by Richard S. Lessler of Grey Adv., also heard Charles P. Bowen Jr., president of the management consulting firm of Booz, Allen & Hamilton, offer some severe forecasts:

Mr. Bowen thought it "rather dubious practice" to expect the past rate of gain in advertising expenditures to continue in what he called today's "nature economy." "The odds favor a lessening of the growth rate, or even a plateauing of the growth, more than they favor continuing growth at past rates," he asserted.

He thought it likely that the portion of the sales dollar going to advertising will be reduced. "This," he added, "will put a more severe revenue strain on advertising agencies."

Mr. Bowen also felt that the profit squeeze in industry would lead advertisers to take more direct charge of their advertising, require agencies to justify their plans more carefully and prove the results more convincingly, and in gen-

### Will tv eventually wane? future not definite

Does television have a "life cycle?"

A dispute over that question brewed during a panel session at the American Assn. of Advertising Agencies' eastern annual meeting last week in New York.

Charles P. Bowen Jr., president of Booz, Allen & Hamilton, a management consulting firm well known in broadcasting, had been talking about "life cycles" of products. He suggested, in answer to a question, that in his view the "life cycle" of television could be determined.

Fellow panelist Edgar J. Scherick, sales vice president of ABC-TV, protested. "I don't think you can say," he asserted, "that a soap company, a television network and hula-hoops have the same sort of life cycle."

Mr. Bowen wondered if Mr. Scherick would have "said the same thing about the radio networks 20 years ago."

Mr. Scherick replied that radio networks "are not dead," that they

not only are performing a valuable service but are in or approaching the black-ink of profitable operations once again.

Mr. Bowen did not describe his view of tv's life cycle, but said that for products generally the cycle has five parts and "can be readily and rather accurately determined." The five parts: introduction, growth, maturity, saturation, decline.

He said each stage in the cycle calls for different advertising strategy. Also, he added, "a product has both a sales curve and a profit curve. The profit curve of the product will turn down before the sales curve and will often turn down while sales are still climbing.

"If you gear your thinking and planning to the profit curve, you will have more lead time for decisions and adjustments. Your programs will be more effective and your service to your clients will be more highly valued."



KLYD-TV, Bakersfield, California, announces the appointment of Blair Television Associates as exclusive national representative. Bakersfield is in the lead as one of the fastest-growing markets, in the fastest-growing state. Soon Bakersfield's potential will be boosted even more when it becomes a completely "U" market. Blair Television Associates, representative of America's most dynamic television stations, is proud to be associated with KLYD-TV in booming Bakersfield. **BLAIR TELEVISION ASSOCIATES**, 717 Fifth Avenue, New York 22, New York.

eral surround advertising with "a far more rigorous and quizzical management environment than in the past."

**Instant Creativity** ■ These factors, he continued, could lead advertisers to retain agencies almost solely for their "creativity and the speed with which this creativity can be put to work for the company."

"Media relations," he continued, "will doubtless become less important" and "may even be taken over by the larger companies," making it necessary for agencies to "shift their entire structure to accommodate these changes."

Computers and their uses in advertising were examined by media vice presidents of four major agencies: Thomas A. Wright of Leo Burnett Co.; A. C. DePierro of Geyer, Morey & Ballard; Herbert Maneloveg of BBDO, and Bernard Kanner of Benton & Bowles.

Mr. Wright described the mass of detail that can be handled by the computer after media strategy has been set.

"The machine can do its part without question," he asserted. "The issues which require the utmost of care and study are the underlying theoretical framework on how advertising works."

"... When we ask the machine to handle complex questions, we must be far more careful about the implications of the answers..."

"The devastating fact of computers is that when you feed nonsense into one end of the machine you get nonsense out of the other end."

"And we need far more, and far

more accurate, market and media data than we now have.

"To be really useful in handling complex media problems, the machines need reliable data on the effectiveness of actual exposure of advertising to real individuals in real households."

"We are all working toward this objective."

**Computers for All** ■ GMB's Mr. DePierro, in explaining "How a Medium-Sized Agency Uses Data Processing—and Plans for the Future," maintained that agencies of all sizes can find ways to use data processing equipment effectively and economically.

He thought a medium-size agency would find it impractical to lease computer equipment of its own, but could more profitably use the facilities of a computer service bureau, as is the practice of his agency.

He also felt that while computers have limitless possibilities, too much attention is being paid to their "most sophisticated, advanced stages" and not enough to "the thousand and one valuable aids that are possible and available to the media departments of agencies from the intermediate stage of the computer as well as through less sophisticated machines."

Linear programming and simulation, two leading techniques currently in use with computers in advertising, were examined by Mr. Maneloveg of BBDO and Mr. Kanner of Benton & Bowles.

"The aim of BBDO's... linear programming," said Mr. Maneloveg, "is to reorganize and discipline our thinking,

to make sure our precious few advertising dollars go where they can do the most good and show our clients exactly where it goes. Every solution is different because each product's market profile is different..."

"In an era of rising costs the media planner has a new challenge. It's not how much mass he buys, but how little waste. Linear programming shows us how to minimize waste."

He cautioned that agencies going into the computer field will probably "be spending more, a lot more at the outset." But he felt that clients "will benefit with better advertising directed in a better way to the right people," and that in the long run "the agencies who do this for their clients will benefit too."

**Simulation** ■ Mr. Kanner stressed simulation's capacity to analyze the reach and frequency of media schedules, enabling agencies to pick the plan that best suits client purposes.

"Simulation," he continued, "opens a new horizon and places emphasis upon individuals rather than households. You can imagine... the degree to which we can concentrate and pinpoint desired potential in almost any combination of geographic or demographic characteristics. We shall probably see still greater reliance placed upon local and regional marketing concepts..."

He did not think that computer operations "of any sort" will eliminate the media function. Rather, he thought

## Tv gets too steep for P&G in Buffalo

Procter & Gamble Co., television's top spender (in both network and spot), is pulling its network tv advertising out of Buffalo. The agencies and networks involved said last week there have been no proposals for settling P&G's annoyance over an impending rate increase on all three network-affiliated tv stations there.

Spokesmen at advertising agencies handling P&G's network commitments indicated the advertiser has no intention of backing away from its decision.

The impasse was created when P&G asked the stations to recind an announced rate increase that will bring their prime-time hourly gross rate to about \$2,000. But the networks set the network rate and spokesmen indicated they do not intend to change plans now.

Effective dates of the increases come at Jan. 1 or a few months later (as in the case of CBS-TV).

The stations are WKBW-TV, an ABC affiliate; WGR-TV, on NBC,

and WBEN-TV, on CBS.

The advertiser has some of *It's A Man's World* and *Eleventh Hour* in addition to a sampling of the daytime schedule on NBC-TV.

P&G advertising in Buffalo goes out of ABC-TV and NBC-TV on Jan. 1.

The hikes range from 25% to 35% on the hourly rate.

What was characterized at the time as a "breakthrough" in efforts to get the networks to recognize for rate purposes the English-speaking "foreign" audiences of U. S. border-area affiliates was accomplished last June by Capital Cities' WKBW-TV. ABC-TV decided to credit WKBW-TV with English-speaking Canadian homes it reaches and thus approved a rate increase from \$1,500 hourly base to \$2,000 (AT DEADLINE, June 25).

It was this action of recognizing Canadian audiences as an addition to the U. S. which is generally credited with having spurred on the rate increases.

Thus, it is indicated that CBS will continue to feed these shows into Buffalo, but without P&G advertising (effective in March). Should the station be unwilling to program a show without the P&G commercials, it could cancel the show.

At ABC-TV, the P&G-sponsored *Rifeman* (the whole show is P&G sponsored) conceivably might not be played in that market. P&G has advertising in—but not for the full show—of *Ben Casey*, *Dickens-Fenster*, *Cheyenne* and *Wagon Train* on ABC-TV.

NBC-TV's fully P&G-sponsored nighttime vehicle is *Car 54, Where Are You?*

It was not certain late last week as to how far the P&G pullout will go.

The advertiser on CBS-TV, for example, does not have full sponsorship of any one prime-time program (half of *Dick Van Dyke*, alternate-week half-hour of *Gunsmoke* and pieces of the daytime *As The World Turns* and *Edge of Night* and full sponsorship of *Search for Tomorrow* and *Guiding Light*).



**MORE**

- MORE Adult Men 18 to 49
- MORE Adult Women 18 to 49
- MORE Teenagers and Children

**LISTENERS IN CINCINNATI THAN ANY\* OTHER STATION**

**\*CALL**

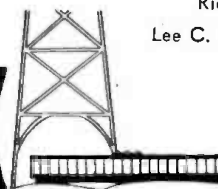
**robert e. eastman & co., inc.**

**JUPITER BROADCASTING**

Richard E. Nason, Pres.  
Lee C. Hanson, Gen'l. Sales Mgr.

He'll prove it to you  
with the latest Pulse  
and Hooper Figures!

**wsai**



**Radio**  
**in cincinnati**

computers would raise the media function to greater prominence and prestige in the agency and with clients.

**Account Man's Role** ■ The role of the account executive in a client-agency relationship was assessed by spokesmen representing three different viewpoints.

From the client's viewpoint, Gail Smith, director of television advertising, General Motors Corp., said the basic source of conflict in the "business marriage" of client and agency is failure in communication.

He suggested that account men compare their present work with the promises in the agency's original presentations to the client.

If the advertiser cannot work with the account team, Mr. Smith said, "it's better to change teams within the agency than to change agencies." Mr. Smith said "the rush to computers . . . is this year's hula hoop in some agencies. Advertisers buy human brains, they don't buy computers."

From the agency creative viewpoint, Robert L. Foreman, executive vice president in charge of creative services, BBDO, emphasized the need for facts and reasearch that account executives can provide for copy direction. He said creative people say they don't like reasearch, "but the closer they get to it the more they will use it as a guide."

From the agency management viewpoint, Brown Bolte, vice chairman of the board, Sullivan, Stauffer, Colwell & Bayles, offered a seven-point guide to show how the senior account executive can be more effective.

His guideposts are: bring management into the act; deliver a total agency service (to the client); be a coach (for problem solving at all levels); be a teacher (with good material); have guts (to hold the line against client demands); put client profits first, and, lastly, operate as the owner of the shop (with concern for operating costs and profits by creating no workloads that are unnecessary.)

A session on print production enabled a newspaper representative to give the back of his hand to television. Theodore Barash, vice president and promotion director of The Bureau of Advertising, American Newspaper Publishers Assn., said that while television gained \$1.5 billion in sales volume between 1949 and 1961, newspapers gained \$1.7 billion. "More advertising dollars (retail and national) are invested in newspapers," he said, "than radio, tv, magazines and outdoor combined."

In other sessions four leading agency creative people described conditions under which they work best (under pressure, most agreed, but with variations), and a group of research and management experts examined the haz-

ards, difficulties and advantages of setting advertising goals and measuring advertising achievement.

On the creative panel were Jean Wade Rindlaub, BBDO; Judson H. Irish, Foote, Cone & Belding; Robert Gage, Doyle Dane Bernbach, and Stephen O. Frankfurt, Young & Rubicam.

## END OF 'NETWORK MONOPOLY' SEEN

### AAAA panel discusses where tv programming is going

A panel exploring the direction of network tv programming found agreement last week that there was concern about rising production costs and that there was no immediate threat to free television from pay tv. But there was a variance in opinion on how programming can be improved and whether the networks were, in essence, a "monopoly" that tended to stifle creative endeavor.

The panel was part of the American Assn. of Advertising Agencies' eastern region meeting in New York (see story page 52).

Sylvester L. Weaver, president of M-E Productions, a division of Interpublic Inc., forecast that the advent of uhf stations within the next five years will end the "technological monopoly" of the three tv networks. He voiced belief that uhf will result in the formation of a "blue-chip network" specializing in quality programming.

Other points made by Mr. Weaver: television is "losing a lot of the light viewers," who invariably are "the best clients for the advertiser"; television networks should consider the judgments of others (advertisers, agencies, producers) in planning for programs; minute or participation buying is "only one tool of the advertiser; it can be good or bad, depending on the objectives of the advertiser."

Michael Dann, vice president, CBS-TV programs, New York, disputed the claim made by Mr. Weaver and other panelists that the networks constitute a "monopoly" in programming. He contended that even with the "magazine concept," networks listen to executives at agencies whom they respect. He noted that the advent of participation

Research panelists were Russell H. Colley consultant and author of the Assn. of National Advertisers' *Defining Advertising Goals*; Elmo Roper, Elmo Roper Assoc.; Kennett Hinks, J. Walter Thompson Co.; Jack Landis, marketing evaluations; Robert Sorenson, D'Arcy Adv., and Timothy Healy, Sullivan, Stauffer, Colwell & Bayles.

buying has placed responsibility on the networks to finance pilots of new programs and this circumstance has tended to minimize consultation with agencies and advertisers.

**All Creative Talent** ■ Lee M. Rich, senior vice president in charge of programming and media for Benton & Bowles, urged that networks call on the creative talents of all elements of the industry (agency, advertisers and producers) in formulating programs. He said the magazine concept has concentrated control of programming at the three networks. Although this pattern may be practicable for some advertisers, he added, it should not be the only pattern and "thought should be given toward limiting it."

On another subject, Mr. Rich said that in the near future, at least one of the tv networks will come up with a guaranteed cost-per-thousand formula. He indicated this approach would assist an advertiser whose show did not attain a certain audience and provide some measure of protection against the "great risks" of network sponsorship.

Mr. Dann interjected: "I've heard rumors about guaranteed cost-per-thousand. But perhaps a premium rate should be paid to the network whose programs do better than expected."

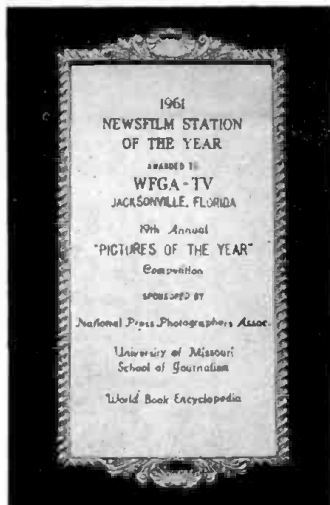
Sheldon Leonard, independent producer of *The Danny Thomas Show*, *The Andy Griffith Show* and the *Dick Van Dyke Show*, said that costs would continue to rise and cited the constant demands of writers, directors and performing talent. He feared this factor would make it "even more difficult" for independent producers to operate in the future, claiming that the profit margin for such *entrepreneurs* as himself is "getting smaller and smaller."



L. to r: Moderator Pinkham, Messrs. Dann, Leonard, Rich and Weaver

In growing Jacksonville

# WFGA-TV IS THE STATION TO WATCH



Wherever you look, you can see rapid growth in metropolitan Jacksonville. New buildings, new industries are springing up everywhere. And keeping pace is dynamic WFGA-TV. As Jacksonville grows, so does WFGA-TV's audience. ARB (March) gives WFGA-TV a great big 50% share of audience, and in a 1.4-billion-dollar market, that's a lot of sales potential. Contact your PGW Colonel and get full details about WFGA-TV and this prosperous North Florida - South Georgia market.



## WFGA-TV



### JACKSONVILLE



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTVJ

WLOS-TV



KVOS-TV

WFGA-TV  
(Affiliate)

# Now it can be told (to public) on tv

## TVB TELLS MANUFACTURERS HOW TO PUT THEIR BUSHELS UNDER A LIGHT

The spotlight at Television Bureau of Advertising's eighth annual meeting in New York, Nov. 14-16, was on new uses of tv advertising to bring manufacturers closer to consumers—and on a proposal to raise TvB dues.

Keyed to an overall theme of "The Chain of Demand," a new presentation and several speeches emphasized that industry needs tv advertising to tell a company's story and ideas as well as convey sales product messages.

One manufacturer, Amory Houghton Jr., president of Corning Glass Works, saw color television as the "medium for the future" and tv as holding potential as a "major news medium" for industrial announcements (see story, page 59).

A new TvB presentation encourages industry to use tv advertising regardless of the number of people who buy the products they make.

Introduced to manufacturers, advertising agencies and TvB members at the bureau's Friday morning session, the



Mr. Cash



Mr. Willis



Mr. Read

new research shows that tv has become "industry's best way of informing its own employes, stockholders and the general public all at the same time."

"Jericho . . . the wall between us," as TvB calls its project, cites evidence that industry "must remove the wall of indifference that separates industry from the public." Or, stated another way,

"don't expect the public to know what you haven't told them."

**More Profits** ■ Manufacturers of products for industry can improve their profits by going to the public, not as a question of corporate image, but as a question of corporate survival, TvB believes. "Between 1956 and 1961, profits of the top 500 industrial corporations increased only 1% while those who went toward the public through advertising but still kept their distance by spending less than half their advertising dollars in tv increased their profits 6% . . . Of those top 500 investing more than half their total advertising dollars in tv, net profits increased 50%."

Though not claiming that tv is responsible for the increase in profits, TvB considers the use of tv as a reflection of alert management's decision to become more closely associated with the public.

Norman E. Cash, TvB president, in a speech prepared for delivery Friday, at the bureau meeting, dwelled on economic facts which indicate that industry profit levels rise or fall in relationship to media expenditures.

Mr. Cash said the top 50 national advertisers over the past five years had 41% of all measured media expenditures. In addition, these leading advertisers "had one-fourth of all profits reported for U. S. business in 1961." He said profits of all business rose but 5% and sales 9% in the five-year periods, while the leading advertisers showed a profit gain of 18.6% and a sales gain of 12.6%.

A *Fortune* magazine article of four years ago was the point of departure for Mr. Cash's talk, which he titled "The Light That Must Not Fail." He said the *Fortune* article, which forecast an early failure of commercial tv as an advertising vehicle, was singled out "because it coalesces most of the arguments which have been used against tv (and



### Awards go to KDKA-TV, KOLN-TV, KNXT, WTVJ

Winners of Television Bureau of Advertising's competition for outstanding station-market presentations were announced Friday (Nov. 16) at the bureau's annual meeting in New York.

TvB presented awards to KDKA-TV Pittsburgh; KOLN-TV Lincoln, Neb.; KNXT (TV) Los Angeles

(part of presentation shown in picture), and WTVJ (TV) Miami. TvB conducts the competition to stimulate the creation and use of audio-visual presentations as the most effective way a local station can tell its story. Judges for the event were from 14 New York advertising agencies.



other media, too, indirectly) through the years and even now." Reviewing the progress of the tv industry since the article appeared, Mr. Cash noted that in tv's share of expenditures from the top 100 advertisers increased from 49% in 1958 to 56% in 1961.

**The Grocers' Side** ■ Speaking before the Grocery Manufacturers of America merchandise forum in New York on Thursday (Nov. 15), Mr. Cash said the grocery industry has neglected to tell consumers about "investments for research, testing, new products, quality control and many other things."

Mr. Cash concluded that consumers

make a living out of fault finding and harassing industry. And our fine communications facilities and free speech make it possible for them to get their story told." He said that use of radio and tv should create a better public attitude, the advertising would be more effective and the advertiser would get more for his advertising dollar. He also urged broadcasters to tell both sides of the story when reporting news affecting the food industry.

**Higher Dues?** ■ TvB Chairman A. Louis Read proposed at the membership meeting Nov. 16 that the bureau's board of directors undertake a study of

ket during 1963; advance its documented sales success film library by 100%; deliver at out-of-pocket print costs all past and future sales success reports; increase its commercial film library; and join and actively participate in all prominent business associations.

At special ceremonies Nov. 16, TvB saluted past board chairmen and the first president of the bureau, Oliver Treyz. Mr. Cash, who made the presentations, cited the following individuals "for outstanding service to the television industry":

Richard A. Moore, Times-Mirror Broadcasting; Clair R. McCollough,

## Why tv is stealing Corning's affections

The prospect of television supplanting newspapers and magazines as the major news medium for American industry when it has significant announcements to make was seen last week by Amory Houghton Jr., president of Corning Glass Works.

It was primarily for Corning's announcement of its new Chemcor glass-strengthening process that his company sponsored the two-hour "Opening Night at Lincoln Center" on CBS-TV Sept. 23, Mr. Houghton said. He left no doubt that Corning considered that sponsorship—and related promotion—highly successful.

But he displayed even greater enthusiasm for color television. Color, he speculated, may represent as big an advance over black-and-white system of television as television itself was over radio.

Speaking at the Thursday luncheon session of TvB's annual meeting in New York (see page 58), Mr. Houghton said the "one disappointment" in the Lincoln Center program was the inability to present it in color. CBS was willing, he said, but a combination of circumstances made colorcasting of the event physically impossible.



Corning's Houghton  
Only color could have made it better

Color television is now moving "at geometric speed," Mr. Houghton asserted. His company supplies

RCA with the glass envelopes for color tubes, among other things.

**Production Capacity** ■ Color set sales this year, he asserted, are "completely dependent on production capacity, not consumer demand"—and production of glass envelopes, he estimated, will come to about 500,000 units. He added: "We're gearing up right now to produce over one million color bulbs in 1963."

He displayed color and black-and-white prints of the Corning commercials from the Lincoln Center program side-by-side to show the TvB audience "the impact we could have had."

Mr. Houghton said his experience indicated that if properly planned, the tv program and its message are "only one of many important advantages a corporation can garner through the proper build-up and use of television." Color, he added, "can do a job" impossible before.

"I can't help but feel in looking back at what we did versus what we could have done," he said, "that color television provides perhaps the most promising advertising medium this communication-mature country of ours has ever seen."

must learn that these investment dollars have a direct effect on the lowering of costs. He urged the industry to go directly to the public with facts that "will protect products from ignorance and unfair controls."

Paul S. Willis, president of the Grocery Manufacturers and the featured speaker at TvB's annual membership luncheon Nov. 16, echoed Mr. Cash's earlier warning that the food industry "must do a better job of communicating with the American people."

"Why is it necessary to move communications up to the top for priority attention?" Mr. Willis asked. "Because in this country we have people who

the membership dues structure, calling the present structure inadequate for the bureau's growing activities.

Instead of continuing a dues structure based on member stations' quarter-hour rates, Mr. Read said that since the announcement has become the standard unit of time sale in tv, "it would seem logical that the dues might bear some relationship to this more practical figure." Such a plan, he said, would provide the additional revenue for the bureau to expand "a number of vital areas." Among these are:

Increase sales personnel in Chicago and Los Angeles; open a Detroit office; hold sales clinics in every member mar-

WGAL-TV Lancaster, Pa.; W. D. Rogers, Texas Telecasting; Lawrence H. Rogers II, Taft Broadcasting; Roger W. Clipp, Triangle Stations; Otto Brandt, King Broadcasting; Glenn Marshall Jr., WJXT (TV) Jacksonville, Fla.; A. Louis Read, WDSU-TV New Orleans; and Mr. Treyz.

### Agency appointments...

■ Allen Organ Co., electronic organs, Macungie, Pa., names N. W. Ayer & Son Inc., Philadelphia, effective Jan. 1, 1963.

■ Hoffman Beverage Co., New York, has appointed Cunningham & Walsh, New York, effective Jan. 1.



Frank Marx (R), Press., ABC Engineers, and Charles Colledge, V.P., RCA Broadcast and Communications Division, load up one of ABC's new total solid-state TR-22's.



# *Here Come the TR-22's!*

## **New All-Transistor RCA TV Tape Recorder**

A "new generation" is on its way! Dozens of these fully-transistorized console-model TV tape recorders are coming off production lines in Camden, going to U.S., Canadian, and European users . . . NOW!

The first of these striking new-generation units went to Washington—two for ABC's new facility there, and one for the Navy's Photographic Labs. The fourth and fifth air-jetted to England and France; then units to CFPL in Canada; to WBRE-TV in Wilkes-Barre; to KCRL-

TV, Reno, Nevada; to WEAT-TV, West Palm Beach, Florida . . . and so it goes!

Shipments of these compact, solid-state recorders are scheduled well into next year. Camden facilities have been stepped up to a two-shift basis to fill commercial and military orders as fast as possible. Order *now!*

See your RCA Broadcast Representative. Or write RCA Broadcast & Television Equipment, Dept. OC-22, Building 15-5, Camden, New Jersey.



**The Most Trusted Name in Television**

# An angry outburst rises against ABC

## NIXON SUPPORTERS, ANTI-COMMUNISTS PROTEST HISS INTERVIEW

A torrent of criticism hit ABC-TV last week after Alger Hiss was interviewed on a news program entitled "The Political Obituary of Richard M. Nixon." At week's end the protests showed no signs of abating.

Not in recent times had a television program created as violent a reaction. A small wave of protests that started before the show went on swelled to huge proportions afterward. Before the week was over ABC was threatened with advertiser defections and government investigations.

Against the tumult ABC's commentator, Howard K. Smith, stood by his decision to put Mr. Hiss on the air, and he was backed by his network news



Mr. Hagerty

chief, James C. Hagerty, and his sponsor, Nationwide Insurance Co.

The story became more complicated as the days passed. Here are some of the highspots of the events that followed the Nov. 11 Nixon documentary:

- Kemper Insurance and Schick Safety Razor Co., division of Eversharp, told ABC they wanted to cancel their contracts in protest against the Nixon program. ABC-TV at the weekend was holding fast to its refusal to cancel either of the contracts.

- The FCC had received approximately 400 telegrams and letters at the weekend. It had asked ABC-TV to explain its position. The commission also asked the Triangle Stations to tell why they wouldn't carry the program.

- NAB President LeRoy Collins sup-

ported ABC-TV and its right to broadcast the news and documentaries.

- Sen. Thomas J. Dodd (D-Conn.) wired the FCC asking an investigation.

- Richard S. Salant, CBS News president, voiced distress at pre-broadcast efforts to suppress the program and post-broadcast efforts to punish ABC.

- The Illinois state senate criticized the network for the program, voicing "a sense of outrage over the Alger Hiss appearance." It demanded a public apology "to all patriotic, freedom-loving Americans" in Illinois.

**Advertiser Protest** ▪ Schick's request to cancel came from Patrick J. Frawley Jr., Eversharp board chairman, who said ABC-TV had used "poor taste and judgment in presenting a convicted perjurer involved in the passing of U. S. secrets to the Communists as a critic of the former vice-president of the United States."

The Schick contract, placed through Compton Adv., includes participations in *Stoney Burke* and *Combat*, effective in January. The business was reported to represent about \$1 million.

In refusing to cancel, Vincent A. Francis, ABC-TV vice president in charge of sales for the western division, sent Mr. Frawley a telegram noting, "We value our relationship with you and your company, and of course we regret that you feel as strongly as you do about that broadcast. However, we cannot grant your request."

Kemper Insurance, through Clinton E. Frank Adv., Chicago, is a participating advertiser on ABC-TV's early evening news show. Kemper notified the network it would pull its advertising immediately (effective Nov. 15), but ABC-TV replied that the advertiser was expected to fulfill its contract.

William Gillogly, ABC-TV central division vice president, notified Buckingham W. Gunn, senior vice president at the Frank agency, that the network regarded the agency's letter on behalf of Kemper as being "in complete breach of the agreement between us . . . and we intend to hold you fully responsible for any and all sums due to us for the sponsorship." Mr. Gillogly noted that the contract for 26 weeks started Oct. 27, and he described the agreement as "firm and non-cancellable."

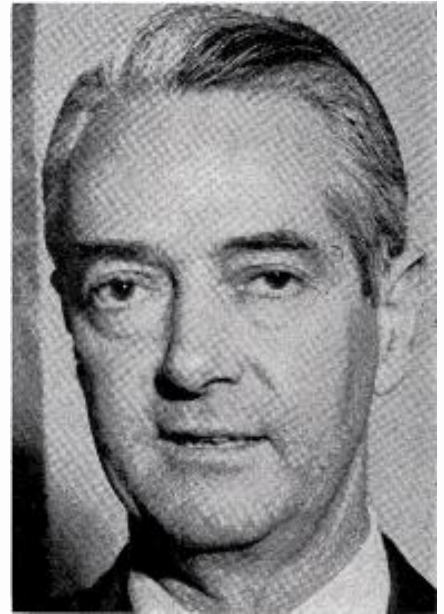
**FCC in the Act** ▪ The FCC entered the controversy Nov. 13 by sending ABC-TV a telegram saying it had received complaints about the broadcast protesting cancellation of a previously scheduled Veterans Day feature, the appearance of Alger Hiss, the Hiss criti-

cism of Nixon and the "allegedly biased and distorted nature of the special program." It asked detailed comments by return wire. No reply had been sent the FCC late Thursday.

Triangle received an FCC request to explain its "alleged arbitrary refusal to carry the program." WFIL-TV Philadelphia and WNHC-TV New Haven, Conn., are Triangle-owned stations affiliated with ABC-TV.

Roger W. Clipp, Triangle vice president, replied that Triangle considered the programs in bad taste, especially on Veterans Day.

"We substituted our own documentaries for the program," Mr. Clipp told



Mr. Smith

the commission. WFIL-TV carried instead a Telstar documentary prepared by Triangle and the U. of Pennsylvania. WNHC-TV replaced the Nixon program with "The Opinionated Man," a forum program that included members of the Yale U. faculty.

**Letter of Explanation** ▪ Walter H. Annenberg, head of the Annenberg properties and Triangle, said in a letter published by his *Philadelphia Inquirer* that he had first heard ABC-TV planned to replace its Veterans Day program the afternoon before the Nixon report. "It seemed to me that the use of a spy, convicted of perjury in the infamous Chambers-Hiss episode, to sit in judgment on a distinguished American who loyally served his country in war and in high public office, would be repugnant to most viewers." He said the decision

was in no way influenced by a pro-Nixon attitude, citing an editorial in the Nov. 9 *Inquirer* that had censured Mr. Nixon for his attacks on the press following his defeat in the California governorship race.

WKRC-TV Cincinnati and WTVN (TV) Columbus, both Ohio, refused to carry the Nixon program Sunday night but reversed their stand later in the week. The two Taft stations made the decision to cancel because of the last-minute change. They carried the controversial program later in the week after reviewing it.

**Hagerty Stands Pat** ■ As ABC-TV news head, Mr. Hagerty was in the middle of the controversy. He supported ex-President Dwight Eisenhower's denial of a charge that he (Gen. Eisenhower) had attempted to keep Alger Hiss off the program. Mr. Hagerty, who was White House news secretary under President Eisenhower, said his former boss had merely phoned him to inquire

about the nature of the broadcast.

Mr. Hagerty issued the following statement Thursday: "Of course I have been considering making a further statement on the Howard K. Smith program of last Sunday in response to many communications for and against the program. . . . But I want to make this quite clear. If I do, what I will have to say will not be an answer to any pressure or influence upon myself or ABC from any outside source, human or economic. Right now I have no other comment to make."

Mr. Smith took this position: "Mr. Hiss is news, and we're in the news business. I'm not running a Sunday School platform." He defended his program as moderate and considered. The Hiss statement was "relevant to our subject" and so it was used, Mr. Smith said. He explained that Mr. Hagerty had suggested to him that he not talk about the television program. "Let's sit tight, we're winning," Mr. Smith quoted Mr. Hager-



Bruce Russell in *Los Angeles Times*

**'Perjurer's hour'**

## What Hiss said about Nixon on Smith's program

Alger Hiss was one of four persons interviewed on Howard K. Smith's program Nov. 11. The others were Jerry Voorhis, a California congressman whom Richard Nixon defeated to begin his national political career; Rep. Gerald Ford (R-Mich.), a longtime friend and supporter of Mr. Nixon, and Murray Chotiner, Los Angeles lawyer who managed Mr. Nixon's campaign against Mr. Voorhis and that against California Gov. Edmund (Pat) Brown.

An analysis of the transcript of the program showed that Mr. Hiss said about half as much as Mr. Chotiner. Messrs. Voorhis and Ford had approximately equal exposure.

At the opening Mr. Smith presented short excerpts of each interview:

Mr. Voorhis: "He was a clever opponent, able opponent, well-financed opponent, incidentally, and I think I have a right to say that he was quite a ruthless opponent."

Rep. Ford: "I think his principal quality—his best asset—is his complete and superb intellectual capacity. I think he is one of the most brilliant people I have ever known in the political arena."

Mr. Hiss: "I had the increasing feeling beginning quite early in the hearings that he was more interested—let's put it this way, less interested in developing facts than he was in presenting some kind of pre-conceived case."

Mr. Chotiner: "I think that this is a case: of a man who has been

dedicated to serving the public and doing a real job for the country, and I think that is really his most outstanding characteristic."

Mr. Hiss figured importantly in Mr. Nixon's life when the latter was a member of the House Un-American Activities Committee. Mr. Hiss, accused as a Communist spy, was later tried, convicted and jailed for perjury.

**What Hiss Said** ■ The full text of the interview with Mr. Hiss on Mr. Smith's program follows:

Mr. Hiss: "My impression of him [Mr. Nixon] as an investigator was that he was less interested in developing the facts objectively than in seeking ways of making a pre-conceived plan appear plausible. More interested, in other words, in molding appearances to a point of view that he began with than in objectively developing the facts of the situation.

"This feeling grew increasingly throughout the hearings. I sensed it fairly early, and then became more and more convinced of it as the hearings progressed. Well, I think he was politically carried along. Whether the initial motivation was political, I certainly don't think that he was unaware of the political boost, the political soaring up into outer space that the hearings and the subsequent trial provided for him. He has called the whole situation his first crisis, by which I assume he means his first vaulting into a major political position. No, I

can't but feel that political motivation played a very real part."

Mr. Hiss was asked by an ABC news staffer who interviewed him: "Do you have any feelings of hostility toward Mr. Nixon?"

Mr. Hiss: "I don't think I have any feelings of hostility. I don't have any feelings of great personal warmth or affection. I regard his actions as motivated by ambition, by personal self-serving, which were not directed at me in a hostile sense, so that I feel that what he was engaged in was something beyond his scope and size. He was responding to a situation in this country, an ugly period, an ugly time, and riding it rather than actually creating it, I think. If it hadn't been Mr. Nixon, perhaps someone else would have tried to jump into the same situation and benefit by it."

**One Small Part** ■ The Hiss case was only one phase of Mr. Nixon's career discussed in Mr. Smith's program. Others that were given emphasis were Mr. Nixon's first election to Congress, his successful campaign for the Senate in 1950, his election as vice president in 1952 after his "Checkers" television speech explaining the political fund he had been given by California supporters, his service as (in Mr. Smith's words) "possibly the most active and influential vice president ever," his loss of the election for President in 1960 by only one-tenth of one percent of the vote, and his loss this month of the California governorship.

ty as reporting to him.

**Shown Support** ■ Earlier in the week Murray D. Lincoln, president of Nationwide Insurance, said his company had agreed in advance not to attempt to censor any of the Smith shows in any way (BROADCASTING, Sept. 17).

Nationwide signed a year's contract for the Smith broadcasts after closely following his program on ABC-TV, the contract involving nearly \$3 million.

Mr. Lincoln said last week that a number of protests regarding the Nixon program had been received before air time. "We advised Mr. Smith and the network of the number and substance of these protests," he said, "but it was made clear that Nationwide recognized that the responsibility for the show rested solely with the ABC network.

"We do, however, join Mr. Hagerty in deploring the fact that some of our citizens were inclined to judge the program before they had seen it. We are even more disturbed by the action of those station owners who cancelled the program not only before they had seen the show but before they had even seen a script of it. . . . Certainly, considering the enormous power and influence of tv, such action is opposed to the classic American principle of freedom of speech."

**Dodd's Outrage** ■ Sen. Dodd sent ABC a telegram of his FCC message, attributing his protest to "personal disgust and the countless objections by Connecticut citizens." He termed the timing of the program on Veterans Day weekend "incredible" and said the ABC action was an affront to patriotism as well as fairness and good taste. A Democrat, he said all Americans "should honor Nixon for the role he played in the Hiss case."

Gov. Collins, speaking Nov. 15 during the NAB's fall conference at Denver (story page 90), backed ABC in the controversy. "The broadcaster has a duty to the people to be creative and virile," he said, "and he is bound to take a position that will displease some."

He said he was not personally aware of any pressure by advertisers against the network. "If any pressure has been brought, it is indefensible and censorship of a very evil kind," he said. "I stand four square behind the broadcaster. Broadcasters have to stand up like good newspapers and do what they think best despite the brickbats."

## Desilu Sales acquires 'Rod Rocket' rights

Desilu Sales has acquired distribution rights to *Rod Rocket*, all-color space age cartoon series of 130 episodes of 3½ minutes, which can be programmed as daily five-minute broadcasts or as

daily or weekly 15-minute shows. Morgan-Forman Productions, Hollywood, produced the series for Space Age Productions.

A new live daytime strip, *International Tv Bingo*, is being put into distribution by Desilu Sales, which has set up special crews to work with stations and sponsors to start the program in each

city. The copyrighted format employs high speed electronic equipment to select the numbers which home players mark on cards obtained from the station or, more probably, from retailers of the advertised product. Jay Ward, producer of *Bullwinkle*, has created and produced animated openings and closings for *International Tv Bingo*.

## MEDIA LINES FADE IN NEWS SOCIETY

### Broadcasting figures big in Sigma Delta Chi meeting

Broadcast journalism and journalists received prime time and attention at the 53rd annual convention of Sigma Delta Chi, professional journalism society, in Tulsa, Nov. 14-17.

Ted Koop, Washington vice president of CBS Inc., and national secretary of the 16,000-member journalism society, was slated for election to first vice president and president-elect at Saturday's closing session. He will be installed as president at the next annual convention in Norfolk, Va., in November 1963. Gardner (Mike) Cowles, president of Cowles Magazines and Broadcasting Inc., was named honorary president to

a subsidiary of the Los Angeles Times-Mirror Co., which owns KTTV (TV), Los Angeles.

**Tv News Impact** ■ Elmer Lower, general manager, NBC News, New York, told the mixed audience of 550 newspaper and magazine writers, broadcast newsmen, public relations men, journalism school teachers, and undergraduate journalism students that "there is no journalistic force in the world today which swarms all over the big story and delivers it to the public with the effect and impact that television does."

He cited case histories of the coverage of the orbital flights, the Cuban crisis, and this month's elections as current examples of television's prowess. Disclaiming that he was downgrading newspapers, he said that broadcast coverage underscored the need for newspapers to provide greater depth and analysis. Newspaper must change their concepts, he said, because the people "will not be satisfied with a newspaper laid on their doorsteps which reports what they have learned before 11 p.m. the preceding night."

Coverage of this month's elections, Mr. Lower disclosed, cost the NBC network \$650,000.

Louis Harris, marketing and public opinion analyst and consultant to CBS News in last month's general election coverage, dispelled the notion that computers used by CBS were for "stunt" or showmanship purposes. "The machines are operational tools," he continued. By using them, he said, CBS was able to call the results early and correctly.

Undergraduate awards in radio or tv news writing went to Robert Yearick, Penn State U., first place, and Joseph Angotti, Indiana U., second place. First place for radio or tv public service in journalism went to Tom Baldwin, U. of Iowa; second place went to Donald Kinney, Montana State U.

A panel discussion on careers in journalism covered all media. Participants in the radio and television panels were James Byron, WBAP-AM-FM-TV Fort Worth; Bruce Palmer, KWTV (TV) Oklahoma City, and Bill Garry, WBBM-TV Chicago.



CBS's Koop slated for society presidency

succeed Paul Miller, president of Gannet newspapers and their owned radio and television stations. Re-elected as a regional director was James Bormann, news director, WCCO Minneapolis.

Walter Burroughs, president of Orange Coast Newspapers, Costa Mesa, Calif., moved from first vice president to president for the new fiscal year. He succeeded Buren McCormack, vice president-editorial director, *Wall Street Journal*. Orange Coast Newspapers is



**SHIPMENTS LEAVE SOONER, GET THERE FASTER, COST LESS, TOO!**

	Buses Daily	Running Time	5 lbs.	15 lbs.	25 lbs.
New York-Philadelphia	30	2 hrs.	\$1.25	\$1.40	\$1.65
Chicago-Cleveland	7	7 hrs. 35 mins.	1.75	2.00	2.25
Los Angeles-San Diego	38	2 hrs. 30 mins.	1.15	1.25	1.45
Chicago-St. Louis	8	6 hrs. 10 mins.	1.70	1.90	2.15
Cincinnati-Indianapolis	9	2 hrs. 45 mins.	1.35	1.55	1.80

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BROADCASTING, November 19, 1962



**CALL YOUR LOCAL GREYHOUND BUS TERMINAL TODAY...OR MAIL THIS CONVENIENT COUPON TO:**

**GREYHOUND PACKAGE EXPRESS**

Dept. 8-L

**140 S. Dearborn St., Chicago 3, Illinois**

Gentlemen: Please send us complete information on Greyhound Package Express service...including rates and routes. We understand that our company assumes no cost or obligation.

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COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ PHONE \_\_\_\_\_

# WBZ outlets plan political-social project

## COMBINED PROGRAMMING-AUDIENCE ACTION TO BE USED

In a major departure from traditional concepts of local public affairs programming, WBZ-AM-FM-TV Boston announced last week it will devote portions of its program time in the next 12 months to a combined utilization of broadcast media and "audience action" to stimulate political and social action in Massachusetts.

Going beyond its own programming—an ambitious project titled *Focal Point—Government 1963*—WBZ will give viewers an opportunity to follow through on the impetus it hopes its radio and television broadcasts may impart by participation in civic projects.

Plans to launch *Focal Point* in 6½ hours of evening television and radio time, featuring a dozen political, academic and business leaders Nov. 25-28, were revealed at a news luncheon in Boston Wednesday (Nov. 14).

"It is a Herculean task that entails changes in the constitution, the general laws, the political parties and the public's thinking," said W. C. Swartley, area vice president, Westinghouse Broadcasting Co., owner of the WBZ stations.

"Our first job, of course, is simply to get people to see the basic problems involved," Mr. Swartley said.

**What's Planned** ■ Mr. Swartley outlined three areas for separate 90-minute discussions which will be moderated by Erwin D. Canham, editor of the *Christian Science Monitor*, and broadcast live on three succeeding

nights from New England Life Hall starting Nov. 26. Separate one hour radio and television documentaries will be broadcast Nov. 25 to explain overall plans for *Focal Point*.

The three forums, as explained by Mr. Swartley, include:

- **Morality**—to deal with the relationship between the so-called common morality and morality in government.

- **Modernization**—to explore the constitutional and statutory changes needed to revitalize government.

- **Manpower**—to seek ways of changing citizen apathy to constructive citizen action.

Plans for citizen participation and other programs in the project were to be announced soon, Mr. Swartley said.

Among panelists who will appear in the three-day series: U.S. Attorney General Robert F. Kennedy; NAB President Leroy Collins; Clark Mollenhoff, author and columnist, *Des Moines Register and Tribune*, *Minneapolis Star and Tribune*; Carl J. Gilbert, chairman of the board, The Gillette Co.; Archibald MacLeish, poet-dramatist; and Earl P. Stevenson, chairman, National Committee on America's Goals and Resources and president, Greater Boston Chamber of Commerce.

### MGM-TV acquires 'Holy Land'

MGM-TV New York, has acquired "Christmas in the Holy Land," a one-hour color special originally telecast by CBS-TV in 1961. The travel special,

produced by Art Linkletter's production company and starring Mr. Linkletter and his family, is being made available to stations and advertisers for local telecast this Christmas.

Stations which have already licensed the special program include WNBC-TV New York, KHJ-TV Los Angeles, WBAP-TV Dallas-Ft. Worth and WFMY (TV) Greensboro, N.C., according to Richard A. Harper, MGM-TV director of syndicated and feature film sales.

### 125 collegiate outlets exchange tape programs

More than 125 college radio stations are participating in a taped program exchange administered by the Intercollegiate Broadcasting System, reports Robert Freedman, a director of the nationwide service.

IBS grew out of the merger in September of College Broadcasting Affiliates (66 member stations) and the old IBS (78 members), a 22-year-old collegiate program network. In addition to its program exchange, IBS provides engineering consultation, promotional services, a monthly newsletter and personnel placement in professional broadcasting. About 25 students were placed in jobs at broadcasting stations during a pilot program conducted by College Broadcasting Affiliates earlier this year.

IBS officers are President William Malone, Board Chairman Richard Cromton, and vice presidents George Abraham and David Borst. Offices are at Bethlehem, Pa.

### Negro variety show sponsored by Posner

Indicative of a growing interest in the ethnic market (BROADCASTING, Sept. 3), a new series of variety tv shows featuring Negro entertainers, has been sold directly to an advertiser—Posner's Distributing Co., New York, makers of cosmetics. The series was sold by Pathe News.

The new series of 13 half-hour programs was produced at the Apollo theater, a center of Negro entertainment in New York City, and is called *Posner Presents: Showtime at the Apollo*. Slated for telecast next January in prime time, the series will be placed initially in the New York area and then in 30 other markets in the South and Midwest. Two independent and one network-owned station in New York are reported to have approved and are interested in scheduling the series.

Among the entertainers featured are Duke Ellington, Count Basie, Nat King Cole, Dinah Washington, Sara Vaughn, and Lionel Hampton.



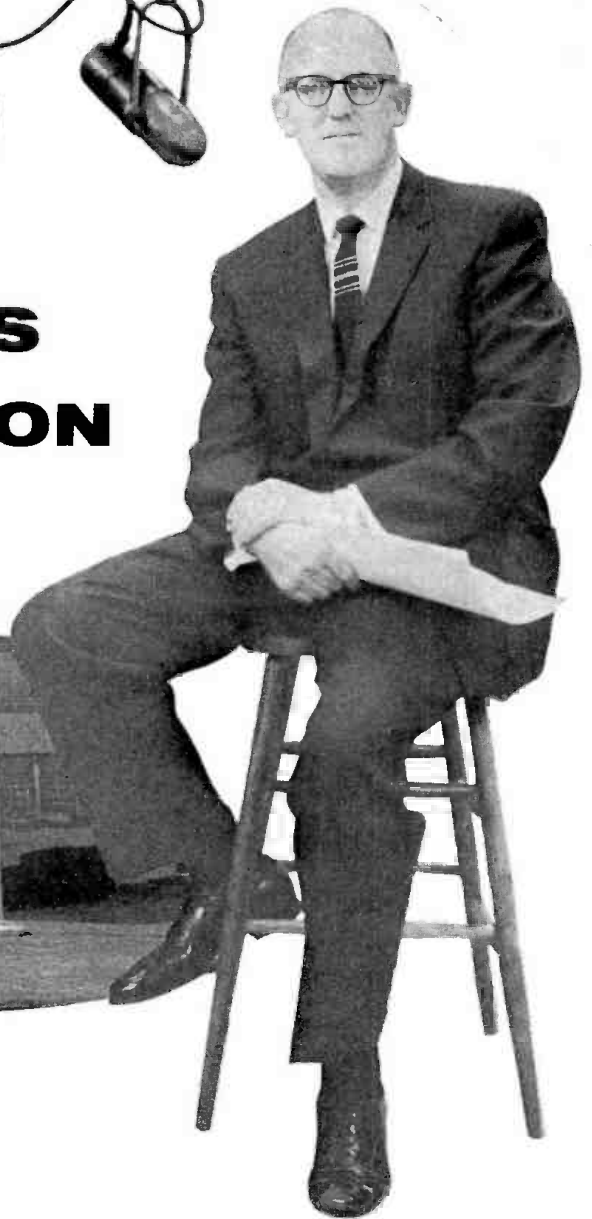
Among guests at WBZ-AM-FM-TV Boston's luncheon announcing "Focal Point—Government 1963" (see story this page) were Massachusetts Sen. Leverett Saltonstall (c) and Senator-Elect Edward M. Kennedy (second from l), who met there for the first

time since the Nov. 6 elections. Others pictured: Donald H. McGannon (l), Westinghouse Broadcasting Co. president, Paul G. O'Friel (second from r), WBZ-AM-FM general manager, and W. C. Swartley (r), WBC area vice president.



# WROC-TV

## ROCHESTER'S FIRST TV STATION



It is the preference of Rochester area viewers for WROC-TV that makes us Rochester's Number 1 station. Here are a few reasons for this leadership.

**EXCLUSIVE! ROCHESTER'S ONLY COMPLETE BROADCAST SERVICE.**

The WROC Broadcast Center houses all three communication mediums—WROC-TV Channel 8 with NBC affiliation . . . WROC Radio 1280 with NBC affiliation, and WROC-FM with QXR affiliation.

**EXCLUSIVE! ROCHESTER'S ONLY STATION WITH REMOTE FACILITIES.**

WROC-TV is the only station that operates a remote unit housing all the essential equipment to give live on-the-spot telecasts such as church services, news events, athletic events, meetings.

**EXCLUSIVE! ROCHESTER'S ONLY STATION WITH DEPTH NEWS COVERAGE.**

Three fully equipped newsmobiles are ready to cover any events of local interest and are available 24 hours a day.

*A Message from Ervin F. Lyke, President WROC-TV*

**EXCLUSIVE! ROCHESTER'S ONLY STATION TELECASTING COLOR PROGRAMS.** 70% of WROC-TV's nighttime shows and 50% of the afternoon programs are being broadcast in full, living color.

*Finally, with our new \$400,000 transmitter our signal is sharper than ever. Just a few reasons why MORE PEOPLE WATCH WROC-TV.*



Represented by  
Edward Pely & Co., Inc.



# SAG won't raise ante for movie films

## CHANDLER CITES 'LOW EMPLOYMENT'; TV TO COME

Screen Actors Guild will not ask for any increases in wage scales from the producers of theatrical motion pictures when negotiations start for a new contract to replace the present pact which expires Jan. 31, 1963. Neither will SAG ask for working condition changes that would have the effect of making the employment of actors more costly to the movie producers.

The decision to stand pat on their present financial terms was made at the annual membership meeting of SAG, held last Monday (Nov. 12) at the Beverly Hilton Hotel in Beverly Hills, Calif. After extended debate, the members endorsed the recommendation of their board and voted to make what SAG President George Chandler called "a decision that is not only the best course for actors in these times of low employment, but a decision that could set a precedent in our industry—and in all industry."

Whether this move will constitute a precedent for the next SAG negotiations with the producers of tv films remains to be seen. The tv contract runs until June 30, 1964, by which time the SAG thinking may have changed as radically as it has since the spring of 1960, when the screen actors staged a five-week strike against the movie makers to enforce their demands. Also, the prevalence of out-of-the-country production that has plagued the motion picture business, cutting down employment in Hollywood, has been a serious factor in the production of tv films.

Traditionally, the SAG contract with the theatrical film producers sets the pattern for its other agreements, including tv, educational, industrial and all other non-theatrical pictures. But, as President Chandler informed the Guild's members, this new no-increase stand is an unprecedented break with traditional policies.

Mr. Chandler, who was re-elected president of SAG for another one-year term, reaffirmed the Guild's long-standing position on employment by pledging that the organization "will fight with the full strength of our union against any discrimination in equal job opportunities for any actor because of race, creed, color or national origin." In all future contract negotiations, he said, SAG will insist on clauses guaranteeing equal employment opportunities for Negro actors and members of other minority groups.

John L. Dales, national executive secretary, told the SAG members that Telstar has created a change in the international communications picture that will inevitably alter the traditional relationships between the entertainment

unions of various countries. Next January, in Toronto, he announced, SAG representatives will meet with delegates from British Actors' Equity, the Canadian Council of Authors & Artists and the American Federation of Television & Radio Artists to consider what steps should be taken to coordinate union actions in the field of international tv.

Mr. Dales also reported on meetings with AFTRA which are continuing to study the basic contractual wage scales, terms, working conditions and re-run fees of the two unions and their impact on the economies of television.

Members during the fiscal year which ended Oct. 31 received \$6,499,712 in residuals on tv entertainment films and contract violation claims, of which \$6,053,665 was in residuals, a new record, it was reported at the meeting. Since 1953, SAG has distributed to its members \$28,240,962 in tv residuals, a sum that does not include reuse payments for tv commercials nor fees for the use on television of old theatrical pictures. In a detailed report on residuals, Chester L. Migden, assistant national executive secretary, said that second and third runs are responsible for more than 71% of all tv residuals.

Frank Faylen, SAG treasurer, reported a total income for the year of \$859,-

402, with expenses of \$777,771. Guild's surplus now totals \$858,745, he said. SAG has 14,315 paid-up members at the present time.

The SAG Health & Welfare Plan, paid for by producer contributions, has paid actors a total of \$911,500 in its first 18 months of operation, Bert Jacobson, executive of the plan consultants, Martin E. Segal Co., reported. The pension plan, which began paying benefits on Jan. 1, 1962, has received employer contribution of \$3,825,000 to Oct. 31.

The absence of wage demands does not mean that the Guild will have nothing to discuss with the motion picture producers when the new contract negotiations commence. For one thing, there's pay tv. The SAG "board and staff are keeping up-to-date on all developments in this field," President Chandler reported. "When direct production for pay television becomes imminent, we will be better prepared than we are today to know what the actor is entitled to and what we must secure for him. To this end, we shall insist on the right to reopen the contract at any time for such negotiations." The current SAG contract lumps pay tv with theatrical pictures as embodying an extension of the theatre box-office into the home. It also provides for the reopening of the contract if pay tv should develop to the point of having a "material effect on the theatrical box office," which it has not yet done.

There are also some problems in connection with collections for the health and welfare and pension funds to be worked out, Mr. Chandler said, plus "other technical and legalistic points to be discussed and some suggestions from members that will be presented."

## Official to produce two half-hour series

Official Films Inc. announced last week it is allocating \$2 million over the next 12 months for the production of two half-hour series intended for syndication.

Seymour Reed, president, reported that the funds will be used to produce a new cycle of *Biography* programs, which have been sold in more than 150 markets, and a second half-hour series, which will be produced on the West Coast. Mr. Reed said he would reveal details on the second series early next year, at which time a pilot will be made.

Official Films, he added, also has acquired for distribution a group of eight short color films, *Songs for Christmas*, which are being offered for sale to stations during the holiday season. The films run from 90 seconds to three minutes in length.

A special presentation, *Marilyn Monroe*, which has been produced for Of-



### Remember him?

This sinister-looking fellow is currently seen on WISN-TV Milwaukee trying to scare up an audience for his newly distributed program, *The Shadow*, now heard on WISN, that city, and in 17 other markets. Charles Michaelson Inc., New York, a veteran radio distributor, thinks the radio drama form isn't dead, and he's trotting out some of the favorite oldies for a new generation of listeners.

Also on his list are *Famous Jury Trials* and *The Adventures of Sherlock Holmes*.

**In Detroit...**

**"This is WWJ NEWSMAN  
VEN MARSHALL"**



Political reporter for WWJ News, Ven Marshall kept on the heels of Michigan candidates throughout this year's grueling campaign—helped voters assess the candidates and the issues. Marshall also holds down regularly scheduled newscasts, writes and narrates many public affairs "specials" for the great WWJ News operation—the only local service that includes:

- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

**WWJ** ◀ **THE NEWS STATIONS** ▶ **WWJ-TV**

Owned and Operated by The Detroit News

• National Representatives: Peters, Griffin, Woodward, Inc.

# Tv tape animation proves economical, quick

Two major breakthroughs toward animation on video tape were announced last week by Videotape Productions of New York.

One is a continuous-movement animation process developed by Aniforms Inc., which has been signed to an exclusive working arrangement by Videotape Productions of New York.

The other is a stop-frame animation technique developed by Ampex, pioneer in video tape recording and part owner of the New York production firm.

The Aniforms technique is currently being demonstrated at Videotape center in New York and is available for use in commercials and programs now. The stop-frame process was described as still in "experimental" form but showing such promise that officials expect it to be operational in from four to six months time.

First disclosure of the two developments was made in a special demonstration by Videotape Produc-

tions President Howard S. Meighan and associates at the Assn. of National Advertisers convention on Oct. 10 (BROADCASTING, Oct. 12). Further details were made available last week, and formal announcement of the Aniforms process was being sent out over the past weekend by Mr. Meighan and Aniforms President George P. MacGregor.

**Film Too** ■ Aniforms' exclusive arrangement with Videotape Productions is for the use of its process in video tape, according to Mr. MacGregor. He said Aniforms Inc. intends to develop the technique in the film field.

The Aniforms process was invented by Morey Bunin, noted tv puppeteer. It employs dummy forms which are articulated and tape-recorded or filmed while in motion, giving the appearance of animation (see cuts).

The announcement by Messrs. Meighan and MacGregor said that "Aniform characters can play against real, or cartoon, or miniature sets.

They can also be combined with live performers."

The process was described as "generally more economical than cell [stop-frame] animation and always much more rapid."

In the Videotape Productions demonstration for ANA, Mr. Meighan, John Lanigan, vice president and general manager, and Herbert W. Hobler, sales manager, presented film and tape versions of the same commercials to demonstrate "the matchless, superb quality of picture and sound that tape can bring to the television screen."

One of these involved a tape production of Maxwell House Coffee's "cup and a half" commercial. Mr. Hobler said the tape version took two-and-a-half hours to produce and cost \$54 as against 18 months of experimenting and a total cost of \$40,000 to produce the commercial originally on film.

He did not explain how the trick effect was created on tape, except that it was "done electronically and

ficial by Art Lieberman, will be offered for network sale late next month, Mr. Reed said. Elmer Bernstein has completed an original score for the half-hour special.

## NBC-TV News plans 15 color specials

NBC-TV will present at least 15 news specials in color during the 1962-63 season, the network announced. The color shows represent nearly one-third of the 50 major news specials to be telecast by NBC.

Among the color specials being prepared by NBC News are: "Shakespeare: Soul of an Age," Friday, Nov. 30 (7:30-8:30 p.m. EST); "Polaris Submarine: Journal of an Undersea Voyage," Wednesday, Dec. 19 (10-11 p.m. EST), and "Projection '63," Sunday, Jan. 6 (10-11 p.m. EST).

## Film Sales . . .

*Surfside 6* (Warner Bros. Tv): Sold to WTEV (TV) Providence, R. I.; WRVA-TV Richmond, Va., and WHEC-TV Rochester, N. Y. Now in 31 markets.

*People Are Funny* (NBC Films): Sold to KCRA (TV) Sacramento, Calif.; WRC-TV Washington; KTRK-TV Houston; WFMJ-TV Youngstown, Ohio; WKBT (TV) LaCrosse, Wis.;

WCKT (TV) Miami; KOAT-TV Albuquerque, N. M.; WDXI-TV Jackson, Tenn.; WSJS-TV Winston-Salem, N. C.; WHEN-TV Syracuse, N. Y.; WTTV (TV) Indianapolis, and WAST (TV) Albany, N. Y. Now in 42 markets.

*Maverick* (Warner Bros. Tv): Sold to WSTV-TV Wheeling, W. Va.; WNBK-TV Binghamton, N. Y., and WKST-TV Youngstown, Ohio. Now in 29 markets.

*The Roaring 20's* (Warner Bros. Tv): Sold in Providence, R. I., and WFMV-TV Greensboro-Winston-Salem, N. C. Now in 18 markets.

*Sugarfoot* (Warner Bros. Tv): Sold to WKST-TV Youngstown, Ohio. Now in 22 markets.

*Lawman* (Warner Bros. Tv): Sold to KBTv (TV) Denver and WLBT (TV) Jackson, Miss. Now in eight markets.

*Bachelor Father* (MCA Tv): Sold to WCIV (TV) Charleston, S. C.; KPRC-TV Houston; KJEO-TV Fresno, Calif., and WBNS-TV Columbus, Ohio. Now in 13 markets.

## Program notes . . .

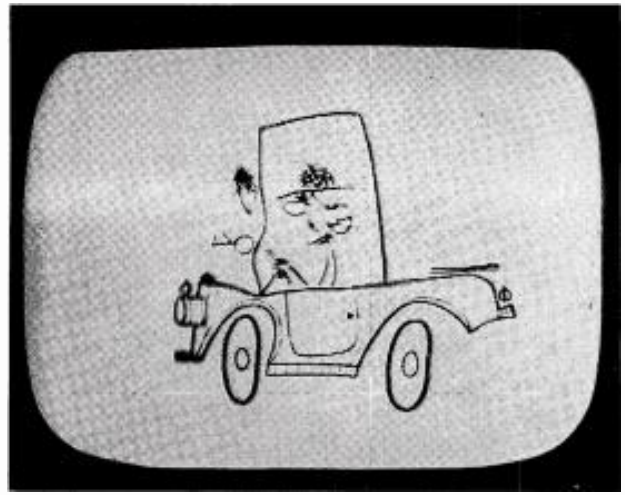
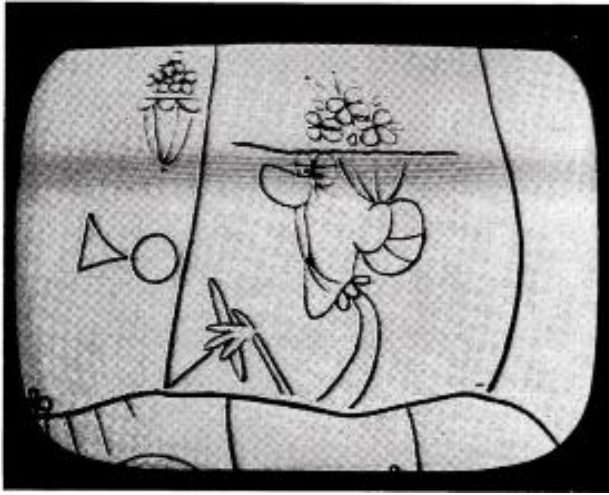
**Two Soviet programs** ■ "The Death of Stalin" and "The Rise of Khrushchev," two programs in the *NBC White Paper* series, will be presented on Sunday, Jan.

27 and Sunday, Feb. 3 (both 10-11 p.m. EST) respectively. The programs, produced by Fred Freed, will examine internal affairs in the Soviet Union documented with first-hand reports from persons who were eyewitness to developments on the Russian scene.

**New kind of 'hero'** ■ QM Productions, Hollywood, is scheduled to begin production on Nov. 27 on a pilot of a new half-hour series, *The Fugitive*, which features a man fleeing from the law as the "hero." The cast has not been chosen. QM Productions, which is headed by Quinn Martin, is producing the series for United Artists Television.

**Free-of-charge** ■ A series of 13 radio programs featuring top-name authors has been produced by the New American Library, for distribution to stations free-of-charge. The series, called *The Writer Speaks*, will include as its guests Irving Stone, Norman Mailer, Ayn Rand, Erskine Caldwell, James Jones, C. P. Snow, Theodore Jones, Ian Fleming and Gore Vidal. The format of the programs will vary from interviews to poetry readings to monologues. The new American Library publishes *Signet* and *Mentor* paperback books.

**New program** ■ *Girl Talk*, a new daytime tv program featuring women personalities is being released for syndication by ABC Films, effective Dec. 3. Virginia Graham will moderate the



mechanically, involving several tv cameras."

**Price Range** ■ Mr. Hobler said the price of tape commercials has varied from a low of \$300 apiece (a series of nine Occident Pre-sifted Flour commercials, featuring commedienne Pat Carroll, taped in one morning at a cost of \$2,700 exclusive of talent) to \$16,000 or more. But he sees "no reason why at least

80% of the time" the advertiser should not save money by using tape instead of film.

Mr. Lanigan told the ANA audience that more than 300 stations are equipped for video tape; that editing, "once primitive," is now commonplace; that location shooting, once impractical, is now frequently done—that, in fact, "about the only thing we have left to do

in tape" is the stop-frame animation that Ampex is now developing.

He estimated that almost 20% of current commercial production is on tape. "Now that we have eliminated most of the technical obstacles that stood in the way of our growth," he continued, "I predict that we will go ahead at a substantially greater rate during the next three years."

daily half-hour show. Sales have already been completed to the five ABC-TV-owned stations: WABC-TV New York, KABC-TV Los Angeles, WBKB (TV) Chicago, WXYZ-TV Detroit and KGO-TV San Francisco.

**Decca earnings up** ■ Decca Records Inc., New York, reports consolidated net earnings for the nine months ended Sept. 30 of \$4,359,091 (\$2.85 a share). Decca's earnings, which include the results of operations of subsidiary Universal Pictures Co., are up considerably from the corresponding period of 1961 when earnings were \$1,875,007 (\$1.46 per share). MCA has the controlling interest in Decca.

**MCA earnings** ■ MCA Inc. reported last week that consolidated net earnings for the nine months ended Sept. 30 amounted to \$9,197,000, equal to \$1.87 a share, and in addition there was a non-recurring item of \$2,097,000, or 46 cents a share, making a total of \$2.33 a share for the period. No comparison was made with the comparable 1961 period because the 1962 figures include, on a "pooling of interest basis," MCA Inc.'s interest in Decca Records, which was acquired this year.

**Paramount subsidiary purchased** ■ Autometric Corp., New York, a subsidiary of Paramount Pictures Corp., has been acquired by Raytheon Co. for an undisclosed sum. The transaction

does not include Autometric's interest in Conductor Corp., Ann Arbor, Mich. Autometric, which functions primarily under government contracts, deals with reconnaissance and mapping, data handling, electronics, astronomy and geophysics.

**'Here's How' hits** ■ *Here's How*, a weekly children's tv program produced by WJXT (TV) Jacksonville, Fla., which demonstrates how various products are manufactured in area firms, has been chosen as the winner of an "Action in Education" award presented by *Better Homes and Gardens Magazine*. Miss Virginia Atter is the producer-hostess.

**'The Journey'** ■ Wrather Corp., which last year produced television's first three-broadcast program, *Lassie's Odyssey*, is out to top its own record with a four-part Lassie special, *The Journey*, which began filming last week on location in California's mother-lode country, near Yosemite National Park. Broadcast date for this part of the CBS-TV series has not been set.

**Specialty programming** ■ KBUN Bemidji, Minn., reaches three Chippawa tribes in its listening area with a weekly 15-minute program in their language produced and sponsored by the Moka-hum Bible School of the Christian Alliance Church, Cass Lake, Minn., reports James R. Hambacher, general

manager. The program is in its fourth season and is rebroadcast in Canada by CFOB Fort Francis, Ont.

**New offices** ■ H&S Productions has opened new offices at 13273 Ventura Blvd., in Studio City, Calif. Mrs. Janet DeHaven, formerly with Ralph Edwards Productions, has joined the H&S staff as associate producer and production sales representative of all new properties.

## NTA offers film package pegged to holidays

One full-length theatrical motion picture, three hour specials and five half-hour programs make up a "holiday specials" package being offered by National Telefilm Assoc., which has launched a special sales drive for these seasonal tv programs. The movie is "The Miracle of 34th Street," starring Edmund Gwenn. The hour programs are: "The Story of the Pope," a biographical study of Pope Pius XII, narrated by Bishop Fulton J. Sheen; "Man's Heritage," the story of the Bible in art masterpieces, narrated by Raymond Massey, and "Meet Mr. Kringle," a Christmas drama.

The half-hour shows are: "The Lamb in the Manger," "A Christmas Carol," "The Great Gift," "The Christmas Story" and "Christmas by Injunction."

## Court backs KXTV, remands NLRB decision

### AD MEDIUM NOT AN AUTO MANUFACTURER, SAY JUDGES

A key court decision reversing a secondary boycott ruling by National Labor Relations Board was issued last week by the U. S. Court of Appeals in San Francisco.

The federal court reversed a board conclusion that television stations are producers of automobiles when they carry advertising on behalf of an automotive sponsor. Its decision came on an appeal by Great Western Broadcasting Corp., operating KXTV (TV) Sacramento, Calif., of the board finding. KXTV is a Corinthian station.

In rejecting the board's broad definition of "producers," the court said this line of reason "leads to the remarkable conclusion that a tv station can be a producer of automobiles, gasoline and beer."

Remanding the case to NLRB, the court said the board should determine the merits of union claims that (1) Sec. 8b4iib of the Labor-Management Relations Act relates only to union activity that tends to threaten, coerce or restrain, and (2) that union actions involved in this case are protected by the free speech and free press provisions of the First Amendment. The court listed eight union actions in the complaint it said should be ruled on by the board.

A Corinthian spokesman said, "We regard this as an extremely significant decision which means that broadcasters and sponsors alike will now have adequate protection against the evils of secondary boycotts."

**NAB 'Gratified'** • James H. Hulbert, NAB broadcast management director, termed the decision "a significant and important step in establishing the right of broadcast stations to be protected against illegal union secondary boycott activity as was intended by Congress. While this case must be remanded to the NLRB for further determination on questions of fact, we are gratified that the court has affirmed the position stated by NAB in its *amicus curiae* brief—that the act does not protect secondary boycott activity against a broadcast station involved in a labor dispute.

"We are pleased the court has rejected and reversed the NLRB ruling that broadcasters become one of the producers of any product which is advertised over their facilities. While some of the issues at stake must be litigated further, we are optimistic about the ultimate success of finally establishing the true rights of broadcasters in questions of secondary boycotts." NAB's brief was prepared by

the broadcast management and legal departments.

The court concluded that the publicity proviso (8b4iib) "does not protect publicity to the effect that television service is rendered by a station with whom the labor organization has a primary dispute, which service is being utilized by other employers."

Corinthian has a parallel damage suit from secondary acts in a U. S. District Court in Sacramento. The case had been held up pending the current decision.

In an unrelated NLRB decision made in mid-October the board by a split vote upheld a hearing examiner's ruling that KXTV must bargain with the San Francisco local of American Federation of Television & Radio Artists.

AFTRA and National Assn. of Broadcast Engineers & Technicians were intervenors in the appellate court case. These unions are defendants in the damage suit case in district court.

## WTTV sees death in Bloomington

WTTV (TV) Bloomington, Ind., requested last week that the FCC reconsider its refusal to shift WTTV's ch. 4 to the Indianapolis market (BROADCASTING, Oct. 15).

WTTV cannot "survive economically" on the present allocation, it told the FCC. The station charged the FCC's determination was not based on any facts and "rests completely on surmise and speculation as to what the economic life of a station operating on ch. 4 would be in the future."

The station's petition called on Dallas W. Smythe, research professor in communications at the U. of Illinois and former chief economist of the FCC, for support of its argument. Mr. Smythe said, "If ch. 4 is assigned to Indianap-

olis and operated as proposed, station WTTV will be able to overcome its deficits and can be placed on a profitable basis," and he added that if the operation is continued in Bloomington the station will fail.

Commission conclusions that WTTV could operate as a Bloomington-Monroe County or Bloomington-Terre Haute station were not backed up by facts, WTTV said, and quoted Mr. Smythe's opinion that neither would it be economically feasible.

Sarkes Tarzian Inc., licensee of WTTV, also owns WTTS and WTTV-FM Bloomington, WPTA (TV) Roanoke, WFAM-TV Lafayette and WPTH-FM Fort Wayne, all Indiana.

## Rollins slaps FCC, drops ch. 12 appeal

With a blast at an FCC "meaningless hearing," Rollins Broadcasting Inc. last week said it would not appeal an initial decision in September denying it ch. 12 in Wilmington, Del.

Hearing Examiner Walter W. Guenther looked toward awarding the channel to WWHY Inc., owner of etv station WWHY-TV Philadelphia, as an etv (BROADCASTING, Oct. 1). Rollins had asked for ch. 12—Delaware's only vhf channel—for commercial purposes.

In its letter to the FCC last week, Rollins claimed the decision was "based upon allocation policy rather than the record" and that "if the decision was to be made solely on the policy that the need for educational programs far outweighs all other superiorities, then the commission could and should have made this decision in 1959," the first year the applications were before the commission.

In his decision Mr. Guenther claimed "the record establishes that there is a distinctly greater need for the educational-instructional programs proposed by WWHY than for the additional entertainment programs" Rollins proposed, and that "where there is a choice to be made as in the instant proceeding the public interest would be better served by a preponderance of programs which educate and instruct and, as to the latter, likewise entertain." Mr. Guenther also claimed WWHY's broadcast and public service record was superior to that of Rollins.

Rollins stated that the examiner's decision, which was recommended by the Broadcast Bureau, recognized "important superiorities" of Rollins', among which were the local residence of its principals, the participation of its stockholders in corporate affairs and

### Testimonial

The Ivy League in Washington is gathering this week to honor FCC Chairman Newton N. Minow. A joint luncheon will be held tomorrow (Tuesday) at the Presidential Arms Hotel by the Harvard, Yale, and Princeton clubs of Washington in honor of the chairman. Several officials of the Kennedy Administration are expected to attend.

# Continental's 50 kw AM Transmitter uses "Weldon Grounded Grid\*" high efficiency power amplifier.



It is an efficient, reliable, stable system for high power broadcasting that is free from surge conditions and does not require protection against excessive modulation peaks or transients.



**Ease and permanency of circuit adjustments assures minimum maintenance time. High-power modulation transformers are not required. Grid-swamping resistors are eliminated, allowing most of the driver power to be delivered to the antenna, thereby improving over-all efficiency.**



Negligible carrier shift assures full utilization of assigned carrier power of the station. Use of over-all feedback from transmitter output to audio input results in very low noise and harmonic distortion.



End result?

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its proposed religious programming. Rollins said that these superiorities were passed over in the decision, and along with them, "considerations and precedents of long standing."

In time, Rollins contended, the Wilmington channel will evolve into "another Philadelphia educational tv channel, with little or no regard for the needs of the people of Wilmington and the State of Delaware." In spite of its protests, however, Rollins said it will not appeal the decision, as ch. 12 has been dark too long and "further lengthy and expensive litigation . . . would continue to preclude use of ch. 12 by any party for years to come."

Rollins owns WAMS Wilmington; WNJR Newark; WBEE Harvey, Ill.; WRAP Norfolk, Va.; WGEE Indianapolis, Ind.; KDAY Santa Monica; WCHS-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; and WPTZ (TV) Plattsburgh, N. Y.

## Huntsville applicant amends, asks ch. 25

Smith Broadcasting Inc. was granted permission last week by the FCC to amend its application for a new tv station on ch. 19 in Huntsville, Ala., to specify ch. 25.

The Smith application was one of two mutually exclusive applicants for the Huntsville channel, North Alabama Broadcasters Inc. being the other. The amended application by Smith was returned to the processing line, but the North Alabama application was retained in hearing.

Smith Broadcasting is owned by M. Davidson Smith III, and is licensee of WAAY Huntsville; Mr. Smith III is 51% owner of WNUE Fort Walton Beach, Fla.

North Alabama is owned by Aaron Aronov and Tine W. Davis, 33 $\frac{1}{3}$ % each, and Charles F. Grisham and John C. Godbold, 16 $\frac{2}{3}$ % each. Mr. Grisham is vice president of WAPI-AM-FM-TV Birmingham, Ala.

## WEOK opposes WKIP boost

A three-judge circuit court was asked to stay an FCC grant permitting WKIP Poughkeepsie, N. Y., to increase its power from 250 w to 1 kw and to change its transmitter site.

WEOK Poughkeepsie charged the increased power and transmitter site granted last September to WKIP would increase substantially the overlap between WKIP and WGNY Newburgh, N. Y., commonly owned with WKIP. The FCC never considered this overlap question, WEOK claimed.

The argument was heard by Circuit Judges David L. Bazelon, Walter M. Bastian and J. Skelly Wright.

# POLITICAL BROADCAST QUIZ PREPARED

## Response to be mandatory to thorough questionnaire

A final draft of the political broadcasting questionnaire the FCC plans to send to all broadcast licensees was completed last week by the staff and will be presented to the commissioners for approval this week.

The questionnaire is being sent to provide information on the 1962 campaign asked for by Sen. John Pastore (D-R. I.), chairman of the Senate Communications Subcommittee (BROADCASTING, Nov. 12). After the FCC acts, it also must be approved by the Budget Bureau before it is mailed to stations. This means, an official estimated, that it will be three to four weeks before licensees begin receiving the questionnaire.

A special industry committee held meetings with the FCC staff on the proposed questionnaire, the last such session being held last Tuesday (Nov. 13). Several changes in the questions were made at the suggestion of the industry spokesmen, particularly in the breakdown of political programs by time segments of the day. The question was changed to apply only to the 6:00 p.m.-midnight period and "all other hours."

The survey covers both the general elections of Nov. 6 and individual state primaries, dating back to last spring in many instances. All am, fm and tv stations will be required to reply to the survey within three weeks, as presently drafted, and the commission will accept reasonable estimates if precise data are not available.

**Three Parts** ■ It is divided into three parts: overall political broadcast activities; the use of station facilities by candidates for certain offices (U. S. senator, U. S. representative, governor); problems faced by the respondent station in political broadcasting and suggested solutions to these problems.

The questionnaire must be returned even if the station carried no political broadcasting at all.

Information is sought on programs and announcements on which others appeared in behalf of candidates in addition to appearances of candidates themselves. All programs, whether or not exempt from Sec. 315, are to be listed except newscasts.

For both the primary and general campaigns, the FCC asks for the total amount of program time (not announcements) devoted to Republican, Democratic, and "other" candidates, all added together. The same information is requested for the total charges. A second series of questions seeks the total number (not time) of spot an-

nouncements classified under the same breakdown.

Another series of questions seeks information on political program time paid for by commercial sponsors as well as time donated by the station. A breakdown also is sought on appearances by opposing candidates on the same program. All questions require a breakdown as to primary and general elections. The station is asked whether it editorialized in support of or against a specific candidate.

The series of questions on candidates for governor and Congress deal with appearance by the candidates themselves only and not by their supporters. The same questions are asked under this category as under the general category and answers would include time and announcements already listed under previous answers.

A licensee is given the option of describing any problems it encountered during the campaigning and of submitting suggested amendments to the Communications Act and the FCC's rules. The stations also is asked if it received any complaints by or on behalf of candidates and the disposition made thereof. Complaints which were made to the FCC may be excluded.

Network political shows are not to be included in the individual station's response to the questions.

## Appeals of ch. 2 shift consolidated in D.C.

Three court appeals of the FCC's shift of ch. 2 from Springfield, Ill., to Terre Haute, Ind., and St. Louis have all been consolidated in the U. S. Court of Appeals in Washington and a hearing conference will be held before the court Wednesday (Nov. 21).

Appeals were made by Sangamon Valley Tv Corp. (losing applicant for ch. 2 in Springfield in 1957) to the federal court in Chicago; by 220 Tv Inc. (KPLR-TV ch. 11 St. Louis) to the Minneapolis circuit court, and by Ft. Harrison Telecasting Corp., applicant for ch. 10 in Terre Haute, to the Washington court. After the Minneapolis court had sent the KPLR-TV appeal to Chicago, the latter court returned both appeals to Washington.

The Chicago circuit said that all three appeals involve the same subject matter that was before the Washington court in a 1958 appeal of the original deintermixture decision and that one of the questions involved is whether the FCC complied with the court's orders when the *ex parte* case was remanded.



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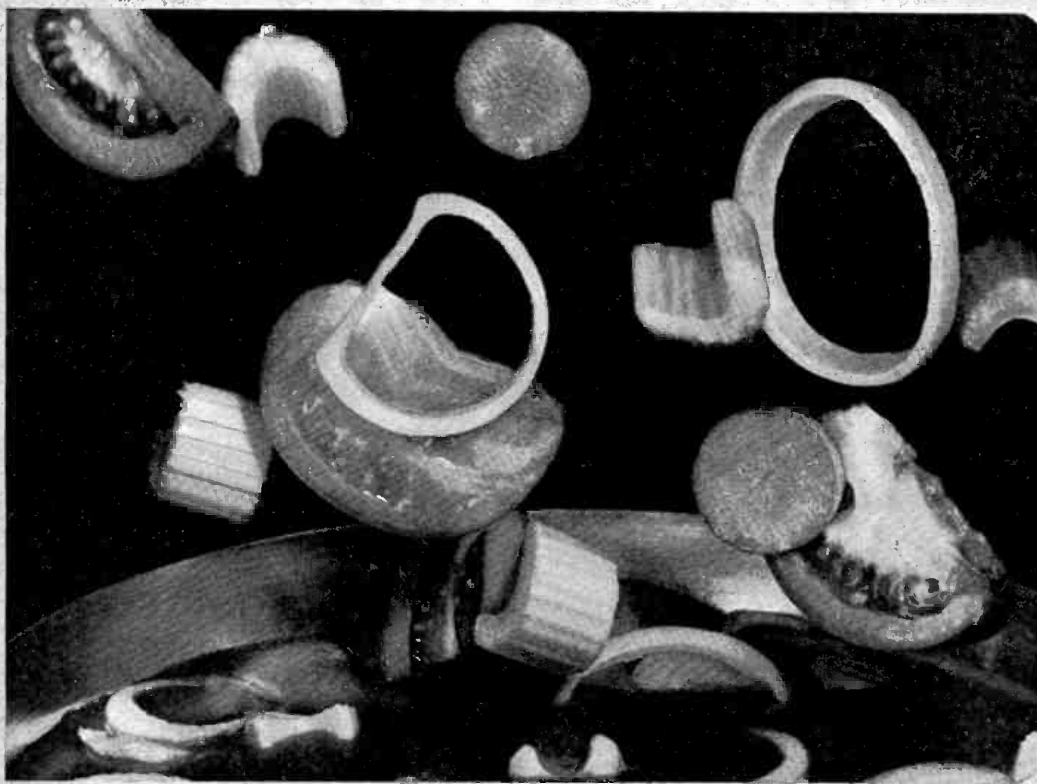
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A frame-filling cascade of tomatoes, onions, celery and carrots vividly demonstrates the fresh ingredients used in Prince Spaghetti Sauce. How done? By high-speed, stop-motion photography . . . carefully contrived so each vegetable carries the story of crisp farm freshness! Shot on EASTMAN Film, of course . . . with prints on EASTMAN Print Stock! Two steps—negative and positive—both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and . . . Go Eastman all the way! For further information, get in touch with

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nomically feasible to bring them all to Washington. KYOR Blythe had opposed the Lapping application on economic injury grounds and was made a party to the hearing. The misrepresentation issue involves Mr. Lapping's proposed site.

"I intend to show that Blythe will welcome a new radio station," Mr. Lapping said in asking the FCC to move the hearing to California. "I think I can show that Blythe will enjoy an economic boost . . . rather than injury."

## KLIL fails to answer, FCC deletes station

Failure of KLIL Estherville, Iowa, to respond to FCC inquiries regarding the station's renewal application has led to expiration of KLIL's license and deletion of its assigned call letters by the commission.

In dismissing the station's "incomplete application," the commission ruled that KLIL's license for 1340 kc, 100 watts has expired. KLIL has been off the air since July 1961 and Mitchell Broadcasting Co., which requested dismissal of the KLIL application, has applied for a new station in Estherville on 1340 kc. In a separate order, the commission designated for hearing the Mitchell application and made several other stations parties to the action on questions of interference.

## Vhf-to-uhf change approved for KERO-TV

The FCC last week granted Transcontinent Television Corp.'s KERO-TV Bakersfield, Calif., permission to switch to ch. 23 from its present ch. 10.

Transcontinent formerly opposed a decision by the FCC to make Bakersfield all uhf (BROADCASTING, July 23), deleting ch. 10. The licensee appealed to the courts and the FCC said that it would take no further action in shifting KERO-TV to ch. 23 until a decision was handed down in the case (BROADCASTING, Oct. 15).

However, on Oct. 18 Transcontinent dropped its efforts to keep ch. 10 and announced that it would apply for renewal of its license to be modified to ch. 23 (BROADCASTING, Oct. 22).

KERO-TV may operate, the commission said, on ch. 10 until July 1, 1963, and chs. 10 and 23 simultaneously for two months after that. The station was given until Nov. 30 to file the necessary engineering data for modifying its license.

Transcontinent also owns WGR-AM-FM-TV (ch. 2) Buffalo, N. Y., KFMB-AM-FM-TV (ch. 8) San Diego, Calif., WDAF-AM-FM-TV (ch. 4) Kansas City, Mo., WDOK-AM-FM Cleveland, Ohio, and WNEP-TV (ch. 16) Scranton-Wilkes-Barre, Pa.

## VOICE NETWORK

### Private outlets' broadcasts into Cuba being cut back

The network of 10 commercial radio stations assembled by the Voice of America at the height of the Cuban crisis in October to broadcast in the Caribbean was being disbanded last week.

KAAY Little Rock, WSB Atlanta, and KGEI Belmont, Calif., a short-wave station, went back to their regular programming, and the Voice reduced its broadcast time considerably on five of the remaining six standard-wave stations.

Most of the commercial stations were carrying Voice from dusk to dawn. Under the new schedule five are broadcasting for the agency from 8 to 9 p.m. EST and during the hours used for regular Spanish-language programs.

The remaining standard wave station on the Voice network, WMIE Miami, is maintaining its original Voice schedule—the 17 hours it normally schedules for Spanish-language broadcasts.

WRUL New York, a short-wave station, is the other commercial outlet broadcasting fulltime for VOA, about 20 hours daily of the government agency's programming.

The cutback was made possible by the installation of two 50-kw transmitters on Florida's Marathon and Tortugas Keys (BROADCASTING, Nov. 5). The two transmitters, which are connected by landlines to Voice studios in Washington, are relaying Spanish-language programs into the Caribbean area 24 hours a day.

**Still Broadcasting** — The stations carrying reduced Voice programming: WGBS and WCKR, both Miami; WKWF Key West; WCKY Cincinnati; and WWL New Orleans.

Henry Loomis, Voice of America director, said monitoring indicates the two mobile transmitters are "doing an excellent job" of penetrating Cuban jamming operations.

But he said the Voice would probably need the 8 to 9 p.m. spot on the five commercial stations another week, "plus or minus," depending on jamming and the political situation.

He said the Voice would want to fill the stations' Spanish-language segments "for the foreseeable future." He said WGBS has one hour of Spanish language programming nightly, WWL two hours, and WKWF about six hours.

Steps will be taken soon to reimburse the stations for advertising-revenue or out-of-pocket losses from participation in the Voice broadcasts. Mr. Loomis said he hopes to meet with stations' management in Washington this week or next.

Nine of the stations went on the air

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**COOLING VENTS**  
for instant  
escape of heat.

**ADJUSTABLE HEAD**  
tilts for bounce  
lighting, is calibrated  
30° below and 90°  
above horizontal.  
Control arm makes  
it easy to tilt and  
lock head at any angle.

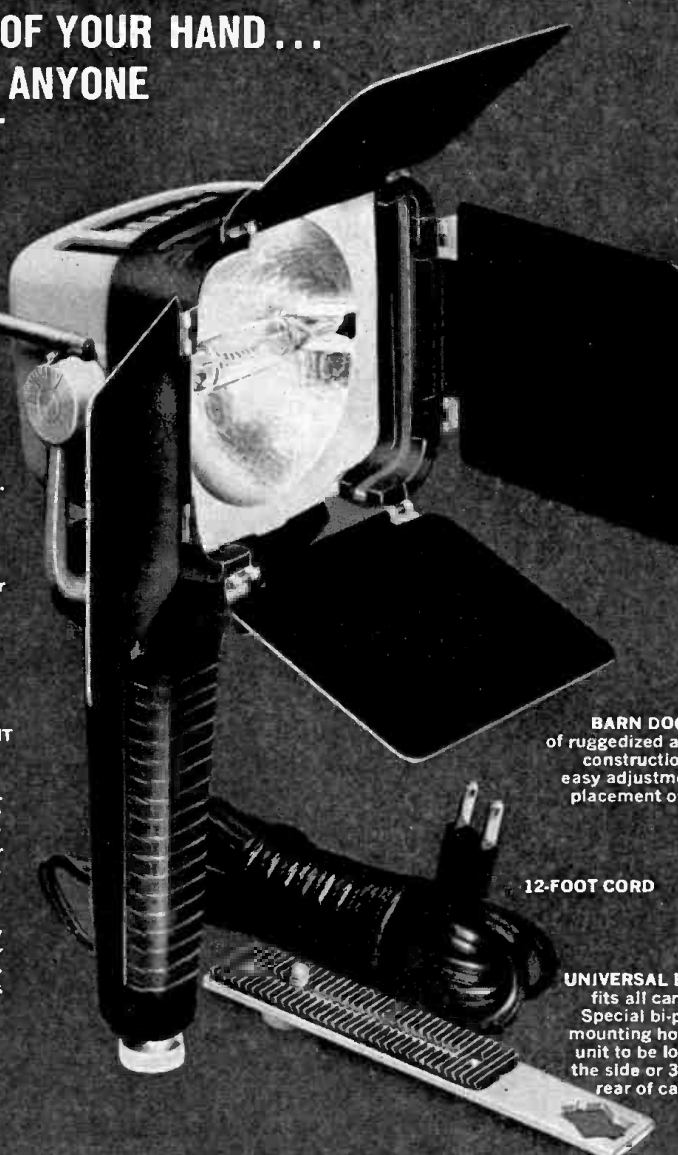
**SILICON RECTIFIER  
LIGHT SWITCH**  
has dimmer control for  
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lighting levels, is  
conveniently located  
on handle for  
instant light control.

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ALSO INCLUDES:**

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Dual-purpose lens af-  
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x 48° or 60° x 54°  
beam for broader  
light coverage of sub-  
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Made of specially  
tempered glass for  
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**UNIVERSAL BRACKET**  
fits all cameras.  
Special bi-position  
mounting hole allows  
unit to be located at  
the side or 30° to the  
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Optional accessories quickly  
adapt SUN GUN Professional  
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lighting need.



**Accessory holder.** Adapts  
SUN GUN Professional Photo  
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ety of specialized optional  
accessories.



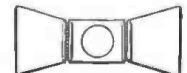
**Daylight filter.** Corrects  
color temperature of basic  
3400°K lamp to permit use  
with daylight type color film.  
Eliminates need for conver-  
sion filters on camera, re-  
taining full efficiency of  
expensive camera lenses.



**Snoots.** Provide a finely con-  
trolled beam for spot high-  
lighting of small areas. Two  
sizes—large, and special op-  
tical "Sniper Snoot."



**Super-Spread Lens.** Spreads  
beam to match field of extra-  
wide-angle camera lenses.



**Large Barn Doors.** Permit  
horizontal control of light  
beam to conform to specific  
area lighting requirements  
or to keep light out of cam-  
era lens.



**Special 3200°K filter.** Con-  
verts color temperature of  
light for use with Type B  
color film.



**Diffusing Filter.** Spun-glass  
scrims provides soft, even,  
diffused light for close-up  
work. Includes removable  
spread lens.



**Carrying case.** For conven-  
ient carrying of SUN GUN  
and accessory lenses.

Here's the finest in professional photo lighting. Professional photographers across the country are using it to shoot their commercial productions—both movies and stills.

This SUN GUN® Professional Photo Light takes the place of studio lights 10 times bigger, 10 times heavier, 10 times more expensive. It pro-

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Good? So good it won a 1962 Academy Award. Want to know more about this new SUN GUN Professional Photo Light? Ask your photo dealer—or mail the coupon below.



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for the Voice on Oct. 22, the night President Kennedy announced the quarantine of Cuba, at the request of the White House. KAAY joined them two days later.

## Space unit organizers continue briefings

Incorporators of the Satellite Communications Corp. met in Washington last Thursday and continued briefing sessions with various elements of the communications industry.

Last Oct. 22, the group of 13 who were named by President Kennedy to incorporate the space communications company, heard from the chiefs of various government agencies who will be involved in the satellite corporation's activities. Last week, the group heard from representatives of private international communications common carriers, and from companies who are, or have been, engaged in space communications research.

The carriers include: AT&T, Hawaiian Telephone Co., IT&T, Press Wireless, RCA, Tropical Radio and Western Union. The researchers include: AT&T, General Telephone & Electric, Hughes Aircraft, IT&T and RCA. AT&T is the developer of Telstar; Hughes Aircraft is building Syncom, and RCA is building Relay. Syncom and Relay are both projects of the National Aeronautics & Space Administration.

The incorporators, who were named by President Kennedy last month (BROADCASTING, Oct. 8), have elected Philip Graham, president of the Washington Post Co., as chairman. The incorporators are serving as the corporation's board of directors until shares in the company are sold and the stockholders elected their own director.

## Lack of sponsorship I-D costs KELP \$1,000 fine

Failure to make sponsorship announcements brought KELP El Paso, Tex., a \$1,000 fine from the FCC it was announced last week.

In citing KELP for making the violations while advertising for a series of teenage "fun dances," the FCC formerly mentioned a possible \$5,000 forfeiture (BROADCASTING, July 30).

The commission said that the station claims it was unaware of the sponsorship announcement requirement. It promoted the dances so that entertainment would be provided for the young people—any violation was merely technical, the station said. "In mitigating the assessment . . . a reduction would appear appropriate," the FCC said, but added, "the violations clearly resulted from failure to exercise proper licensee responsibility."

## When is a lottery? FCC tries to answer

"Poole's 5 cents to \$1 store offers coupons with every \$1 purchase good toward the drawing for a 1963 Chevrolet. Is this a lottery?"

This is only one of many questions the FCC has received since issuing its Nov. 1 public notice warning stations not to broadcast advertisements for lotteries.

The answer to the foregoing question, the FCC says, is yes, because a purchase must be made as a consideration for the chance on the car. Other questions and unofficial answers included.

- A food store commercial urges listeners to come in and register for "free prizes," no purchase necessary.

This would not be a lottery and is acceptable to broadcast as long as a purchaser is not required to register for the prizes.

- Station WOF plays a record and tells the first listener who calls in with the title he will receive the record free. Or, free movie passes, or similar prizes.

A gray area, the FCC feels, with more specific information needed on

questions of this type. A lottery may be involved in some instances.

- A savings and loan association opens a new office. Listeners are urged to come in for free prize, no deposit necessary. A bigger prize is awarded for a deposit of \$XX, plus a chance on the grand prize.

Part two would be prohibited as a commercial because a consideration is involved in requiring a deposit. The first part would be acceptable because no deposit is necessary to receive the small prize.

In its public notice three weeks ago, the FCC warned that criminal sanctions are imposed for "the broadcasting of any advertisement of or information concerning lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance." The commission warned such advertisements are banned even though lotteries may be legal in the state where a station is located.

Broadcasting of lotteries are grounds for revocation proceedings and imposition of forfeitures, the commission warned.

## Newsman protest State Dept. order

Newsman asked the State Dept. last week to reconsider an order requiring department officials to report all interviews with news reporters to State's bureau of public affairs.

The newsmen said the order will discourage distribution of "legitimate news information."

The newsmen's views were contained in a letter to Robert Manning, assistant secretary of state for public affairs, who issued the order two weeks ago (BROADCASTING, Nov. 5). At the time, he said its purpose was to permit the department to keep a rough check on its relations with the news media.

Mr. Manning's directive, which resembles one in effect at the Defense Dept., requires officials to report the name, date, and subject of any interview given a reporter.

The letter was signed by 13 reporters who cover the State Dept., including Elie Abel, of NBC, and James E. Roper, of CBS.

## FCC awards Kaiser two California uhfs

Kaiser Industries Corp. was granted two uhf assignments by the FCC last week—44 in San Francisco and 52 in Corona, both California—as it moved toward its goal of seven tv stations

(BROADCASTING, Sept. 10), the maximum permitted under FCC rules.

Kaiser presently owns two vhf stations, KHUH-AM-TV Honolulu and KHJK (TV) Hilo, both Hawaii, and has applied for three more uhfs: ch. 38 in Chicago, ch. 50 in Detroit and ch. 41 in Burlington, N.J.-Philadelphia.

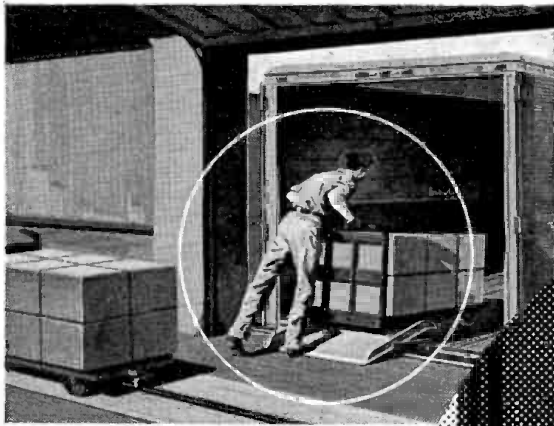
## Protect existing fms, Time-Life urges FCC

Time-Life Broadcast Inc., licensee of KOGO-FM San Diego, Calif., in a late filing, told the FCC that existing fm stations should be protected by a grandfather clause under the commission's proposed new fm allocation rule. (BROADCASTING, July 30 and Aug. 6).

Time-Life said that if existing fm stations are forced to cutback their facilities because they are operating in excess of the power prescribed under the proposed rule, it would hurt service to the public and cause great hardship to the licensee.

The company's comment was filed late, comments were due Nov. 1 (BROADCASTING, Nov. 5), but it had requested an extension at that time on which the FCC took no action.

Other Time-Life stations are: KLZ-AM-FM-TV Denver, Colo., WOOD-AM-FM-TV Grand Rapids, Mich., KOGO-AM-TV San Diego, WTCN-AM-TV Minneapolis, Minn., and WFBM-AM-FM-TV Indianapolis, Ind.



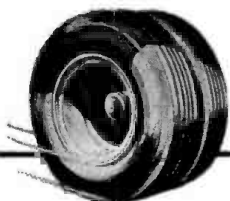
## Ever Take A **BIG** Look At Motor Transport?

The trucks you see at any one time are only a few of the 12 million now serving the nation. Rolling around-the-clock, all over the country, they carry more than 3 times the tons hauled by all other transport. All the things Americans buy and use are delivered all or part of the way by truck. Never, until trucks came along, were so many people served so well, across so many miles. That's the big picture of motor transport.

### **AMERICAN TRUCKING INDUSTRY**

American Trucking Associations, Inc., Washington 6, D. C.

**THE WHEELS THAT GO EVERYWHERE**



## RCA-NBC-RKO case goes into patents

An FCC hearing into the proposed exchange of NBC's WRCV-AM-TV (ch. 3) Philadelphia for RKO General's WNAC-AM-TV and WRKO-FM Boston turned to patent antitrust matters last week. Philco Broadcasting Corp. is opposing the double transfer, as well as WRCV-TV's license renewal application, and has filed its own application for Philadelphia ch. 3 (BROADCASTING, Nov. 12, Oct. 28).

There were no public developments outside the hearing room last week in the complicated case brought on by a government-NBC consent decree requiring the network to dispose of WRCV-AM-TV by Dec. 31. Pending before the federal court in Philadelphia is an NBC request for extension of the deadline, a move opposed by the Dept. of Justice. The FCC has refused to approve an interim swap between NBC and RKO pending a final decision in the commission hearing.

The only witnesses in the hearing last week dealt exclusively with patent matters and alleged Philco efforts to obtain rights to RCA patent licenses, particularly for color tv. The hearing continues this week.

Attorney Jerome Shestack, who is trying the patent phase for RCA-NBC, is a former law professor of FCC Chairman Newton Minow. Mr. Shestack, a member of the Philadelphia firm of Schnader, Harrison, Segal & Lewis, taught Mr. Minow in practice and procedures at Northwestern U. in 1949-50.

## Reconsider freeze on ams, FCC urged

More petitions asking reconsideration of last spring's order declining acceptance of any more applications for new am stations or major changes in existing stations were received at the commission last week (BROADCASTING, May 14).

Following the lines of former comments (BROADCASTING, Oct. 15), petitioners complained that proper notice was not given. KVOR Colorado Springs, Colo., said that the freeze cannot be adopted without rulemaking proceedings, and as such the former rules are still valid.

KODA-AM-FM Houston, Tex., charged that the FCC is not in accord with its duties because such agencies exist "to a large extent for the purpose of dealing with individual matters on a case-to-case basis and not solely for the purpose of promulgating self-administering rules of general conduct by legislation."

WGN Chicago (applicant to increase power to 750 from 50 kw) said that the freeze will be detrimental to the de-

velopment of clear channel service (BROADCASTING, July 9 and Oct. 15) and the public interest.

It was further charged by KVOR that the freeze is contrary to the law because it is in violation of the Communications Act (Sec. 307 b) which gives the public the right to have an application for an available broadcast frequency considered by the commission.

Heart of Georgia Broadcasting Inc. told the commission that if further applications to the FCC are out, then all pending applications should as well be frozen.

## Losing applicant raps Boston ch. 5 decision

Although the FCC has made a second final new-station grant in the Boston ch. 5 *ex parte* case, new charges and countercharges in the long proceeding still keep coming to the commission.

Greater Boston Tv Corp., losing ch. 5 applicant, has asked the FCC to reconsider the September decision which granted a four-month license to WHDH-TV (BROADCASTING, Oct. 1), winning applicant in 1957 following a comparative hearing. Attacking the 4-1 decision, Greater Boston said Commissioner Rosel H. Hyde's "apparently irrational vote . . . is arbitrary and capricious; that then Commissioner John S. Cross cast a "lame duck" opinion, and that Commissioner Frederick W. Ford exceeded his authority and "avoided his responsibility."

On the other hand, Greater Boston said, the dissent of Chairman Newton N. Minow was "painstaking, well reasoned and well documented."

In rebuttal, WHDH-TV said the petition of Greater Boston "richly merits being stricken for its slander and impertinence." The petitioner uses invective as a substitute for argument and "not only attacks the integrity of the commission's decision but also singles out individual commissioners as targets," WHDH-TV said.

The third remaining ch. 5 applicant, Massachusetts Bay Telecasters Inc., told the FCC that it is reserving a decision on appeal to the courts until the commission has acted on the Greater Boston petition.

## High court takes ad case

The U. S. Supreme Court last week agreed to rule on the validity of a New Mexico law which prohibits advertisements quoting prices or terms on eyeglasses. The review had been sought by KHOB Hobbs, N. M., and *Hobbs Flair*, a newspaper. The FCC was asked to intervene in the case because of a possible preemption of the New Mexico law by the Federal Communications Act.

## FCC kisses killing freedoms—Andorn

"The FCC is so overly-protective of the peoples rights it strangles them. Such strangulation, if continued, will make of this nation's minds a 'vast wasteland'."

This is the position taken recently by Sidney Andorn on WGAR Cleveland in Mr. Andorn's regular program of commentary on the station. If tv is indeed a vast wasteland, as charged by FCC Chairman Newton N. Minow, he need look no farther than the commission to determine why, Mr. Andorn said.

Broadcast stations are mature enough "to take stands, to editorialize, to exhort, to crusade without having their efforts whitewashed by an overly paternalistic FCC through its fairness doctrine," Mr. Andorn continued. If stations displease, they must answer to the FCC—which itself exhorts stations to editorialize, to take stands, even if unpopular, the WGAR commentator said.

But, according to the FCC's fairness doctrine, any station that takes a stand must immediately send a transcript to the opponent's camp and afford an opportunity to answer, he said. "Such a play effectively nullifies an editorial stand. . . . Stations wishing to accept civic responsibility and take sides fear to because they find themselves embroiled in the FCC's fairness doctrine, equal-and-opposite-time doctrines and conflicting rulings on what is news and what is public service.

"So radio and tv stations play it safe—radio plays music, tv plays the inoffensive, bland, harmless, detergentized fare which the FCC forces upon these media," Mr. Andorn charged.

## The FCC . . .

■ Reallocated ch. 15 from Lebanon, Pa., to Lancaster-Lebanon to allow WLYH-TV (ch. 15) to locate its main studio at Lancaster, but continued service to both towns is promised. WLYH-TV is owned by Triangle Publications Inc. Commissioner T. A. M. Craven abstained from voting; Commissioner Frederick Ford did not participate.

■ Received an application from KLPR-TV Inc. for a new tv station on ch. 19 in Oklahoma City. Applicant owned KMPT (TV) on that channel until its cp was cancelled in 1955. Principals of the KLPR-TV application are Lovelle (Jack) Beasley, William (Dub) Richardson, Omer C. Thompson and Leon C. Nance. All except Mr. Richardson are stockholders in KTCS Fort Smith, Ark., and KLPR Oklahoma City.



## TELSTAR & THE WORLD'S LARGEST AIRLINE



### World's largest airline makes world's first reservation via Telstar!

Place: A reservations desk in the Air France reservations center at Idlewild Airport. There is an important difference in the phone call that is being received at this moment, however. It was placed at Air France headquarters in Paris, transmitted to the Telstar communications satellite in space, then back again to earth!

This historic "first" is one of many Air France has established. Other examples: first international passenger flight, Paris/London, in 1919; first flight with a

passenger across the South Atlantic, in 1930; first jet passenger flight over the North Pole, Paris/Tokyo, in 1960; first airline to equip its entire Boeing 707 Intercontinental Jet fleet with Doppler radar, an automatic navigational system. And Air France was first to order a remarkable new communication system that now links its 41 offices in North America with over 500 offices around the world. Air France's network covers 201,043 miles of unduplicated route miles,

the largest of any airline in the world.

Maintenance and personnel training programs are other areas in which Air France strives for perfection. Pilots as well as crews constantly undergo refresher training. No other airline has higher standards for its personnel. Or for any phase of operations, in fact.

This kind of dedication to excellence has always been a hallmark of Air France, the world's largest airline, through 43 years of international flying experience.

# AIR FRANCE

THE WORLD'S LARGEST AIRLINE



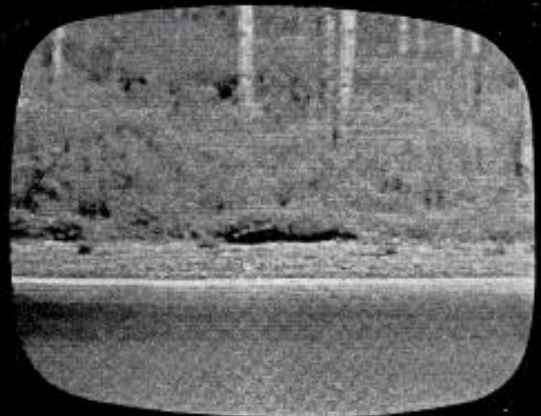
# FAST, SMOOTH ROAD TO

## SCOTCH® BRAND VIDEO TAPE COMBINES VISUAL ELEMENTS INSTANTLY FOR "RIGHT-NOW" VIEWING!

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

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

**And that's not all!** "SCOTCH" Video Tape achieves "presence" extraordinary, makes recorded pictures look live. Editing's easier than ever. And "SCOTCH" Video Tape records in either black-and-white or color, with no lab processing. Ask your nearby video tape production house for details on all the advantages of tape. Or send for *free* booklet, "Techniques of Editing Video Tape," which includes several examples of special effects. Write Magnetic Products Division, Dept. MBX-112, 3M Company, St. Paul 1, Minn.

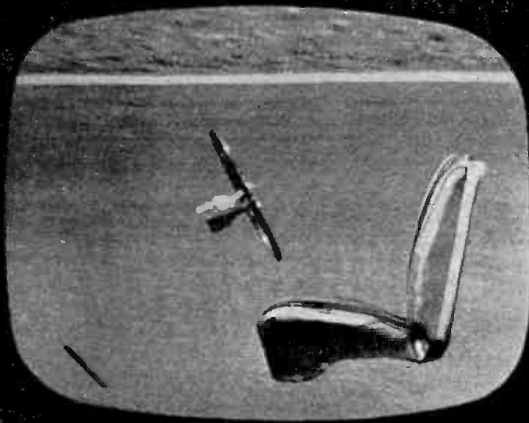


1. For this automotive commercial, highway scenes were first video-taped, using pre-recorded sound track to cue zooms, other camera angles.



4. Now dolly in for a close-up. Sound track that cued the highway scenes assured proper background perspective for the close-up.

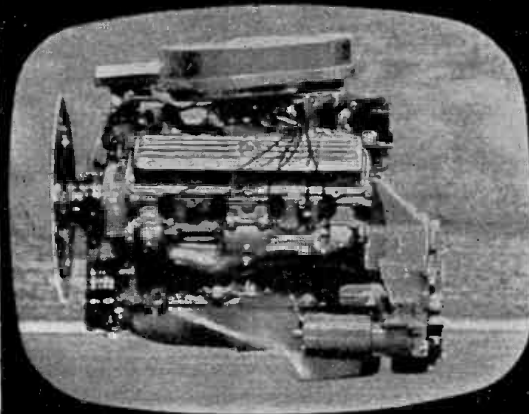
# SPECIAL EFFECTS—NO LAB DETOUR!



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



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



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



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

# The last word on that uhf test: it works

## FCC ENGINEER'S REPORT SHOWS 25-MILE RECEPTION AS GOOD AS VHF

The word on uhf—it works satisfactorily—was given by an FCC engineer last week.

Jules Deitz, an engineer in the FCC's Office of the Chief Engineer, submitted the latest, and probably the final report on the year-long test of uhf in the New York area. He reported to the Electronic Industries Assn.'s fall meeting in Toronto, Canada. The report was issued simultaneously by the commission in Washington.

The verdict is based on measurements of picture quality at 768 locations, all within 25 miles of the Empire State Building where the seven New York vhf antennas are located, and where the FCC installed the ch. 31 uhf antenna.

Mr. Deitz, who served as coordinator of receiver installations and measurements, reported that the difference between vhf and uhf with indoor antennas for pictures "passable or better" was about 10%.

But, Mr. Deitz added:

"The difference almost disappears completely when outside antennas are employed."

With indoor antennas, 86.9% of the 768 locations received Grades 1, 2 or 3 pictures for ch. 2, 88.3% for ch. 7 and 79.0% for ch. 31. But when outdoor antennas were added at 313 of these sites, the percentages went up: 97.4% for ch. 2, 99.3% for ch. 7 and 97.7% for ch. 31. The outdoor antennas were added to those locations where a Grade 1 or 2 picture was not obtainable.

In evaluating the quality of the pictures, the trained technicians were given this formula: Grade 1, excellent quality; grade 2, fine; grade 3, passable; grade 4, marginal; grade 5, inferior, and grade 6, unusable.

**Thermal Noise** ■ The poor showing of uhf with indoor antennas, Mr. Deitz stated, "was due primarily to thermal noise caused by lower penetration of uhf signals."

The 29-page report, including five pages of text with the remainder consisting of charts and appendices, also made these other conclusions:

- Except for receiver cost there is little difference in installation cost between uhf and vhf—but more time is needed to select the best position for the uhf antenna.

- At most of the locations (226), good vhf and uhf reception was found

through the use of a single double V antenna favoring uhf.

- No differences in color reception were found between vhf and uhf.

- Ghosting differences between vhf and uhf were found to be insignificant enough to be disregarded.

Two recommendations were made to improve uhf reception. One was that better shielding be provided to overcome interference through the intermediate frequency (IF) circuit of the uhf receiver. The other was that uhf sets provide for the use of coaxial cable in the lead-in lines in order to acquire better reception in difficult locations.

The IF interference occurred from a paging service transmitting from the Empire State Bldg. on 43.58 mc. The IF used by the uhf receivers was in the 45 mc area and caused a degradation of the picture quality. This degraded the picture by two steps usually.

The other difficulty arose from "pick-up" from transmission lines and from the connection between the receiver input terminals and the tuner. This resulted in a ghosting effect which was overcome through the use of coaxial cable lead-ins and matching transformers.

**30-Day Trial** ■ The Deitz report is based on the installation of 110 vhf-uhf RCA receivers with 23-inch screens at 768 locations. Each receiver was left at a single location for one month. The installations, made under contract to the FCC by the Jerrold Electronics Corp., Philadelphia, were made with "every reasonable" effort to obtain the best reception of both vhf and uhf. The locations were specified by the U. S. Census Bureau to provide for an adequate random sampling of New York's 10 million residents.

Actually there were supposed to be 4,500 measurements, of which 900 were to be by receiver installation. But these criteria, for one reason or another ("suspicious householders, indifferent landlords, New York City traffic, winter weather. . .") could not be met. Consequently, only 4,000 measurements, including 768 installations were made.

The tests used WCBS-TV on ch. 2, WABC-TV on ch. 7 and WUHF (TV) on ch. 31. The last was turned over to the city last month and is now WNYC-TV (BROADCASTING, Nov. 5).

For the New York test, the uhf receivers were limited to 10 db for noise

(12 db for the color receivers).

The FCC originally thought that it could use householders to check picture quality, but this proved to be a poor idea. Many of the families could not be gotten together for instruction, it was difficult to educate many families in the purposes of the test, receivers were often operated improperly, there was a language barrier in many instances, and many families could not grasp the difference between questions on the program and the picture.

**Color Fast Homes** ■ One of the major difficulties in meeting the schedule for color was found to be in the human failings of the test families. Using only 10 color receivers which required a short loan at each location, the installers found that many families stalled when it came time to move the receiver. Those with color sets never seemed to be at home when the installation crew arrived to remove the set.

The majority of the 768 locations were on Manhattan Island. Within five miles of the Empire State Building there were 316 locations; from 5 to 10 miles there were 289; from 10 to 15 miles, 88; from 15 to 20 miles, 58, and from 20 to 25 miles, 17.

Besides the FCC tests, checks are being made beyond the 25-mile perimeter by the Assn. of Maximum Service Telecasters. This is a group of existing vhf stations using maximum power. The AMST tests include measurements of color reception.

The New York experiment designed to test uhf in what is considered the worst area for reception in the country, was underwritten with a \$2 million appropriation by Congress. FCC officials have reported they are returning \$250,000 to the U. S. Treasury.

## Bell System considers transistor amplifiers

Increasing the bandwidth capabilities of coaxial cable through the use of transistorized amplifiers is being considered by the Bell System, it was reported last week.

H. I. Romnes, president of Western Electric Co., a Bell subsidiary, made mention of this possibility in a talk to the fall meeting of the Electronic Industries Assn. in Toronto.

The use of such amplifiers at close intervals ". . . means greatly increased frequency space for transmitting tele-

# The box score on uhf quality in New York

A trained installation crew, under contract to the FCC, made all the receiver installations in the New York vhf-uhf test. These technicians were instructed on grading picture quality, and the figures below give their consolidated findings.

In judging picture quality, the

technicians used this grading system: grade 1, excellent; grade 2, fine; grade 3, passable; grade 4, marginal; grade 5, inferior, and grade 6, unusable.

In the charts below, the top series represents the consolidation of those locations where only an indoor an-

tenna was used and those where an outdoor antenna became necessary. An outdoor antenna was installed when neither a grade 1 nor a grade 2 picture could be obtained from an indoor antenna. The other two series of figures shown below are self-explanatory.

## INDOORS-OUTDOORS

### 1081 SITES

% Locations	OVERALL PICTURE			OVERALL GHOSTING			THERMAL NOISE			MAN-MADE NOISE		
	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31
Grade 1	12.2	13.8	09.8	15.7	16.5	18.9	51.6	51.8	42.3	88.4	91.7	79.7
Grades 1 and 2	72.1	75.3	66.6	78.8	80.8	81.6	90.3	91.8	77.3	98.4	98.7	96.8
Grades 1, 2 and 3	89.9	91.5	84.4	92.5	93.7	93.2	97.6	98.2	90.1	99.8	99.8	99.0
Grades 1 through 4	98.1	98.0	93.4	98.7	98.4	97.9	99.3	99.7	95.8	100.0	100.0	99.6
Grades 1 through 5	99.7	99.7	97.9	99.7	99.7	99.2	100.0	100.0	98.9	100.0	100.0	99.8
Grades 1 through 6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

## INDOORS

### 768 SITES

% Locations	OVERALL PICTURE			OVERALL GHOSTING			THERMAL NOISE			MAN-MADE NOISE		
	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31
Grade 1	07.2	08.3	03.5	11.5	11.5	14.2	37.0	36.5	27.9	85.4	89.7	76.7
Grades 1 and 2	64.8	67.6	57.2	74.1	75.4	77.1	86.4	88.5	69.7	97.9	98.2	95.9
Grades 1, 2 and 3	86.9	88.3	79.0	90.7	91.5	91.3	96.7	97.5	86.3	99.7	99.8	98.7
Grades 1 through 4	97.5	97.3	90.8	98.2	97.9	97.1	98.9	99.6	94.2	100.0	100.0	99.6
Grades 1 through 5	99.7	99.6	96.9	99.7	99.6	98.9	100.0	100.0	98.5	100.0	100.0	99.9
Grades 1 through 6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

## OUTDOORS

### 313 SITES

% Locations	OVERALL PICTURE			OVERALL GHOSTING			THERMAL NOISE			MAN-MADE NOISE		
	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31	CH 2	CH 7	CH 31
Grade 1	24.5	27.4	25.2	26.1	29.0	30.3	86.9	89.7	77.6	95.8	96.8	87.2
Grades 1 and 2	90.3	94.2	89.4	90.3	94.1	92.6	100.0	100.0	96.1	99.7	99.7	99.3
Grades 1, 2 and 3	97.4	99.3	97.7	97.1	99.3	98.1	100.0	100.0	99.7	100.0	99.7	100.0
Grades 1 through 4	99.7	99.7	99.7	99.7	99.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Grades 1 through 5	99.7	100.0	100.0	99.7	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Grades 1 through 6	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

vision—for network broadcasting, yes, but also for educational purposes, for closed circuit conferences and motion picture showings. It will mean perhaps that you will be able to see the person you are talking with over the telephone—this is if you and she agree.”

Coaxial cables are limited at present to less than 3 mc bandwidth. The video channel of a tv signal is 4.5 mc. Most tv networking uses AT&T microwave relay facilities which are capable of handling the 4.5 mc bandwidth which is required.

## Call for papers

Papers of interest to persons engaged in the home entertainment radio and television industry are being sought by the papers committee of the Chicago Spring Conference on broadcast and tv receivers, sponsored by the PGBTR and Institute of Radio Engineers at the O'Hare Inn, Chicago, June 17 and 18. Authors are advised by Norman Parker, of Motorola Inc., committee chairman, that selections will be made the early part of March.

## Santa Monica pay tv test plans wrapped up

### FIVE ELECTRONICS FIRMS TEAMING FOR DEC. 5 TRIAL

In preparation for an operating demonstration of its pay tv system, scheduled for Dec. 5 in Santa Monica, Calif., Home Entertainment Co. of America has completed negotiations with RCA, General Telephone of California, American Electronics Labs and Glenn-Armistead Tv to complete the first working HECA system.

The company previously arranged for General Electric Co. to design the equipment which would be installed in the homes of subscribers and enable them to switch between pay tv and free tv programs and to register the use of pay tv for the computation of service charges (BROADCASTING, Nov. 12).

RCA is designing and constructing the studios, both color and black-and-white, and the equipment and facilities for transmitting electronic signals from the studios to the cables that will carry them into the homes of subscribers. General Telephone is providing the

cable facilities and Glenn-Armistead will supply the remote facilities for live and taped programming originating in the Los Angeles area. Home Entertainment Co. of Los Angeles, with headquarters in Santa Monica, holds the HECA franchise in that area and is expected to be the first to put the system to use.

American Electronics Labs of Colmar, Pa., serving as Home Entertainment's engineering arm, will manufacture the special equipment to be used by General Telephone in installing the first HECA network cable system in Santa Monica, where operation is expected to start in 1964.

HECA plans a \$10 installation charge to each subscribing home, refundable within two years, and a monthly service charge of \$1. Program charges will run from as low as 15 cents to as high as \$3 for major sports events and important musical shows.

## RCA color tube plant expanded in Indiana

A second color tv tube manufacturing plant has been placed in operation by RCA in Marion, Ind., representing a \$1.7 million expansion. Earlier this year, RCA announced a \$1.5 million expansion of its manufacturing facilities in Lancaster, Pa.

Although increased production is expected to reduce shortages of color picture tubes, RCA has recently advised its color receiver manufacture customers that it may be impossible to handle their total picture tube requirements during 1963, D. Y. Smith, vice president and general manager of the RCA electron tube division, said.

## RCA tv set sales record

RCA's combined sales of black-and-white and color tv sets reached a new high in October and the first 10 months of this year.

W. Walter Watts, president, RCA Sales, said color tv sets sales last month were about 80% ahead of the same period last year. While production of the sets has been increased, he noted, the supply will not be able to completely satisfy demand.

## Technical topics...

**New tv cameras** ■ General Electric has announced the availability of two new compact transistorized tv cameras, designed to bring higher standards of performance, reliability and versatility to closed-circuit tv systems in the medium price range. The single-unit vidicon cameras, types TE-14 and TE-15, are available in 10 different models.

**Microwave business** ■ Visual Electronics Corp., New York, has been appointed exclusive national representative and distributor in the broadcasting field for Micromega Corp., Venice, Calif., producer of solid-state microwave devices.

**Religious radio contract** ■ Continental Electronics Mfg. Co., a subsidiary of Ling-Temco-Vought Inc., Dallas, has announced it has contracted with Trans World Radio to build a high-powered religious radio station on the Island of Curacao (BROADCASTING, July 16). Value of the contract is more than \$1 million, LTV announced. Equipment includes two 250-kw high frequency transmitters. Trans World Radio, an interdenominational organization, now operates a 100-kw transmitter in Monte Carlo, Monaco.

**New microwave line** ■ Jerrold Electronics Corp., Philadelphia, has placed on the market a new line of wide-band 12,000 mc microwave equipment, useful in the new FCC-allotted 12 kmc band for privately owned relay facilities. The equipment handles wideband video frequencies up to 8 mc, and maintains high signal-to-noise ratio. Frequency stability is maintained within 0.005% through the use of special discriminator circuits and quartz crystal reference oscillators.

**For closed circuit** ■ A new video and RF distribution device which can be used to combine a closed-circuit tv channel with off-the-air channels in a master antenna system has been developed by Blonder-Tongue Laboratories, Newark. The new device, which has a net price of \$500, is called the video RF thru line switcher, VS-1.

**Portable "Newscaster"** ■ Superscope Audio Electronics Division, Sun Valley, Calif., has begun marketing its new Sony EM-1 portable "Newscaster" tape recorder. Manufactured to meet NAB standards, the recorder is a full track, 7½ ips, 5-inch reel, spring wound model that will operate for five minutes on a single winding. It can be rewound while the recorder is in use without affecting tape speed.

**Tape tips** ■ Minnesota Mining & Manufacturing Co., St. Paul, Minn., has issued a bulletin, entitled "Video Tape

Splicing," aimed at video tape editors and recorder operators. The bulletin enumerates the most common errors of splicing and discusses various ways they can be avoided.

**New RCA manuals** ■ RCA has released a transistor manual, featuring do-it-yourself circuits and basic theory and device data. The *RCA Transistor Manual* may be obtained from distributors or by sending \$1.50 to RCA Commercial Engineering, Somerville, N. J. A transmitting tube manual has also been released by RCA electron tube division, and can be obtained by sending \$1 to the commercial engineering division of the company.

**Stereo tape recorder** ■ A 4-track stereo tape recorder, which its manufacturer reports "is designed to function as a complete sound system with a power reserve sufficient to handle six sets of stereo phones or speakers," has been produced by Roberts Electronics, Los Angeles. Model 997 operates at 3¾, 7½ and 15 ips, either vertically or horizontally, and is priced at \$449.95.

**New tv camera** ■ The "Al-Dee," a new, low cost tv camera incorporating a 2-inch electrostatic Vidicon and an F 1.9 48 mm lens and weighing 11 pounds, is designed for closed circuit and amateur tv, according to its manufacturer. Produced by the Denson Electronics Corp., Rockville, Conn., the #253 is available for \$239.95 (with lens).

**Versatile mike** ■ Shure Brothers Inc., Evanston, Ill., electronics manufacturer, has developed two models of a low-cost omni-directional microphone, called the Versadyne for its dynamic cartridge. Model 575S (high impedance) costs \$24.00; model 575SB (low impedance) is \$21.00. The mikes are intended for general public address, and home recording.

## SEC lifts trading ban on Atlantic Research

The Securities & Exchange Commission last week lifted its suspension of trading in the common stock of Atlantic Research Corp., Alexandria, Va., rescinding its order of Oct. 10 (BROADCASTING, Oct. 15). Atlantic owns Jansky & Bailey, a Washington, D. C., consulting engineering firm.

SEC originally ordered the suspension because of a discrepancy between Atlantic's financial statements as issued to stockholders, claiming a net income of \$1.4 million, and as filed with the commission, showing a \$1 million loss. SEC states that Atlantic has since made public sufficient information on its finances to warrant the release of its stock for trading.

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

**HOWARD E. STARK**

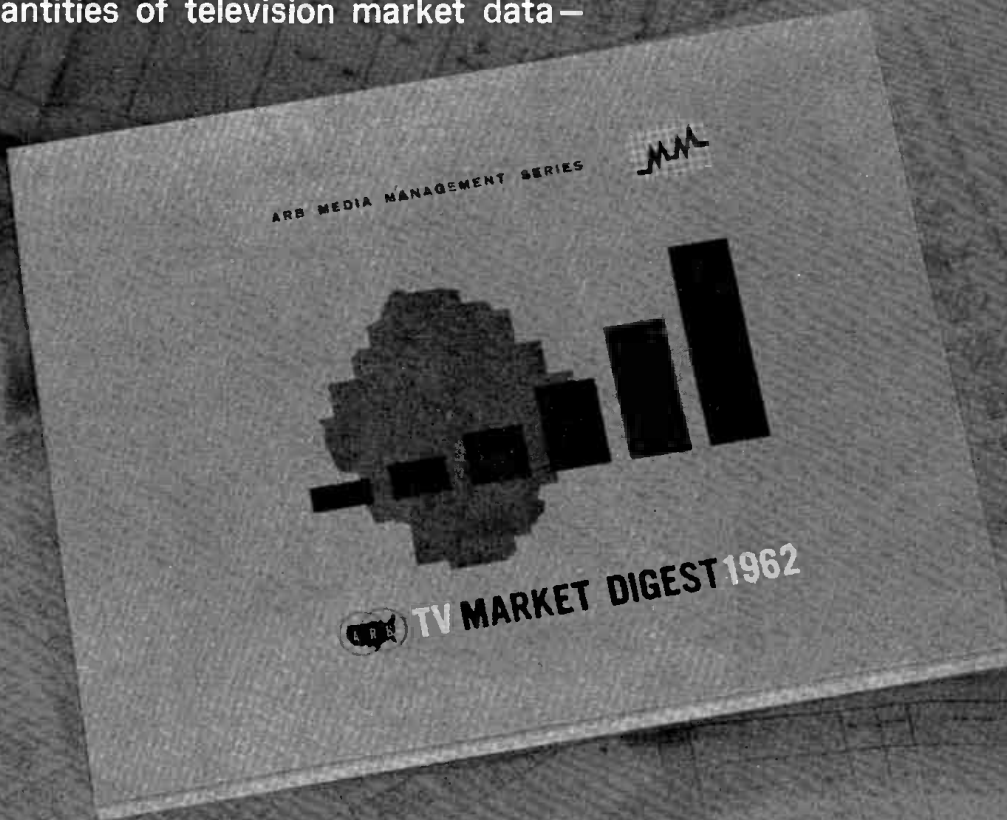
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Vast quantities of television market data—



## Digested

The new ARB TV Market Digest is another major step in providing media planners with the most comprehensive television market and marketing information available. This one volume puts an end to costly searching time—no more checking through several sources of set counts, station circulation, market rankings and all the 'must-know' data necessary to effectively plan television campaigns. It's all here in the Market Digest, ready to become a valuable part of any research library. And what's more, it is all comparable data based on the same survey period, using the same research techniques.

Whether it is the county-by-county set count estimates by states, serviceable market and station rankings by varied criteria, or thorough individual market data for more than 220 television markets, the Digest proves itself a unique planning tool with extra dividends of convenience every time it is used. This new report, another in the Media Management Series, is available now from your ARB representative.



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THE MEDIA

**NAB WATCHDOG GROUP**

**Collins asks guardian unit to promote news access in talks on subject at Denver, Kansas City sessions**

An all-media watchdog committee to work toward greater freedom of information and access to the news was proposed last week by NAB President LeRoy Collins before the association's Nov. 12-13 regional meeting in Kansas City. His voice was one of several heard in the midwest and at the NAB session on the news freedom issue.

NAB's headquarters troupe moved to Denver Thursday-Friday for the seventh in the series of 1½-day conferences. The annual series winds up today and tomorrow (Nov. 19-20) in Portland, Ore.

At Denver Gov. Collins again dealt with the right of broadcasting to report the news by pledging that broadcasters will continue their fight to obtain access to courtroom proceedings.

Chief Justice Edward C. Day, of the Colorado Supreme Court, told the Denver conference Thursday that he endorses NAB's long-range strategy of seeking piecemeal revision of the anti-courtroom ruling of American Bar Assn. (Canon 35).

A strong supporter of the industry's position for equal courtroom access, the Chief Justice said he endorses an industry fight conducted at the local level,

piece-by-piece, court-by-court, state-by-state. He said broadcasters should seek to modify rather than abolish the rule, with the final coverage decision always left to the individual judge as NAB has long proposed.

Gov. Collins pledged that broadcasters would continue to fight for relief from Canon 35.

**Shared Responsibility** — Gov. Collins said at Kansas City newspapers, magazines, press photography and broadcasters "share an over-riding responsibility to keep the American people informed." He told the luncheon meeting Monday that "each of us as journalists has a responsibility to see to it that a free flow of ideas and a continuing stream of information in this country is never diminished or cut off."

In a democracy, he noted, "free mass communication is an inextricable part of democracy itself." He said broadcasters must insist that the government "aid us in advancing the freedom of communication and opening its doors to full and equal coverage by all news media. This means equal access to cover proceedings with the 'tools' of broadcast journalism—the microphone and the camera. Whenever this right

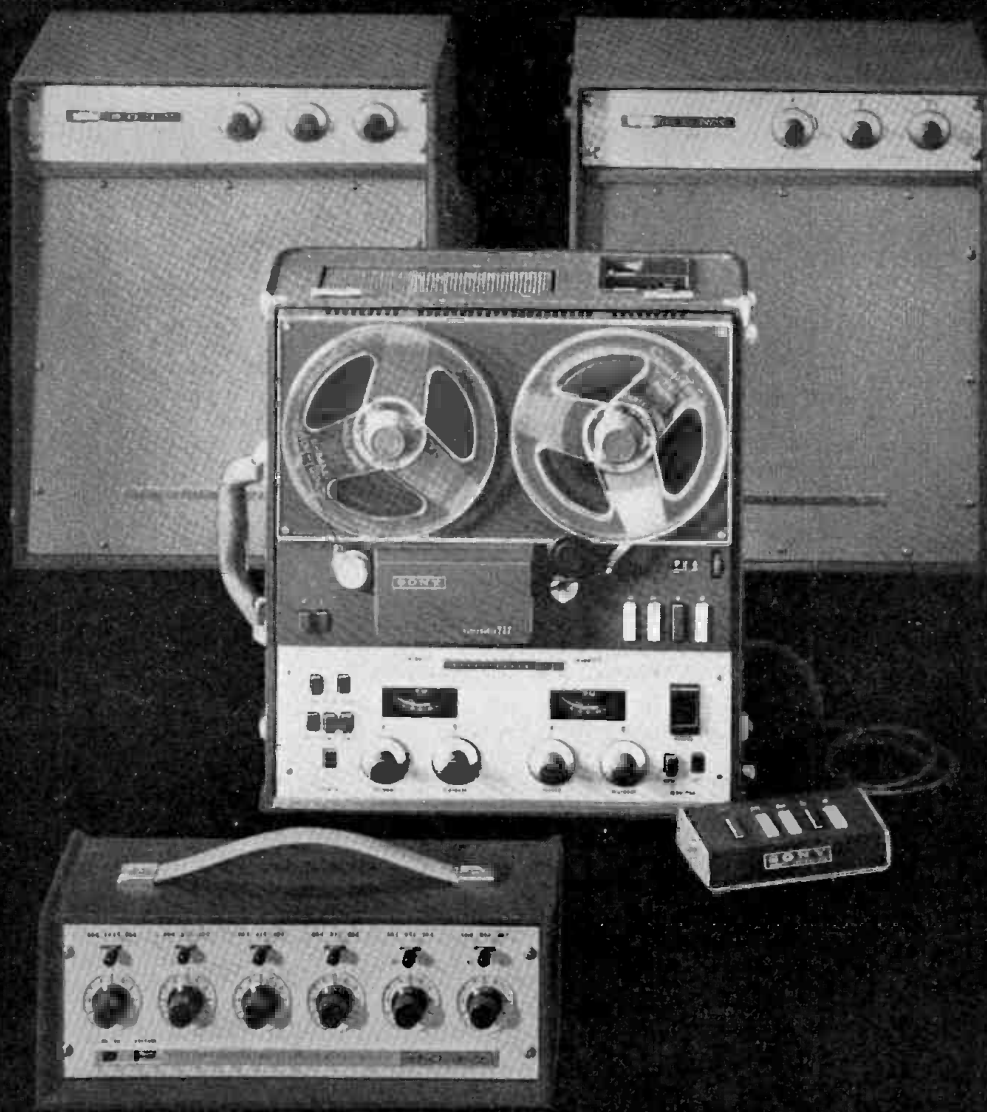


Broadcaster group at NAB fall meeting in Kansas City included (l to r): John F. Patt, WJR Detroit; Thad M. Sandstrom, WIBW-AM-TV Topeka, Kan.; Odin S. Ramsland, KDAL-TV

Duluth; Frank P. Fogarty, WOW-AM-TV Omaha, Neb.; George W. Armstrong, WHB Kansas City, and Roy Danish, Television Information Office, New York City.



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

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

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

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is denied—and these barriers exist at all levels of government—the more the right of the people to see and hear is seriously impaired.”

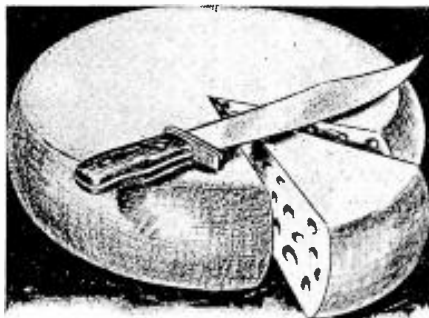
The use of the security label is too often unjustified, Gov. Collins said, as is also the “hazy doctrine” of executive privilege. He cited, too, the substitution of handouts for first-hand inquiry by reporters. “These are trends, often well-intentioned, which should be reversed,” he said. “Only in the rarest of cases can a ‘closed door policy’ of government operation be justified.”

NAB intends to accelerate its efforts “to bring down all of these walls of reaction and retardation,” Gov. Collins told the meeting.

The NAB president commended the U. of Missouri for establishing its freedom of information center “to advance freedom of the press for all media.” He said he believes the print media and broadcasting “should stand together” on this issue, for restrictions and discriminations against any arm of the “press” are a threat to all media.

**Time Has Come** ■ The time has come for all media of expression to “sit down together at the same table to discuss common problems and common objectives,” he said.

At his meeting with local newsmen, Gov. Collins said he thinks the “news-



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## Hyde present for new fm network opening

Formal dedication of the new four-station Mid-State Fm Network of Michigan Nov. 10 included a fast, one-day inspection tour of the stations and meetings with community leaders in each area for FCC Commissioner Rosel H. Hyde (l) and his host, John P. McGoff (r), network president and general manager who also is president of WSWM (FM) East Lansing, network key.

With them at afternoon reception at Midland Country Club were Alden B. Dow (center l), son of founder of Dow Chemical Co. and member of the board of WQDC (FM) Midland, and Dr. Samuel D. Marble

(center r), president of Delta College, which is 49% owner of WQDC. Mr. McGoff also is president of WQDC and of the new Flint outlet, WGMZ (FM). The latter took the air the previous day.

Mid-State Fm Network also includes WABX (FM) Detroit, whose president is Michael L. Dow, Mr. Dow's son. Mr. McGoff is vice president of WABX. The network operates by means of off-air pickup and stresses fine music, news and educational features. Herb Groskin Assoc., New York, has been appointed national representative effective immediately.

is-weaponry” view of Defense Dept. official Arthur Sylvester is “very wrong and very indefensible.” He said public confidence in being able to get the truth through the news media is a vital part of the foundation of democracy.

Frank P. Fogarty, WOW-AM-TV Omaha, told the NAB meeting that the present time is the most critical in his whole decade of experience as chairman of the NAB Freedom of Information Committee, but he felt that NAB is working harder than ever before to meet the problems.

Mr. Fogarty also warned broadcasters that they have “no reason to be optimistic” at this time about the report expected soon by the special committee of the American Bar Assn. for review of Canon 35 which bans cameras and microphones in the courtroom. But he was encouraged for the long-range view as a result of Gov. Collins recent contact with the Chief Justice of the U. S. Supreme Court concerning possible broadcast coverage of Monday morning readings of court rulings. “These should be recorded not only for news but also for history,” he said.

**White House Talk** ■ Meanwhile last week, Roy A. Roberts, president of the *Kansas City Star*, talking before a state meeting of the Associated Press in Kansas City, proposed a conference with the Kennedy Administration to deal with the problems of government news handling. He suggested that the conference include all segments of the mass media, including radio-tv.

Wes Gallagher, AP general manager, New York, told the same AP session the government control of news about the Cuban crisis has drawn widespread criticism. He attacked the Defense Dept.'s interview-report policy too. “That's nothing more or less than intimidation,” he charged.

Jim McGovern, director of public affairs, KMSP-TV Minneapolis-St. Paul, reported last week the formation of an all-media executive committee to explore ways to broaden freedom of expression in the Twin Cities area. The group stems from a recent seminar on the subject at St. Thomas College, St. Paul, attended by educational and media people. The committee head is Dr. Ralph Ross of the U. of Minnesota.

# NO NAB CLASH SEEN ON O&O PROBE

## Collins urges 'constructive' relationship with agency

NAB has no intention of lambasting the FCC if the agency probes the local program practices of network-owned tv stations, President LeRoy Collins said last week at the Kansas City Fall Conference (see story, page 90).

Gov. Collins explained his position on the FCC's plan to vote on a local programming questionnaire (BROADCASTING, Nov. 12). He brought up the subject at a conference discussion calling attention to BROADCASTING's "broadside" about the proposed FCC questionnaire.

Recalling that when he originally opposed the FCC's tv program hearing, he stated that if a questionnaire to explore the local programming were "reasonable," it would be "far preferable" to the hearing and within the purview of the commission. "If BROADCASTING Magazine expects me to lambast the FCC," Gov. Collins continued, "that is something I don't intend to do."

**NAB Policy** ■ He explained that NAB policy must be consistent. He reaffirmed that NAB "will fight when the FCC is wrong," but pointed out that the asso-

ciation has achieved stature with the commission and must be able to work with it constructively while still opposing specific wrongs.

Frank Fogarty, WOW-AM-TV Omaha, voiced alarm at specific questions in the proposed FCC questionnaire and said he did not share the NAB official's "relaxed attitude" about the questionnaire even though he supported NAB in its general thesis that a reasonable questionnaire might be sent. "If BROADCASTING Magazine's sources are good, and often they are, I am concerned about the questionnaire." One question he cited as an example would have the effect of making community organizations "co-program directors" with the licensee, he said.

The NAB staff explained that the FCC had not consulted with the association about the proposed questionnaire and hence they did not have full information about the proposal. They felt it best not to continue the discussion until more was learned about the specific questions. They indicated NAB would oppose any found to be questionable.

# WCKT (TV) equipment sale to Sunbeam

## ACTION MAY EASE TIFFS IN HOARY MIAMI CH. 7 CASE

The Miami ch. 7 case may be on the way to a solution, with the announcement last week that Biscayne Television Corp. had arranged to sell the equipment, land and building of WCKT (TV) to Sunbeam Television Corp., the only one of the four original applicants found untainted by the FCC of engaging in off-the-record contacts with FCC commissioners (CLOSED CIRCUIT, Oct. 8). The arrangements also contemplate the sale of WCKR-AM-FM Miami, also owned by Biscayne, to the James M. Cox interests which originally owned the standard broadcast station. This would include the land and building.

Under the plan which has been worked out, Biscayne will sell the WCKT plant and real estate to Sunbeam for \$3.4 million. It will also sell the WCKR stations to Mr. Cox's Miami Valley Broadcasting Co. for \$500,000. Miami Valley sold what was then WIOD to Biscayne for \$150,000.

An element of the transaction is that the U. of Miami stands to benefit if the sales are approved by the FCC. The university will receive gifts from the Cox and Knight interests that are expected to run up to \$1 million shortly after the transactions are consummated, and may, it is said, run up to \$2 million over a period of years. The grants will be used to establish a

Scientific Education Fund. The university, it was explained, has been active for many months in attempting to bring the Biscayne-Sunbeam negotiations to a successful conclusion.

The 1956 grant of Miami ch. 7 to Biscayne was voided by the FCC last year after a rehearing stemming from charges that Biscayne and other applicants for the ch. 7 facility saw FCC commissioners off the record about the case. Only Sunbeam, whose principal stockholder is Sidney J. Ansin, Miami realtor, was found to be untarred by the *ex parte* charges.

Biscayne asked the FCC to reconsider this decision, but was denied last May. It then appealed the FCC decision to the U. S. Court of Appeals for the District of Columbia. This appeal is still pending, but is expected to be withdrawn if the FCC approves the sale applications.

Biscayne stockholders include Niles Trammell, former NBC president, who owns 15%. The remaining 85% is divided among principals associated with the Cox interests (*Miami News*) and the John Knight interests (*Miami Herald*).

The television sale is understood to be based on a 12-year payout and Messrs. Cox and Knight, it's understood, plan to make contributions to the U. of Miami over that term.



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# IBA MEETING HEARS LEE CODE PLANS

## Ideas given for small station growth and sales increases

How small market stations can get more of the national advertising dollar, a formula to build station success and talks by Alberto-Culver President Leonard H. Lavin and FCC Commissioner Robert E. Lee highlighted the annual fall meeting of the Illinois Broadcasters Assn. in Chicago last week. New officers were also elected (FATES & FORTUNES, page 102).

Commissioner Lee said the FCC this Wednesday will decide when and where to hold the next Chicago-type tv inquiry, but he would not hint as to the outcome. Commissioner Lee also recounted his long efforts to convince the FCC it should make a part of the commission's rules that section of the NAB code relating to advertising standards.

Commissioner Lee felt his plan should be put out by the FCC as a proposal for the industry to comment upon. Since the better broadcasters already subscribe to the code, putting it into the FCC's rules would not be censorship, he contended.

Mr. Lavin, addressing a joint luncheon meeting of IBA and the Broadcast Advertising Club of Chicago on Tuesday, reported that Alberto-Culver's bud-

get of \$30 million for tv advertising in fiscal 1963 already is being pushed up higher as a result of sales. He said he is virtually certain VO5 shampoo "will soon be the leading brand and will vastly increase the size of the market on its way to the top." VO5 hair spray captured first place in its class last year, with credits to tv (TELEVISION MAGAZINE, October 1962).

John Cole, Needham, Louis & Brorby, Chicago, told the Monday afternoon panel session that small market stations can improve their chances for additional business, regardless of source, by more carefully analyzing their markets and determining their most favorable characteristics, just as national marketers determine the strongest consumer appeals for their products. Then, like the national marketer, the station must concentrate on its prime prospects, he explained.

Harry Furlong, J. Walter Thompson Co., Chicago, and Milton Friedland, WICS (TV) Springfield, Ill., recounted reasons why national advertisers may skip secondary markets but Mr. Friedland also emphasized that many local stations can often offer a better buy be-

cause of the strong audience impact they command through unique local service. He felt some buyers overlook these positive factors because sheer size of numbers may be easier to defend.

Robert Frudeger, WIRL Peoria, Ill., suggested secondary market stations should stop worrying over the national business issue and really examine their own markets. He said that if they would study new services, new types of programs, and other needs of the local scene they would discover that their market has been scarcely tapped, much less exploited.

Jack Thayer, WHK Cleveland, told a Monday morning session a few key principles would help any station to grow and prosper. These include performing the service that is needed, knowing the hows and whys of presentation and "doing it better than the competition," he said. Management also must "instill the proprietary attitude," take a personal interest, and work for better human relations in all facets of operation and service to the public.

WHK's sales staff surprised Mr. Thayer on the evening before his talk to IBA by purchasing a "commercial" on the 10:55 p.m. newscast on WLS Chicago to salute him and encourage his speech-making performance.

## Common share returns set

Storer Broadcasting Co. board declared a quarterly dividend of 45 cents per share on its common stock, and 12½ cents per share on its Class B common stock, payable Dec. 10 to stockholders of record Nov. 23. Storer owns WJBK-AM-FM-TV Detroit, WJW-AM-FM-TV Cleveland, WSPD-AM-FM-TV Toledo, WITI-TV Milwaukee, WAGA-TV Atlanta, WIBG-AM-FM Philadelphia, WGBS-AM-FM Miami, WHN New York and KGBS Los Angeles. It also publishes the *Miami Beach Sun*.

## Changing hands . . .

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

■ WCKR-AM-FM Miami: Sold by Biscayne Television Corp. to Miami Valley Broadcasting Co. (Cox interests) for \$500,000. Transaction is part of arrangement whereby Biscayne is selling physical assets of WCKT (TV) Miami to Sunbeam Television Corp. for \$3.4 million (see separate story page 93).

**APPROVED** ■ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 105).*

■ KRIZ Phoenix, Ariz.: Sold by former Sen. Burton K. Wheeler (D-Mont.)

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and family to Frank Flynn and associates for \$465,060 and agreement not to compete for three years within 50 miles of Phoenix. Mr. Flynn was part owner and general manager of KYOS Merced, Calif.

■ **WWOL-AM-FM Buffalo, N. Y.:** Sold by Melvin C. Green and associates to Rust Craft Broadcasting Co. for \$185,375 and agreement not to compete. Rust Craft stations are WSTV-AM-FM-TV Steubenville, Ohio; WGRP-TV Chattanooga, Tenn.; WBOY-AM-TV Clarksburg, W. Va.; WPIT-AM-FM Pittsburgh, Pa.; WRDW-TV Augusta, Ga.; WSOL Tampa, Fla., and 40% of WVUE-TV New Orleans, La.

■ **WSIV Pekin, Ill.:** Sold by W. Kenneth Patterson and George C. Udry to F. F. McNaughton and family for \$125,000 plus \$25,000 for agreement not to compete in radio or tv for seven years within a 25 mile radius of Pekin. The McNaughtons have interests in WMRN-AM-FM Elgin and WCRA Effingham, both Illinois.

■ **WOKS Columbus, Ga.:** Sold by John A. and Mary W. O'Shields and Eathel Holley to Philip A. Meltzer for \$123,500 and agreement not to compete in market area for two years. Mr. Meltzer is one of the founders of Radio Concepts Inc., radio program-sales consultants, but he disposed of his interests some months ago. Miss Holley owns WNEA Newnan and has an interest in WLAW Lawrenceville, both Georgia.

## Electronic sorting boosts Plough sales

Plough Broadcasting Co. credits most of a better than 50% improvement in sales on two radio stations where its electronic programming concept has been in use for three months (BROADCASTING, Aug. 13).

Total sales are up 63.6% over a like period last year at WJJD-AM-FM Chicago and 50.3% at WCOP-AM-FM Boston, the company reported last week.

The two Plough stations use electronic sorters to help select music "most people like to hear."

Plough also announced last week that it has sent prizes to 318 participants in a "Name the Sound" contest held among media people in conjunction with the introduction of its new programming. First prize, an am-fm-stereo-tv-phonograph console, was awarded to Eldon C. Marwede, Campbell-Ewald Co., Detroit. Gary Pranzo, Young & Rubicam Inc., New York, was second and won a stereo tape recorder. Plough did not say what it would call its new sound, but indicated it was studying all entries in its contest.

## CBS INC. SHOWS SHARP INCOME HIKE

Net up \$5.9 million; business costs kept in check

CBS Inc. net income increased about 50% on a sales gain of about 5.6% in the first nine months of 1962, compared with the same period last year. Net income this year was \$18.5 million; last year it was \$12.6 million, William S. Paley, chairman, and Frank Stanton, president, announced last Wednesday (Nov. 14).

Sales for the first nine months of this year were slightly over \$358 million, compared with \$339 million in the same period of 1961.

The \$5.9 million increase in net income on a \$19 million increase in sales can be attributed mainly to only an almost hold-the-line \$6 million increase in cost of sales and selling, general and administrative expenses. Operating income before federal taxes showed an increase of \$13 million.

In the third quarter of 1962, income was \$4.3 million (against last year's \$3.2 million) and sales were \$111.3 million (as compared with last year's \$98.2 million).

Earnings for the first nine months of 1962 were equal to \$2.08 a share com-

pared with \$1.43 (adjusted for stock dividend) in the same period of 1961.

At a board of directors meeting, a cash dividend of 35 cents a share and a 3% stock dividend were declared for stockholders of record at the close of business on Nov. 23. The cash dividend is payable Dec. 7; the stock dividend is payable Dec. 17.

### Show moved from prime time

WSAZ-TV Huntington, W. Va., has rejected one in a series of *The Story of . . .* programs, refusing to air the show in its regular 7 p.m. time period, rescheduling it and labeling it "for adult viewing only."

The show in question, one of the syndicated series released through Ziv United Artists, titled, "The Story of an Intern," includes a segment showing the birth of a baby and a portion concerning a patient who attempted suicide by slashing his wrist. The station said the particular program would be moved from its normal schedule to a 10:30-11 p.m. viewing time.

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**SOUTHWEST** —Fulltime radio station in market of 150,000. Grossing approximately \$11,000.00 monthly and showing a profit. Total price of \$175,000.00 with 29% down and terms to be negotiated.

**WEST** —Located in beautiful, fast-growth area, this fulltime radio station is grossing at the rate of \$180,000.00 per year and making a nice profit. Priced at \$300,000.00 with 29% down.

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# MUTUAL'S IN THE BLACK

Hurleigh says '62 profit will be half million, ending 10 years of losses since television's advent

The 500-affiliate Mutual radio network will wind up 1962 in the black, the first profit year since television became a major medium.

Robert F. Hurleigh, MBS president, said the network's 1962 revenue will approach \$6 million as the result of an 18% increase over 1961 time sales. The first word that Mutual was moving into the profit category came a fortnight ago when Herbert P. Buetow, president of the parent Minnesota Mining & Mfg. Co., told a group of security analysts the network would show a profit for the first time in a decade.

Mutual's upward turn started in 1961 when the 1960 loss of \$1.3 million had been cut to a half-million. A swing of nearly \$1.8 million in 1962—from a \$1.2 million loss in 1960 to an estimated half-million profit in 1962—is attributed to updated programming, improved operating efficiency and advertiser response.

"Up to 1961 Mutual had been losing over \$1 million a year for 10 years," Mr. Hurleigh said. "Radio networks started to die in the 1949-53 period from the impact of television's debut. Mutual suffered with the other three radio networks.

"In the mid-'50s radio started its comeback but the networks were slower to recover. Today the networks are getting \$45 million of the \$350 million spent on national radio advertising, the remainder going to spot.

"We have reduced costs. Programming has been overhauled. The general programs of the past are no longer desired by affiliates. They won't clear time for programs of this type."

**Strips** ■ Mr. Hurleigh said Mutual started development of strip programming—"all kinds of news, sports news and features, and public service. This

change was helpful in getting stations to clear network programs.

"Currently more than 500 Mutual stations accept up to 96% of our news programs. We have affiliates in 97 of the top 100 markets. Our clearance picture is stronger and we have better stations.

"Repeat business is wonderful. Large numbers of our 1961 campaigns are continuing this year and the trend will continue into 1963. Advertisers and agencies are buying news and sports."

Mutual takes five minutes of each



Mr. Hurleigh  
We're making money . . .

affiliate's hour for news. The basic format includes four 10-minute and two 15-minute commentaries plus the daily 25-minute award-winning feature, *The World Today*. In addition to the five-

minutes-per-hour news plus the other news-directed features, the network provides two 15-minute and two five-minute sports programs daily and play-by-play coverage of major sports events.

A few years ago Mutual did as much as \$13 million business a year but spent over \$14 million. Although revenue is running at less than half the former rate, expenses have been reduced even more sharply. To quote Mr. Hurleigh, "We're making money and our affiliates are happier."

**'Strong' Second** ■ Addressing the Washington Ad Club Nov. 13, Mr. Hurleigh said, "Mutual finds itself doing quite well in that delightful position of running a strong No. 2 with a couple of firsts, a couple of fourths and a number of thirds—a good strong second in all periods important to our agencies and clients."

Discussing ratings services in his talk, he said, "What radio needs is a rating service, a survey of the listening audience which would be as impressive and as immediately acceptable as the Audit Bureau of Circulations." He does not advocate one rating service for radio, he said, but would like to see Radio Advertising Bureau meet with people in the major rating services to clarify differences, as well as where and why they occur. He referred to a recent Sindlinger report showing that network radio is reaching three times the audience previously estimated. He said, too, that radio isn't getting "the whole count on portables, transistors and car radios."

## Diplex antenna used by WROC-TV, WHEC-TV

Two Rochester, N. Y., television stations are radiating their signals simultaneously from a common antenna. The method makes use of a diplexed antenna system custom-built for the project by the RCA Broadcast & Communications Products Division.

The antenna installation for WROC-TV (ch. 8) and WHEC-TV (ch. 10) was planned and coordinated by R. K. Blackburn, director of engineering for the Gannett Co., which is the owner of WHEC-TV.

## Maryland group to meet on future of state etv

An Educational Television Advisory Committee in Maryland, which will work with the state board of education in mapping etv's future in the state, will meet Nov. 28 to name two additional members.

Already named are Herbert Cahan, WJZ-TV Baltimore, general manager for the Maryland-D.C. Broadcasters Assn.; Dr. Wesley Dorn, director of development and research representing the state board of education; Wilmer V. Bell, director of adult education in the Baltimore City Public Schools; Dr. Frank

**NOW!**

**IN ROCHESTER, N.Y. —**

With a new, higher antenna 511 feet above average terrain, CHANNEL 10 now gives you more reach—more homes —with Rochester area coverage *second to none!*

**WHEC-TV**

**CHANNEL 10**

BASIC CBS • National Rep. H-R TELEVISION, Inc.

Bentz Jr., assistant to the President of the U. of Maryland; and Miss Elizabeth Gross, area librarian of the Memorial Library, Bladensburg, representing the Maryland Library Assn.

This group will name committee members to represent non-public institutions of higher learning and state cultural institutions.

## Radio-tv careers shown West Virginia youngsters

The West Virginia Broadcasters Assn. is working with other state-wide groups to interest young people in radio and television as a possible career.

Harry Brawley, WCHS-TV Charleston public affairs director, was chairman of the first meeting of the West Virginia High School Broadcasters Assn. which included 41 students and 15 teachers at Morris Harvey College, in Charleston.

Other participants included William P. Dix Jr., WCHS-TV general manager; Mel S. Burka, WTIP Charleston general manager and president of the state broadcasters association; and Dr. Frank Krebs, dean of students at the college.

The new group, which plans another meeting in the fall of 1963, is sponsored by the state department of education, the broadcasters' association and the college.

## KRSI replaces WTCN as ABC Radio outlet

KRSI St. Louis Park, Minn., will become an ABC Radio affiliate effective Dec. 31, the network said. (St. Louis Park is a Minneapolis suburb.) KRSI replaces WTCN Minneapolis-St. Paul, a Time-Life broadcast station.

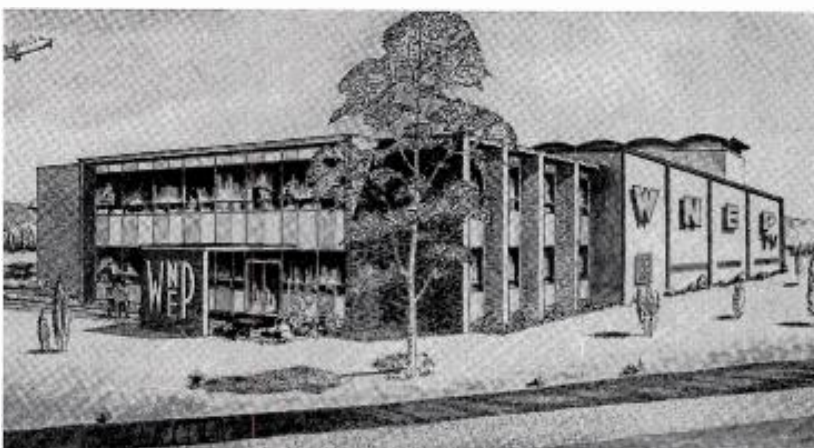
KRSI is licensed to Radio Suburbia Inc. and operates on 950 kc with 1 kw day. It holds an FCC construction permit for 1 kw fulltime, according to FCC records. J. Warren Burke is general manager.

Gordon H. Ritz, WTCN station manager, said the station will make increased use of the Time-Life Broadcast news bureaus in both Washington and New York in its independent operation.

## Extra AB-PT dividend

An extra dividend will accompany American Broadcasting-Paramount Theatres' regular fourth quarter dividend.

AB-PT announced Nov. 12 that the regular cash dividend of 25 cents a share is payable Dec. 15 to holders of record on Nov. 23. The extra dividend of 2% common stock is payable Dec. 27 to common stockholders of record on Nov. 23.



## TTC spending \$400,000 on studios, offices

Transcontinent Television Corp., New York, is building new studios and offices for its stations in Cleveland and Scranton-Wilkes-Barre.

This is an artist's conception of what WNEP-TV Scranton-Wilkes-Barre will look like when completed. The \$300,000 project, begun last month, is expected to be completed by July 1963. It is adjacent to the

Wilkes-Barre-Scranton airport located between the two Pennsylvania cities.

Not shown is a \$100,000 addition TTC is building on its WKOK-AM-FM Cleveland studios which will combine transmitter and studios. Sales and executive offices will remain in downtown Cleveland. Completion is expected Nov. 30.

## PULSE MAKES QUARTER-HOUR STUDIES

### Cumulative audiences surveyed for XTRA News, WNEW-AM-FM

The Pulse Inc. has conducted two pilot research studies for two clients, using the same research techniques, to determine cumulative radio audience on a quarter-hour basis, instead of the previous cumulative studies which covered segments of the broadcast day.

The two clients are Darren F. McGavren Co., New York (for XTRA News, Los Angeles) and WNEW-AM-FM New York.

Research directors at McGavren and WNEW went to Pulse with almost identical ideas for the techniques to be used. With minor variations, these ideas were used in the final field research.

In both studies, 100 homes were visited each day for seven days and every member of the family was interviewed on his listening for the previous day on a quarter-hour basis. Each individual also was questioned about his listening for the preceding week on an hour-by-hour basis. All listening—including that done away from home—was surveyed.

(Pulse officials point out that since an individual recalls less detail of listening done five, six or seven days before being interviewed, its cumulative figures tend to be on the conservative side. Further, the study was balanced out by the fact that each day of the week was

## LISTEN IN ON YOUR CIGARETTE LIGHTER?

**Sure! . . . Give a Christmas Gift that's REALLY different!**

It's a minute but powerful transistor RADIO built into a CIGARETTE LIGHTER!

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- Size: 1/2 x 1 1/2 x 3 inches
- Hearing Aid Battery
- Frequency: 535-1605 kc
- Chrome & Plastic Case
- To be marketed worldwide soon



Rush Postal Money Order or Cashier's Check to:

**TELECRAFT PRODUCTS**

P.O. Box 5248  
Reno, Nevada

Washington Station  
Phone: 323-1478

JOBBER'S SAMPLE — \$13.85 per unit (includes set, battery, earphones, & postage)

PER DOZEN—\$12.60 per unit  
PER GROSS—\$11.50 per unit

"yesterday" to one-seventh of each study's sample).

Comparisons were made between the quarter-hour ratings of the cumulative study with regular Pulse rating reports, and they compared "most favorably," according to Pulse.

**Data's Use** ■ The delivery of the pilot studies to McGavren and to WNEW research directors ends the similarity.

At McGavren, Claire R. Horn, research and promotion director, has used the new cumulative study as the basis for a new technique for spot radio to reach the largest cumulative audience on a weekly basis.

Her system, called SRO (systematic rotation) is completely mathematical, and thus lends itself to the use of computer operations.

It is based on the relationship between a station's total weekly cumulative audience and its average quarter-hour rating, and determines the minimum number of announcements to be used in a week to reach the maximum audience.

In a hypothetical case, a station has an average quarter hour rating of 2

and a weekly cume of 46. The quarter-hour rate is divided into the cume to determine a "turnover rate," in this case, 23. The turnover rate is divided into the station's total number of quarter-hours in its broadcast week. In the hypothetical case, the station is on the air from 6 a.m.-12 midnight for a total of 504 quarter-hour quarter-hours weekly. Dividing the turnover rate into 504, a "rotation interval" of 22 is reached. Hence, SRO calls for a schedule of 23 announcements a week, scheduled once every 22 quarter-hours.

Applying this system to XTRA News, which airs news only and thus has a high audience turnover, with average listener tune-in lasting only 18 minutes, for 24 hours a day, 60 announcements, scheduled on a strictly mathematical basis would deliver a weekly cumulative audience of 944,840 homes, for a cumulative audience of 42.4.

**SRO vs. Conventional Plans** ■ Mrs. Horn, in her presentation, compares conventional radio schedules using "traffic" pattern scheduling with SRO schedules using the same number of announcements. An XTRA client now

using 30 announcements receives a weekly cume of 13.8 with his conventional scheduling. With SRO, the same number of announcements would receive a weekly cume of 27.2.

Mary McKenna, WNEW's research director, has used the Pulse study to determine the results obtainable from several sales plans offered by the station. They show a steady decrease in cost-per-thousand as more announcements per week are used and a corresponding increase in weekly unduplicated cumulative coverage.

Plan A, using 18 weekly announcements delivers a 24.6 weekly cume; Plan B with 33 announcements delivers a 33.8 cume; and Plan C with 48 announcements delivers a 40.8 cume.

The McGavren and WNEW presentations were first made last Monday (Nov. 12) before an audience of researchers, and presentations are now planned for advertisers and agencies.

Dr. Sidney Roslow, president, The Pulse Inc., plans further quarter-hour cume studies which will be available to station subscribers in markets studied.

## INTERNATIONAL

# CHANGES FOR BRITISH TV

### ITA says it wants to revamp networking practices; report shows 95% of viewers can see commercial tv

The Independent Television Authority, which has regulatory powers over Britain's commercial tv companies, intends to change the present networking arrangements by which the four largest companies provide most of the network programs.

This was announced in the Nov. 8 publication of ITA's annual report for the year ended March 31, 1962. The aim of the proposed, but as yet unspecified, changes is to "encourage wider competition among the com-

panies and the more open exchange of programs. . ." At present the big four companies do not compete for network time but divide it between them.

The year under review was the virtual completion of the network with a coverage of 95% of the population from 22 ITA transmitter stations completed or under construction and with the last of 15 program companies appointed.

The report shows that one third of the 117 hours of programs, excluding

acquired films, produced each week by the 13 companies on the air during the year was devoted to talks, discussions and documentaries, with a further 11% devoted to news, 7% to religion, and 6% to school and informational children's programs, equal to well over half the nation's total program output. About 25 hours of acquired films were used each week. Of these, 12 hours were filled by programs made in the U. S.

**Children & Tv Study** ■ The authority took the initiative in proposing a major study of the impact of television on young people and offered to bear the cost. The offer, made at a national crime prevention conference, was welcomed by the government.

Other points from the report:

**Amount Of Advertising** ■ Over the year an average of 4.8 minutes an hour of spot advertising (about 8% of broadcast time) were transmitted on each station. This was almost the same as the previous year and well within the permitted 6 minutes an hour average or 10% of broadcast time. The lowering from 8 to 7 minutes of the maximum amount of spot advertising allowed in any one clock hour diverted some advertising out of the central evening into other periods of the day so that the average between 7 and 10 p.m. was 6.4 minutes an hour compared with 6.8 minutes in the year 1960-61.

**Natural Breaks** ■ The program companies decided that natural breaks would no longer be used for advertising in certain children's programs, in





three weekly documentaries and in the twice weekly installments of a fiction serial, and that there would be one advertising interval instead of two in certain hour-long plays and features. This reduced the number of advertising breaks by about 15 a week or about 20% in programs having large audiences. The effect of all rules and agreements on the use of breaks for advertising was that of about 115 programs transmitted in an average week 55 had no internal advertising. These accounted for about 20 hours out of the 60 or so transmitted. Forty had one internal break and 20 had two internal advertising intervals. This latter group included 60-minute westerns and variety shows and the 90-minute *Play of the Week*.

**Engineering** ■ Six new transmitting stations were brought into service, the largest number in any year in the Authority's history. Four stations were under construction and the equipment for a fifth was on order. Design studies and advanced planning continued for further stations to improve reception.

**Staff** ■ The authority's staff increased from 400 to 493.

**Finance** ■ The authority's revenue during the year was \$13,662,265, an increase of \$1,345,803 over the previous year. This increase was due largely to the opening of new stations and to increased rentals charged to the program companies. The surplus for the year was \$3,946,070. The ITA was ordered by the postmaster-general, using his Television Act powers, to pay the government \$1,487,671, the whole of its available surplus after provision had been made for capital expenditure and the increased cost of replacing fixed assets. This was beyond \$3,528,000 due as tax. The authority told the postmaster-general that further cuts on resources available for future development were regarded "as a matter for regret."

## Commercial tv offers opportunity in Liberia

Liberian authorities have announced their intention to have a television service in Monrovia and the surrounding area by January 1964. The country is presently considering proposals for development of the system and would welcome proposals from American companies.

Liberia reports its present radio service is operating profitably with a continuing increase in advertising revenues. Inducements that might be obtained for the establishment of television services there are staff housing and transportation for five years, exemptions from taxation and exclusive rights for commercial advertising for ten years.

Government use of the system for

## No Canadian probe

There will not be another Royal Commission looking into broadcasting, Prime Minister John Diefenbaker stated in the Canadian House of Commons Nov. 9 answering an inquiry from the opposition New Democratic Party. The questions came after the Board of Broadcast Governor decided to require the Canadian Broadcasting Corp. tv network to carry the Dec. 1 Grey Cup final football game which originates with the rival CTV tv network.

educational purposes will necessitate financial compensation to operators by sharing initial costs and anticipated operating losses during the early years of the service or by government payment for the programming on a time-used basis.

Interested companies or investors should contact the Office of International Investment, Dept. of Commerce, Washington 25, D. C.

## BBG requires CBC-TV to carry sportscast

The Canadian Broadcasting Corp. national television network has been ordered by the Board of Broadcast Governors to carry the Grey Cup football championship game on December 1, the game being fed to it by the rival CTV Television Network, Toronto, whose nine stations have exclusive rights to the football games. CBC must carry the final game, with advertising commercials obtained by CTV, at the regular CBC tv network rates.

This ruling was announced by the BBG at Ottawa, Ont., in a new regulation, number 16 on Nov. 7. CBC and CTV network officials, as well as BBG representatives, had tried since early summer to iron out their difficulties, but CBC board of directors could not reach an agreement with CTV. CBC has intimated it may take the matter to court. At a public hearing at Ottawa in August, CBC officials argued that they had been advised by the Department of Justice at Ottawa that the BBG was outside its jurisdiction in proposing a regulation that would require all Canadian tv stations to carry such sponsored programs of national interest.

BBG claimed that the CTV network would only give 65% of Canadians a chance to see the football classic, but that the CBC network would provide over 90% coverage. The CBC network is composed of CBC-owned stations in the same cities where CTV stations are located, plus affiliated and CBC-owned

stations in other Canadian cities. CTV network had offered the game free to the CBC network and to make their own arrangements with the advertisers sponsoring it on the CTV network.

## Seven more countries buy 'Intertel' series

International Television Federation announced the acquisition of the *Intertel* tv series by seven added countries: Japan, Sweden, Finland, Switzerland, Luxembourg, New Zealand and Austria.

At its annual plans meeting last Monday (Nov. 12), in Sydney, Australia, the Intertel Council also voted to add six programs to its previous commitment of 24.

First 1963 U. S. entries for Intertel will be examinations of Turkey, Italy and Australia, Richard M. Pack, vice-president-programming, Westinghouse Broadcasting Co., and John White, president, National Educational Television, revealed at the meeting.

The Australian Broadcasting Commission will release its first production in the series, "The Islands of Malaysia" in December and has scheduled a second production taped in Antarctica for the spring.

# SECRETS TOLD

We have the largest audience\* and the most believable station in Des Moines because we have:

1. **The Highest-Rated Newscasts**
2. **Adult Personalities**
3. **Music With a Melody**
4. **Eleemosynary Community Service**
5. **Plenty Of Publicity**

If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.

## KRNT

"Total Radio" in Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

\* Leading in 30 out of 36 half-hours. Pulse, September, 1961, Metro Area.

## Tv, movie writers weigh international affiliation

A joint resolution was adopted last week by the Writers Guild of America and its British counterpart, the Screen Writers Guild of the United Kingdom, calling for affiliation of the two unions which have members in the fields of television and motion pictures.

The resolution was passed at the close of a series of three-day meetings in New York, ending last Monday (Nov. 12). WGA National Chairman David Davidson reported that during the affiliation meetings, joint policy and action were agreed upon in the areas of contracts, negotiations and policy in television and motion pictures; pay television; relationship with other organizations, international and domestic; script awards; relations with agents; censorship; pension and market information.

Mr. Davidson said that WGA agreed to "support and implement the demands and actions" of the overseas group in its coming negotiations with British tv

film producers. He added that affiliation talks are in progress with writers' organizations in Australia, Canada, New Zealand, India, Pakistan, South Africa, Eire, Ghana, Nigeria and Northern and Southern Rhodesia.

## Wallace Advertising folds

Wallace Adv. Ltd., Halifax, N. S., has made a voluntary assignment in bankruptcy with liabilities of \$50,034. The agency had billings of about \$480,000, had been in business about 58 years. The accounts have been taken over by James Lovick & Co. Ltd., Vancouver, B. C., advertising agency with offices across Canada.

## 'Casey' overseas sales: 25

ABC Films Inc., New York, overseas distributor of the *Ben Casey* series, last week announced the sale of the first year's production in the series (32 one-hour dramas) to 25 major overseas markets. The current ABC-TV pro-

gram is produced by Bing Crosby Productions Inc.

The countries signed are the Philippines, Australia, England, Scotland, Japan, Lebanon, Finland, Nigeria, Saudi Arabia, Hong Kong, Spain, Portugal, Canada, Argentina, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Panama, Peru, Uruguay, Puerto Rico and Venezuela.

## Montreux tv dates set

Invitations to participate in the third Montreux International Television Festival, to be held April 29-May 4, 1963, have been extended to associates of the European Broadcasting Union.

The U. S. members are ABC-TV, CBS-TV, NBC-TV, National Assn. of Educational Broadcasters, United States Information Agency and National Educational Radio and Television Center.

The annual contest is intended to create new forms of light entertainment programs and to promote the international exchange of program material.

## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Caravatt



Mr. Beecher



Mr. Milliken

**George N. Beecher, Paul J. Caravatt Jr. and George G. Milliken**, vps of Foote, Cone & Belding, New York, appointed management representatives. Mr. Beecher will be responsible for General Foods account; Mr. Caravatt for Menley & James and Mr. Milliken for Lever Bros. and Angostura-Wuppermann.

**John S. Rosen**, vp and director of Raymond Rosen & Co., and **Sheldon Scharfberg**, firm's advertising and sales promotion manager, elected chairman and executive vp, respectively, of Firestone-Rosen Inc., which will be new name of Philadelphia office of W. B. Doner & Co., effective Jan. 1, 1963. Philadelphia firm will maintain ties with Doner offices in Detroit, Chicago and Baltimore, Murray Firestone, president, said.

**Richard C. Moses**, former executive vp in charge of Los Angeles office of Donahue & Coe and most recently di-

rector of corporate pr for Times-Mirror Co., joins McCann-Erickson, Los Angeles, as vp. From 1954 to 1958, Mr. Moses served as account supervisor in Los Angeles office of Erwin Wasey, Ruthrauff & Ryan. **Leslie Wallwork**, broadcast media buyer in M-E's Los Angeles office, promoted to supervisor of broadcast media.

**William J. F. Brennan**, vp and manager of Los Angeles radio and tv programming department of Compton Adv., appointed vp and assistant to Lewis Titterton, senior vp and director of programming for Compton in New York. **Bertrand Mulligan** continues as vp and manager of department. **Ted Roberton**, program director in Compton's Los Angeles office, succeeds Mr. Brennan as manager of department in that city.

**Nella Manes**, vp and media director of Kal, Ehrlich & Merrick, Washington, D. C., advertising agency, assumes added duties of assistant to Alvin Q. Ehrlich, agency's executive vp.

Other executive promotions at KE&M: **Harry L. Merrick Jr.**, **Charles Smith**, **David Thomas** and **Don Vogel**, elected vps; **Mrs. Ann Goldstein** to timebuyer; **Ramsey Perry** to retail copy chief, and **Hertha Hanu** to radio traffic director. Mrs. Manes joined agency as timebuyer in 1949. She served as media director and was elected vp four months ago. Mr. Mer-



Mrs. Manes

rick, account executive, joined KE&M in 1948. Messrs. Smith and Vogel, account executives, both joined agency in 1953. Mr. Thomas, most recently radio-tv director, joined KE&M in 1946.

**Henry Kornhauser**, account executive in drug department of Kastor Hilton Chesley Clifford & Atherton, New York, elected vp.

**Arthur T. Castillo**, senior account executive at Sullivan, Stauffer, Colwell & Bayles, joins Ted Bates & Co., New York, as vp and account supervisor. Mr. Castillo was with Colgate-Palmolive Co. before joining SSC&B.



Mr. Castillo

**Raymond Welch**, account executive with Briggs Corp., manufacturer of lawn mower motors, joins Kenyon & Eckhardt, Detroit, in similar capacity.

**Walter M. Vetter**, formerly in program production at NBC-TV, named director of member sales presentations for Television Bureau of Advertising, New York.

**Tom Hollingshead**, former supervisor on General Mills account at Dancer-Fitzgerald-Sample, joins Richard K. Manoff Inc., New York advertising agency, as media supervisor.

**Stanton L. Vogin**, member of promotion staff of Food Fair Inc., joins Philadelphia advertising agency of Bauer-Tripp-Foley as assistant to Roy L. Silver, vp for merchandising.

**Melvin R. Grant**, advertising manager of Maurice L. Rothschild Stores and before that with Fred Niles Productions and WILL-TV Urbana, Ill., joins Lilienfeld & Co., Chicago, as writer for both broadcast and print media.



Mr. Koerper

**Kerwin S. (Win) Koerper**, for past five years assistant director of advertising for Hallmark Cards Inc., joins Potts-Woodbury Inc., Kansas City advertising agency, as vp and creative director. Prior to joining Hallmark, Mr. Koerper served as copywriter and account executive with Potts-Woodbury.

**Allan S. Brown**, former copy director of Gardner, Stein & Frank, Chicago, joins Allen & Reynolds, Omaha advertising agency, as creative director.



Mr. W. B. Houck

**William B. Houck**, vp and account executive of Houck & Co., Roanoke, Va., advertising agency, elected president, succeeding **C. B. Houck**, his father, who becomes chairman of board of directors. C. B. Houck, who steps down as chief executive officer of agency he originally established in High Point, N. C., in 1928, said he intends "to remain really active in all phases of the business." William Houck joined Houck & Co. of Florida, Miami, in 1949, moved to agency's Roanoke headquarters in 1951 as account executive and was elected vp later that year.

**Donald Haag**, former copywriter and account executive at Willis & Borg, Minneapolis advertising agency, joins copy department of Knox Reeves Adv., that city.

## THE MEDIA

**Laurence E. Richardson** elected vp of Post-Newsweek Stations (WTOP-AM-FM-TV Washington, D. C., and WJXT (TV) Jacksonville, Fla.), effective today (Nov. 19). Mr. Richardson has been general executive for Post-Newsweek Stations, division of The Washington Post Co., since January 1956. He is one of a small group who put WTOP-TV (then WOIC) on the air in 1949.



Mr. Richardson

**Richard D. Dudley**, general manager of WSAU-AM-FM-TV Wausau, Wis., elected executive vp of Wisconsin Val-

## Winius-Brandon Co. draws three key executives

**Alex Coleman** and **E. A. Warner**, senior vps, and **William K. Brooks**, vp and account executive, all of Potts-Woodbury Inc., join Kansas City office of Winius-Brandon Co., St. Louis-based advertising agency. Mr. Coleman has been appointed senior vp and member of company's executive committee. Mr. Warner has been appointed senior vp, and Mr. Brooks was named account executive.

Mr. Coleman moved from Morris, Schenker, Roth Adv. Agency, Chicago, to Kansas City in 1944 as advertising manager of George A. Breon Co., pharmaceutical manufacturers. When company was sold, he joined Potts, Calkins & Holden, became vp and member of board of directors in 1954, and senior vp and member of management committee in 1961, shortly after firm's name was changed to Potts-Woodbury.

Mr. Warner, veteran of 40 years



Mr. Coleman



Mr. Warner



Mr. Brooks

advertising experience in Kansas City, the last 25 with Potts-Woodbury, where he was an original partner, member of board of directors since its inception, senior vp and management committee member.

Mr. Brooks is former continuity writer for KCKN Kansas City, Kan., copy manager of Rogers & Smith Adv., and for past six years, account executive and vp of Potts-Woodbury.

**Charles E. Jones**, former administrative vp and board member of Potts-Woodbury and since 1961 general sales manager of WHB Kansas City, recently rejoined P-W as president and chief executive officer (WEEK'S HEADLINERS, Nov. 5).

ley Television Corp., licensee of stations. Mr. Dudley will continue his duties as general manager.

**Ed Farni**, local sales manager of KDWB Minneapolis-St. Paul, promoted to general sales manager of Crowell-Collier outlet. Prior to joining KDWB in 1961, Mr. Farni spent four years with BBDO in Minneapolis.

**Frank A. Sause**, formerly with WWNH Rochester, N. H., joins WEOK-AM-FM Poughkeepsie, N. Y., as sales manager.

**Tom McCollum**, account executive

with KGMI Bellingham, Wash., promoted to sales manager. **Adaline Busard**, member of sales and pr staff of KGMI-FM, to manager of fm outlet.

**Harry Putnam**, former salesman and announcer at WPIK Alexandria, appointed general manager of WIVE Ashland, Va.

**Ronald M. Mercer**, account executive at KISN Vancouver, Wash.-Portland, Ore., promoted to sales manager.

**Geren W. (Mort) Mortenson**, formerly with WAKR-AM-FM-TV Akron, Ohio, joins Ohio Representatives Inc., Cleveland, as account executive.

## R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES  
LICENSED SECURITIES DEALERS  
UNDERWRITING — FINANCING

### CINCINNATI—

5th/3rd Bank Building, 381-7775  
Richard C. Crisler—Paul E. Wagner—Alex Howard

### LOS ANGELES—

Lincoln Dellar & Co., 691 Siene Way, GR 2-7594

### NEW YORK—

733 Third Avenue, Murray Hill 7-8436

**Winston L. Kirby**, formerly with WPAT-AM-FM Paterson, N. J., and WNBC-AM-FM New York, appointed account executive for WABC-AM-FM New York.



Mr. Avedon

**Burt S. Avedon**, vp and assistant to president of Kenyon & Eckhardt, New York, appointed vp and general manager of KMEX (TV) Los Angeles, uhf (ch. 34) Spanish-language station. He also becomes vp of Spanish International Network, comprising KMEX, KWEX (TV) San Antonio and five tv stations in Mexican cities along U. S. border. Before his post at K&E in New York, Mr. Avedon had headed agency's San Francisco office, opened and managed for four years K&E's office in Mexico City and spent two years in Los Angeles as director of western operations.

**Ronald J. Leppig**, engineer at WIND Chicago, named to station's sales staff.

**Bob Morrison**, announcer with KGNO Dodge City, Kan., and **Dick Ingwerson**, farm director at KTVC (TV) Ensign, Kan., join KEDD Dodge City as program director and news-farm director, respectively.

**Ted Cramer**, program director of WTAP Parkersburg, W. Va., will join KCKN Kansas City, Kan., in similar capacity.



Mr. Nettore

**Fred Nettore**, account executive with ABC Television Spot Sales, New York, promoted to eastern sales manager. Before joining rep firm in July 1961, Mr. Nettore was with CBS-TV Spot Sales for five years.

**David E. Lyman**, program director of WQUA Moline, Ill., resigns to accept similar post at CKY Winnipeg, Manitoba, Canada. Mr. Lyman also transfers headquarters of North American Broadcasters Idea Bank to Winnipeg.

**Robert Smith**, disc jockey at WCPO-AM-FM Cincinnati, assumes added duties as program director. **Bobby Wayne** joins station as air personality.

**Jack Hilton**, for five years with WGN Chicago, joins WBBM-AM-FM, that city, as producer.

**Chris Albertson**, formerly with WCAU-AM-FM Philadelphia, joins continuity department of WNEW-AM-FM New York.

**William Hampton**, formerly with KEX-AM-FM Portland, Ore., joins news staff of KYW-AM-FM Cleveland.

**Robert W. Frudeger**, WIRL Peoria, elected president of Illinois Broadcasters Assn., succeeding **Gordon Sherman**, WMAY Springfield, who becomes member of board of directors. Other new IBA officers: **Fred Sorenson**, WKRS Waukegan, vp for radio; **Milton D. Friedland**, WICS (TV) Springfield, vp for tv; and **Milburn Stuckwisch**, WSOY-AM-FM Decatur, re-elected secretary-treasurer. Elected to board: **Joseph Novy**, WJOL-AM-FM Joliet, and **Robert Lemon**, WNBQ (TV) Chicago. Continuing on board: **Joe Baisch**, WREX-TV Rockford, and **Paul McCroy**, WCIL Carbondale. **Phil Hanna**, Springfield attorney, was re-elected executive secretary.



Mr. Exline

**William A. Exline**, station manager of KIRO-TV Seattle, Wash., joins Storer Television Sales, San Francisco, as office manager, replacing **Gayle Grubb**, who takes over other assignments in west coast area for Storer Broadcasting Co. Mr. Exline joined KIRO-TV four years ago as general sales manager. He was appointed station manager in April 1961. Previously, Mr. Exline was tv manager in San Francisco office of Peters, Griffin, Woodward Inc., from July 1954 to June 1958.

**Nelson Medina**, staff photographer for U. of South Florida, joins weather department of WTVT (TV) Tampa as staff meteorologist.

**Merrill Barr**, former specialist on promotional and advertising campaigns for radio station clients of Werman & Schorr, Philadelphia advertising agency, appointed promotion director of WPEN-AM-FM, that city.

**Roger H. Sheldon**, radio manager in Chicago office of Adam Young Inc., named manager of station rep's St. Louis office, where he will be in charge of both radio and tv. Formerly in sales posts with several California stations, Mr. Sheldon joined Young four years ago.



Mr. Sheldon

**Harvey L. Brown**, for past five years with promotion department of *Philadelphia Inquirer*, joins promotion department of KRON-TV San Francisco. **Roland Irving**, KRON-TV publicity director, accepts newly created post as member of station's public affairs department.

**Stanford M. Horn**, former assistant director of marketing and merchandis-

ing for *San Francisco Examiner*, joins KCBS-AM-FM San Francisco as sales promotion assistant.



Mr. Wiley

**James S. Wiley**, sales promotion manager of WPRO-TV Providence, R. I., promoted to national sales coordinator, effective today (Nov. 19). **Marjorie L. Mahoney**, WPRO-TV publicity director, succeeds Mr. Wiley as sales promotion manager. Mr. Wiley has been member of WPRO-TV sales staff since December 1955, when he joined Providence outlet from advertising department of Union Carbide Co., New York. He was named to his present position of sales promotion manager in February 1961. Miss Mahoney joined WPRO-TV's production staff in 1958, and was named publicity director of the station in January 1961.

**Roger A. Ready**, national sales director of Bussard Neon Corp., Tampa, Fla., joins announcing staff of WFAA-AM-FM Dallas-Fort Worth.

**Fitz Patrick Boisseau**, news and editorial director of WKRC-AM-FM-TV Cincinnati, has been placed on indefinite leave for reasons of health.

**William C. Reitz**, formerly with Adam Young Co., joins H-R Representatives Inc. as account executive in Los Angeles office.



Mr. Reitz

**Brad Aronson**, associate director and operational supervisor, appointed to directorial staff of CBS-owned KNXT (TV) Los Angeles. He is succeeded by **Norm Gray**, formerly of KNXT, now with CBS-TV network.

**Helen S. Duhamel**, president and general manager of KOTA-AM-TV Rapid City, S. D., received award from American Assn. of Conservation in recognition of efforts of aggressive and constructive public service.

**Rudolph O. Marcoux**, general manager of WLBZ-TV Bangor, Me., elected to seat on Brewer, Me., City Council.

**Adrian Joseph**, writer of on-the-air promotion for KPIX (TV) San Francisco, joins KNXT (TV) Los Angeles, in similar capacity.

**James McGovern**, director of public affairs for KMSP-TV Minneapolis-St. Paul, appointed to executive committee of Twin City seminar for "Freedom of Expression." Executive committee director is **Dr. Ralph Ross**, U. of Minnesota.

**Gil Sheppard**, formerly with WCPO-AM-FM-TV Cincinnati, joins WFOL (FM) Hamilton, Ohio, as account executive. **Kay Hicks** named WFOL's continuity and traffic chief.

**Tom Eaton**, vp in charge of news for WTIC-AM-FM-TV Hartford, elected chairman of Connecticut Council on Freedom of Information.

**John Raleigh** appointed suburban news editor for WFIL-AM-FM-TV Philadelphia.

**John B. Dixon**, formerly with corporate advertising department of Ford Motor Co., appointed account executive at WDTM (FM) Detroit.

**Miles Clark**, editorial page editor and business editor of *Pasadena* (Calif.) *Independent Star News*, appointed editorial writer-researcher for KABC-AM-FM-TV Los Angeles. He will prepare editorial material for on-the-air presentation by managements of ABC-owned stations, which are inaugurating an editorial service.

**Bill Winchell**, mobile news reporter for KDWB Minneapolis-St. Paul, joins news staff of WIRL Peoria, Ill.

**Cal Tinney** joins lineup of conversationalists on KABC-AM-FM Los Angeles, to be heard 7:15-8 p.m., Mon.-Fri.

**Dick John**, former news director of WTVT (TV) Tampa, Fla., named news director of WIIC (TV) Pittsburgh.



Mr. Wilson

**Jack Wilson**, former senior producer at WKBW-TV Buffalo, N. Y., for four years and before that with WAVY-TV Norfolk, Va., joins KETV (TV) Omaha as executive producer.

**Mark Haas**, director of public affairs for KMPC Los Angeles, announced his retirement two weeks ago at reception held in his honor by station's management and staff. Mr. Haas, former editor of *Fullerton* (Calif.) *Daily News Tribune*, joined KMPC in 1950.

## PROGRAMMING

**Harry T. Montgomery**, former head of Associated Press traffic department,

**BUILD YOUR SPONSORS' BUSINESS WITH BINGO**

Keeps old customers and brings in new ones. A complete program from one source. Write today for FREE facts.

**A PROVEN TRAFFIC BUILDER!**

"BINGO KING" • DEPT. 132 • LITTLETON, COLORADO

named to newly created position of deputy general manager. Mr. Montgomery, 53-year-old native of Flint, Mich., who has been handling business and communications affairs for AP since 1951, has been an assistant general manager since 1954 and corporate secretary since 1961.

**Joseph Barbera** elected president of Hanna-Barbera Productions, Hollywood producers of *The Flintstones*, *The Jetsons*, *Yogi Bear* and other tv cartoon programs. He succeeds **William Hanna**, who is now executive vp. **George Sidney** is vp and **Jess Morgan** secretary-treasurer.

**George Chandler** has been re-elected president of Screen Actors Guild for another year. Other officers, also elected for one-year terms, are: **Dana Andrews**, first vp; **Charlton Heston**, second vp; **Jack Lemmon**, third vp; **Conrad Nagel**, fourth vp; **Ann Doran**, recording secretary; and **Frank Faylen**, treasurer.

**Frank Ragsdale**, former vp and general manager of WTVM (TV) Columbus, Ga., named national sales manager of tv production division of Pepper Sound Studios Inc., Memphis, Tenn.

**Stanley Jaffee** named assistant publicity manager of Seven Arts Assoc., New York. Mr. Jaffee, with Seven Arts since June 1962, will work on trade and consumer publicity for company's three new tv series.

**Jack E. Rhodes**, central division manager of Independent Television Corp., New York, appointed northeastern district sales representative for Warner Bros. Television Div., with headquarters in Pittsburgh.

**Frank L. Sheehan**, western sales manager of TV Personalities Inc., rejoins Independent Television Corp., New York, as western area sales manager, with headquarters in San Francisco. Mr. Sheehan was sales executive with ITC before joining TV Personalities.

**Willis Evans** and **Norman A. Cafarell**, United Press International business representatives since 1956, named regional executives, respectively, in Ohio and New Jersey.

**Michael Stehney**, formerly with Elliot, Unger & Elliot, joins WCD Inc., New York tv production company, as producer-director.

**Robert Q. Lewis** named permanent host of NBC-TV's *Play Your Hunch* (Mon.-Fri., 10:30-11 a.m. EST), effective today (Nov. 19), succeeding **Merv Griffin**. Mr. Griffin left game show Oct. 1 to begin his own daily program on NBC. **Gene Rayburn**, interim host of *Play Your Hunch*, joins daytime To

# We're proud of our Stainless TOWER

... say these leading broadcasters



**RALPH D. FOSTER**  
President & Gen. Mgr.

**KWTO**  
SPRINGFIELD, MO.



**WALLIS FENDER**  
Chief Engineer

If you're planning a tower, take advantage of Stainless' experience in designing and fabricating AM, FM and TV towers of all kinds —up to 1749' tall.

**S** Get your free book describing these installations.

**Stainless, inc.**  
NORTH WALES • PENNSYLVANIA

## EIA political committee chairmen named

**Robert W. Galvin**, president of Motorola Inc., Chicago, and **Robert T. Borth**, Washington representative for General Electric Co., appointed chairmen of Electronic Industries Assn.'s Legislative Policy Committee and its Congressional Information Subcommittee, respectively, for 1962-63.

Serving with Mr. Galvin on the Legislative Policy Committee, which coordinates EIA positions on various legislative issues are: **Robert C. Sprague**, Sprague Electric Co., North Adams, Mass.; **E. C. Anderson**, RCA, New York; **Robert S. Bell**, Packard Bell Electronics Corp., Los Angeles; **W. P. Corderman**, Litton Industries, Inc., Washington, D. C.; **C. Russell Cox**, Andrew Corp., Chicago; **S. R. Curtis**, General Dynamics/Electronics, Rochester, N. Y.; **L. Berkeley Davis**, General Electric Co., Owensboro, Ky.; **Carl Frische**, Sperry Gyroscope Co., Great Neck, N. Y.; **H. Leslie Hoffman**, Hoffman Electronics Corp., Los Angeles; **Harper Q. North**, Pacific Semiconductors, Lawnsdale, Calif.; **W. S. Parsons**, Centralab Div. of Globe Union, Milwaukee; **Marion Pettegrew**, Erie Resistor

Corp., Pa.; **Morris Sobin**, Olympic Radio & Television, Long Island City, N. Y.; **William F. Rueger** (*ex officio*), Tung Sol Electric Inc., Newark, N. J.; and **Robert T. Borth** (*ex officio*), General Electric Co., Washington, D. C.

Serving with Mr. Borth on Congressional Information Subcommittee, which informs EIA members about legislative developments of interest to the electronics industry are: **Robert G. Hennemuth**, Raytheon Co., Lexington, Mass.; **Robert E. Kelley**, Sprague Electric Co., Boston, Mass.; **W. T. Russell**, IBM, Rockville, Md.; **Lewis D. Spencer**, Motorola Inc., Chicago; and **C. E. Byers**, General Telephone & Electronics Corp.; **Walter B. Larson**, Packard Bell Electronics Corp.; **W. P. Corderman**, Litton Industries, Inc.; **Russell Graves**, Centralab Div. Globe Union Inc.; **Robert R. Judson**, Collins Radio Co.; **Frank Mulgannon**, The Magnavox Co.; **John O'Brien**, Hoffman Electronics Corp.; **Richard C. Palmer**, General Dynamics/Electronics; **M. C. Richmond**, Western Electric Co.; **Carleton Smith**, RCA; **Ralph Watson**, North American Aviation; all in Washington, D. C.

**J. H. Ariss**, production director in broadcast division of A. C. Nielsen Co. of Canada Ltd., elected vp.

**Don Martz**, manager of CJSS-TV Cornwall, Ont., named sales manager of CFCF-TV Montreal.

**Ralph Snelgrove**, CKBB and CKVR-TV Barrie, Ont., elected president of Radio & Tv Executives Club, Toronto, succeeding **Ken Soble**, CHML and CHCH-TV Hamilton, Ont.

## ALLIED FIELDS



Mr. Walker

**Harold F. Walker**, for past four years vp in charge of sales for Rounsaville group of six Negro-appeal radio stations, with headquarters in Atlanta, joins Broadcast Clearing House, centralized billing company, New York, as sales executive, working as liaison with advertising agencies, station representatives and radio stations. Prior to joining Rounsaville, Mr. Walker held similar post as sales vp for WDIA-AM-FM Memphis, Tenn.

**Natalie Flatow**, radio-tv director of Girl Scouts of the U.S.A., New York, appointed director of Girl Scout public information division.

## DEATHS

**Dr. Frank P. Cerniglia**, 56, owner of KLIC Monroe, La., died Nov. 6 at his dental office in that city of self-inflicted gun-shot wounds.

**Frank W. Mace**, 56, president of Lambert & Feasley Inc., New York advertising agency, died Nov. 12 at his home in Douglaston, N. Y. Mr. Mace, who had been associated with L&F for 39 years, served successively as production manager, media director, treasurer and general manager before being elected president. He was known in advertising world for campaigns he planned for Lambert Pharmacal Co. and Phillips Petroleum.

**Mack Millar**, 57, pr director for Bob Hope and other well-known film, tv and radio personalities including Eddie Cantor and Tony Martin, died in his Beverly Hills home Nov. 1 following heart attack.

**Monte Brice**, 71, motion picture, radio and tv writer for Bob Hope for 15 years, died in London Nov. 1 following heart attack.

**Leonard E. Cleary**, 51, staff organist for WBBM-AM-FM Chicago from 1944 until early this year, died Nov. 11 after brief illness. Since leaving WBBM, Mr. Cleary had been freelancing.

*Tell the Truth* panel (3:30-3:55 p.m.) on CBS-TV, Nov. 26.

**Barney Sarecky**, veteran film producer formerly with RKO Radio, Republic, Universal and Monogram, named production supervisor of Bill Burrud Productions, Hollywood, Calif.

**Gil Margolis**, Robert Lawrence Productions, joins editorial staff of Gerald Productions, New York.

## EQUIPMENT & ENGINEERING

**Lawrence W. Noll**, for past two years sales representative out of Washington, D. C., office of Massey Assoc., electronic manufacturers representatives, joins Micro-Magna Electronics Corp. (loudspeakers and electronic sub-assemblies), Cleveland, as general sales manager, newly created position. Prior to joining Massey Assoc., Mr. Noll was assistant sales manager of Cleveland Electronics Inc.



Mr. Noll

**William R. Dixon** appointed advertising manager for electronic components group (electronic tube, semiconductor and microwave device divisions) of Syl-

vania Electronic Products, subsidiary of General Telephone & Electronics Corp., New York. He succeeds **Don J. Hughes**, who resigned. Prior to joining Sylvania in 1959, Mr. Dixon was associated with Colligan, Coe & Colligan, Syracuse, N. Y., advertising agency.

**James A. Stark** named engineering manager for General Electric Co.'s audio products department in Decatur, Ill., succeeding **Will M. Quinn**, who resigned to accept post with United Aircraft.

**Brion Foulke**, formerly with Hughes Aircraft, Beckman Instruments and A. C. Nielsen, named marketing research manager of Leach Corp., Compton, Calif., electronics manufacturer.

## INTERNATIONAL

**Roger Seguin**, Ottawa, Ont., lawyer, and **Frederick L. Jenkins**, London, Ont., businessman, appointed to board of directors of Canadian Broadcasting Corp. by Canadian government.

**Bob Quinn**, general sales manager of Radio Representatives Ltd. and Television Representatives Ltd., Toronto, elected executive vp of both companies. **Frank Jobs**, CHOW Welland, Ont., named office manager of both companies at Vancouver, B. C.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 8 through Nov. 14 and based on filings, authorizations and other actions of the FCC in that period.

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

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Carona, Calif.—Kaiser Industries Corp. Bestg. Division. Granted cp for uhf ch. 52 (698-704 mc); ERP 1014 kw vis., 507 kw aur. Ant. height above average terrain 2995 ft., above ground 237 ft. Estimated construction cost \$1,285,394; first year operating cost \$550,000; revenue \$500,000. P.O. address 300 Lakeside Dr., Oakland 12. Studio location Carona; trans. location near Los Angeles, on Mt. Wilson. Geographic coordinates 34° 13' 29" N. Lat., 118° 03' 47" W. Long. Trans. RCA TTU-25B; ant. RCA TFU-24. Legal counsel Wilmer, Cutler & Pickering, Washington, D. C.; consulting engineer Jansky & Bailey, Washington, D. C. Principals: applicant is corporation made up of over 50 stockholders. Applicant is licensee of KHVH-AM-TV Honolulu, and KHJK (TV) Hilo, both Hawaii. Ann. Nov. 14.

San Francisco, Calif.—Kaiser Industries Corp. Bestg. Division. Granted cp for uhf ch. 44 (650-656 mc); ERP 113.3 kw vis., 56.9 kw aur. Ant. height above average terrain 1260.5 ft., above ground 275 ft. Estimated construction cost \$1,200,799; first year operating cost \$550,000; revenue \$500,000. P.O. address 300 Lakeside Dr., Oakland 12. Studio location San Francisco; trans. location on San Bruno Mt., 1.6 miles south of San Francisco city limit. Geographic coordinates 37° 41' 07" N. Lat., 122° 25' 56" W. Long. Legal counsel Wilmer, Cutler & Pickering, Washington, D. C.; consulting engineer Jansky & Bailey, Washington, D. C. Principals: applicant is corporation made up of over 50 stockholders. Applicant is licensee of KHVH-AM-TV Honolulu, and KHJK (TV) Hilo, both Hawaii. Ann. Nov. 14.

APPLICATIONS

El Centro, Calif.—Tele-Bcstrs. of Calif. Inc. Amended application to change frequency to ch. 9 (formerly ch. 7) (186-192 mcs.); ERP to 54.9 kw vis., 30.2 kw aur.; change trans. and studio locations to U. S. highway 80, 6.5 miles SE of Holtville, Calif.; type of trans. to RCA TT-11AH; type of ant. to RCA TF-6AH; make changes in ant. system and change ant. height above average terrain to 604 ft. Ann. Nov. 9.

Chicago, Ill.—Chicagoland Tv Co. Uhf ch. 38 (614-620 mc); ERP 235 kw vis., 117.5 kw aur. Ant. height above average terrain 646.45 ft., above ground 671.48 ft. P.O. address 218 E. Ontario St., Chicago 11. Estimated construction cost \$332,891; first year operating cost \$250,000; revenue \$200,000. Studio and trans. location Chicago. Geographic coordinates 87° 38' 14.4" N. Lat., 41° 52' 55.9" W. Long. Type trans. RCA TTU12A; type ant. RCA TFU-24DM. Legal counsel Spearman & Roberson, Washington, D. C.; consulting engineer Walter F. Kean, Riverside, Ill. Principals: Frederick B. Livingston and Thomas L. Davis (each 50%). Mr. Livingston is majority owner of Livingston & Assoc., Chicago advertising and pr firm; Mr. Davis is gen. mgr. of WAAF Chicago and part-owner of WBOW Terre Haute & WHUT Anderson, both Indiana. Ann. Nov. 1.

Existing tv stations

CALL LETTERS ASSIGNED

KMEX-TV Los Angeles, Calif.—Spanish International Bcstg. Co. Changed from KMEX.  
WZZM-TV Grand Rapids, Mich.—Ch. 13 Grand Rapids Inc. Changed from WIIM-TV.  
KORK-TV Henderson, Nev.—Southern Nevada Radio & Tv Co. Changed from KLR-TV.  
KBYU-TV Provo, Utah—Brigham Young U. Changed from KLOR-TV.

New am station

ACTION BY FCC

Raeferd, N. C.—Stanmar Bcstg. Co. Granted cp for am to operate on 1400 kc, 250 w. P.O. address Al G. Stanley, Box 393, Lumberton, N. C. Estimated construction cost \$12,658; first year operating cost \$29,000; revenue \$36,000. Al G. Stanley is sole owner; also majority owner of WATP Marion, S. C., and mgr. of WTSB Lumberton, N. C. Ann. Nov. 14.

Existing am stations

ACTION BY FCC

WTEL Philadelphia, Pa.—Granted increased power on 860 kc, D. from 250 w to 10 kw, DA; remote control permitted; conditions. Ann. Nov. 14.

APPLICATIONS

KUFY Redwood City, Calif.—Mod. of cp (as modified which authorized new fm broadcast station) to change station location from Redwood City to San Mateo, Calif., and change studio location to Seal Creek, San Mateo. Ann. Nov. 9.  
WFCT Fountain City, Tenn.—Mod. of license to change station location from Fountain City to Knoxville, Tenn. Ann. Nov. 9.  
WLAJ LaFollette, Tenn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 14.

CALL LETTERS ASSIGNED

KINO Winslow, Ariz.—Willard Shoecraft.  
KGKO Benton, Ark.—Bridges Bcstg. Service.  
KNGL Paradise, Calif.—Arthur L. Bray. Changed from KMET.  
KROB Robstown, Tex.—George Leon Gossage.  
WSJR Madawaska, Me.—St. Croix Bcstg. Co. Changed from WMWA.  
KTWN St. Paul, Minn.—Franklin Bcstg. Co. Changed from WMIN.  
WLBS Centerville, Miss.—Benton O. Bickham & Leonard J. Giaccone. Changed from WGLC.  
KETO Seattle, Wash.—Chem-Air Inc. Changed from KTIX.  
WBZE Wheeling, W. Va.—Radio Wheeling Inc. Changed from WJBT.  
WMTD Hinton, W. Va.—David B. Jordan.

New fm stations

ACTIONS BY FCC

Champaign, Ill.—Modern Bcstrs. Granted cp for class B to operate on 94.5 mc, 20 kw. Ant. height above average terrain 401 ft. P.O. address 2400 Skyline Drive, Champaign. Estimated construction cost \$26,000; first year operating cost \$7,500; revenue \$7,500. Principals: L. Frank Stewart and Mervyn W. Ozier (each 50%). Messrs. Stewart and Ozier are local businessmen. Ann. Nov. 14.  
\*Rock Island, Ill.—Augustana College. Granted cp for class D to operate on 90.9 mc, 10 w. Ant. height above average terrain 147 ft. P.O. address Rock Island. Estimated construction cost \$13,195; first year operating cost \$6,000. Principal: Board of Directors. Ann. Nov. 9.  
\*Reno, Nevada—U. of Nevada. Granted cp for class D to operate on 88.1 mc, ch. 201, 10 w. Ant. height above average terrain 80 ft. P.O. address Reno. Estimated construction cost \$11,600; first year operating cost \$5,000. Principal: Dr. Charles J. Armstrong, president of university. Ann. Nov. 8.  
San Juan, P. R.—Ochoa Bcstg. Corp. Granted cp for class C to operate on 105.7 mc, 30 kw. Ant. height above average terrain 29 ft. P.O. address 1105 Fernandez Juncos Ave., Santurce, P. R. Estimated construction cost \$25,863; first year operating cost \$36,000; revenue \$40,000. Principal: Antonio L. Ochoa (100%). Ann. Nov. 8.  
Cookeville, Tenn.—Helen L. Cunningham. Granted cp for class A station to operate on 94.3 mc, 3 kw. Ant. height above average terrain 105 ft. P.O. address 310 W. Broad, Livingston, Tenn. Estimated construction cost \$1,075; first year operating cost \$2,400; revenue \$8,000. Mrs. Cunningham is sole owner. Ann. Nov. 13.  
Wichita Falls, Tex.—Nortex Bcstg. Co. Granted cp for class C station to operate on 99.9 mc, 20 kw. Ant. height above average terrain 830 ft. P.O. address Box 115, Wichita Falls. Estimated construction cost \$20,200; first year operating cost \$31,600; revenue \$34,000. Principals: James William Ferrell & William H. Hall (each 42.5%) and Don A. Wade (15%). Ann. Nov. 13.

CP DELETED

WTCN-FM Minneapolis, Minn.—Time-Life Broadcast Inc. Cp forfeited for new fm to be operated on 93.7 mc, 20 kw, ant. height above average terrain 410 ft. Call letters deleted. Ann. Nov. 9.


APPLICATION

Sioux Falls, S. D.—Midcontinent Bcstg. Co. 93.5 mc, ch. 228, 0.93 kw. Ant. height above average terrain 185 ft. P.O. address Joseph L. Floyd, Phillips at 13th, Sioux Falls. Estimated construction cost \$10,000; first year operating cost \$20,000; revenue \$24,000. Principals: Joseph L. Floyd, N. L. Benton and Edmund R. Ruben (each 33 1/3%). Midcontinent owns KELO-AM-TV Sioux Falls & KPLO-TV Reliance, all South Dakota; is applicant for cp of WCWT-TV Wausau, Wis., and license of KDLO-TV Florence, S. D. Ann. Nov. 9.

Existing fm stations

CALL LETTERS ASSIGNED

KHOZ-FM Harrison, Ariz.—Harrison



## EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Bestg. Corp.  
 \*WRSE-FM Elmhurst, Ill.—Board of Trustees, Elmhurst College.  
 WJGS (FM) Houghton Lake, Mich.—Sparks Bestg. Co. Changed from WJGG (FM).  
 KSD-FM St. Louis, Mo.—Pulitzer Publishing Co.  
 WGIR-FM Manchester, N. H.—Knight Radio Inc.  
 WYSL-FM Buffalo, N. Y.—The McLendon Corp. Changed from WIFE (FM).  
 WGTC-FM Greenville, N. C.—WGTC Bestg. Co.  
 WTOD-FM Toledo, Ohio—Booth Bestg. Co. Changed from WTRT (FM).  
 WTIP-FM Charleston, W. Va.—Chemical City Bestg. Co.

**Ownership changes**

**ACTIONS BY FCC**

KRIZ Phoenix, Ariz.—Granted assignment of license from Richard B. & John L. Wheeler (each 33.3%) and Burton K. Wheeler (33.4%), d/b as Radio Denver Inc., to Frank Flynn (31.05%), Reno T. Ferrero (16.35%), Paul J. O'Brien (12.225%), Helen K. Flutsch, J. Hise, E. G. Shively & James Uhle (each 8.175%) and Charles Cahill (7.875%), tr/as Shamrock Bestg. Inc. Consideration \$465,060 and agreement not to compete for 3 years within 50 miles of Phoenix. Mr. Flynn is part-owner of KYOS Merced, Calif.; Mr. O'Brien is employed by Wyoming Highway Dept.; Mr. Cahill is reator; Mrs. Flutsch is housewife; Mr. Ferrero owns electric company; J. Hise is employed by contractor; Mr. Shively is rancher; Mr. Uhle is accountant. Action Nov. 14.

KSEA (FM) San Diego, Calif.—Granted assignment of cp from Alex M. Victor (100%), d/b as Seaboard Bestg. Inc., to Clinton Dan McKinnon and Michael Dee McKinnon (each 50%), tr/as Broodmoor Bestg. Corp. Consideration \$5,000. Assignee also operates KSON San Diego. Action Nov. 13.

KTHO Tahoe Valley, Calif.—Granted assignment of cp from Phillip N. Harrold (37.5%), Albert W. Nelson (20%), Kenneth E. Gallagher and Orville G. Harrold (each 7.5%), Donald C. McBain (20%), Robert W. Pendergrass (5%) and Edward S. Adams (2.5%), d/b as Harrold Bestg. Co., to A. W. Nelson (30.25%), K. E. Gallagher (16.40%), D. C. McBain (39.6%), R. W. Pendergrass (11%) and E. S. Adams (2.75%), tr/as Emerald Bestg. Co. Messrs. Harrold are retiring and no financial consideration is involved other than reimbursements of expenses. Action Nov. 13.

WLDS-AM-FM Jacksonville, Ill.—Granted transfer of control of licensee corporation, Jacksonville Radio and Television Bestg. Corp. from W. A. Fay (40.6%), Emily J. Fay, William L. Fay, Robert A. Fay (each 5%), Helen W. Hackett, Ruth W. Curtis and William E. Walton (each 16.3%), d/b as Jacksonville Journal-Courier Co. (Jacksonville Journal-Courier) to same per sons tr/as Jacksonville Newspapers Inc. No financial consideration involved. Action Nov. 9.

WSIV, Pekin Bestg. Co., Pekin, Ill.—Granted transfer of control from W. Kenneth Patterson and George C. Udry to

WSIV Inc. (F. F. McNaughton family). Consideration \$125,000 and \$25,000 for agreement not to compete in radio & tv broadcasting for seven years within 25 miles of Pekin. John T. and W. Dean McNaughton own 34.75% interest in WRMN-AM-FM Elgin, and F. F. McNaughton has 19.5% interest in WCRA Effingham. Action Nov. 14.

WFMW-AM-FM Madisonville, Ky.—Granted transfer of control of licensee corporation from Madisonville Publishing Co. (Edgar Arnold Sr., Kenneth Arnold, Edgar Arnold Jr., Howard Arnold and Mary A. Cray, jointly own 310 of 410 shares outstanding), to H. H. Wells and Elmer Kelley Jr. (each 50%). Consideration \$80,000. Action Nov. 9.

KMNF Albuquerque, N. M.—Granted assignment of cp from James T. Reeves (50%), Richard C. Knott and E. L. Morgan (each 25%), d/b as KMF Bestrs., to Mr. Reeves (66 2/3%) and Faron Young (33 1/3%), tr/as KMF Bestrs. Consideration \$1,500. Mr. Reeves is entertainer, Mr. Young one of his associates. Action Nov. 9.

WWOL-AM-FM Buffalo, N. Y.—By order, on showing of compliance with exceptions to three-year holding rule, granted transfer of control from Melvin C. Green & Lester W. Lindow (each 25.1%), Martin F. Beck (15%), Harry J. Ockershausen (5%) and Evelyn H. Bitner, individually (6.4%) and as executrix of estate of H. M. Bitner Sr. (13.4%), d/b as Radio Buffalo Inc., to Rust Craft Bestg. Co., wholly owned subsidiary of Rust Craft Greeting Cards Inc., large corporation with more than 25 stockholders. Consideration \$185,375 and agreement not to compete. Assignee owns WSTV-AM-FM Steubenville, Ohio, WRGP-TV Chattanooga, Tenn., WBOY-AM-TV Clarksburg, W. Va., WPIT-AM-FM Pittsburgh, Pa., WRDW-TV Augusta, Ga., WSOL Tampa, Fla., and 40% of WVUE-TV New Orleans. Louis Berkman Co., largest stockholder in assignee, also controls WHTO-TV Atlantic City, N. J. Action Nov. 14.

WENE Endicott, N. Y.—Granted assignment of license to Southern Tier Radio Inc. (G. Allan and Florence B. Bengettson, each 50%) from Ottaway Stations Inc. (James H. and Ruth B. Ottaway, 40% and 30% respectively; also Mr. Ottaway and Nikolai Sukoloff as co-executors under will of Mrs. Ruth O. Sokoloff, 30%). Consideration \$170,000. Assignors own WVPO Stroudsburg, Pa., and WDOS Oneonta, N. Y. Action Nov. 13.

**APPLICATIONS**

WGEA Geneva, Ala.—Seeks assignment of license from Miles H. Ferguson (90%) and Celeste M. Ferguson (10%), d/b as Radio South Alabama Inc., in Geneva County Bestg. Inc., group headed by Olin Johnson (5.8%) and consisting of 47 other stockholders owning 5.8% or less. Consideration \$35,000. Mr. Johnson owns furniture store. Ann. Nov. 9.

KBIC-TV Los Angeles, Calif.—Seeks assignment of cp from John H. Poole (83.03%), Olivia A. Poole (2.22%) and seven minor children of John H. and Olivia A. Poole (14.75%), d/b as John Poole Bestg. Inc., to H. Calvin Young Jr. & Martha White Mills Inc. (each 47.5%) and Jerome Glaser (5%), tr/as Central Bestg. Corp. of California. Consideration \$180,000. Martha White Mills,

large corporation with no majority stockholder, and Messrs. Young & Glaser share ownership of WGUS North Augusta, S. C.; Messrs. Young (70%) & Glaser (25%) are majority owners of WYAM Bessemer, Ala.; Mr. Young is 50% owner of WENO Madison, Tenn., and Mrs. Mills plans to buy Walter Duke's remaining 50%, making Central Bestg. Corp. (WENO licensee) parent company of KBIC-TV licensee. Ann. Nov. 14.

KROY Sacramento, Calif.—Seeks assignment of license from Lincoln and Sylvia Deller (each 50%), d/b as John T. Carey Inc., to same persons in same percentages tr/as Sacramento Bestrs. Inc. No financial consideration involved, as assignment is for business purposes. Ann. Nov. 9.

WKLZ Kalamazoo, Mich.—Seeks transfer of control of licensee corporation, The Circle Corp., from Joseph F. Butler (85%) and Ralph E. Patterson (15%) to Emil J. Popke Jr. (66%), Robert J. Van Beck (19%) and Bernice K. Mathes (15%). Consideration \$138,000. Mr. Popke is mgr. and part-owner of WKMI Kalamazoo and gen. mgr. and part-owner of WMAK Nashville, Tenn.; Dr. Van Beck is dentist; Mrs. Mathes is housewife. Ann. Nov. 6.

WEDA-FM Grove City, Pa.—Seeks assignment of license from James V. Perry (100%) to Mr. Perry (99 plus %) d/b as WEDA Inc. One share each was issued to C. A. Isaacs and Joseph A. Pelletier as legally qualifying for directorship. No financial consideration. Ann. Nov. 9.

KLTV-TV Tyler, Tex.—Seeks relinquishment of positive control by Lucille Buford (49%) by transfer to son, Geoffrey R. Buford, (20%), of voting rights previously hers. No financial consideration involved. Ann. Nov. 14.

WCAX Burlington, Vt.—Seeks transfer of control of licensee corporation, WCAX Radio Inc., from Charles P. Hasbrook (100%) to Vermont Radio Inc. (100%), a wholly owned subsidiary of James Bestg. Inc., owned by Simon Goldman & Reginald A. Lenna (each 43.2%) and others. Consideration \$300,000. James Bestg. also owns WJTN-AM-FM Jamestown, WGGO Salamanca & WDOE Dunkirk, all New York, and WWYN & WERC-FM both Erie, Pennsylvania. In addition, Mr. Goldman is stockholder in WCUM Cumberland, Md. Ann. Nov. 14.

KBAM Longview, Wash.—Seeks assignment of cp and license from Hal K. Shade (100%), receiver, to Rufus W. Snyder (100%) receiver. No financial consideration, as application follows court order for transfer of receivership. Mr. Snyder is owner of service station. Ann. Nov. 14.

**Hearing cases**

**INITIAL DECISIONS**

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting application of Monroeville Bestg. Co. for new am station to operate on 1510 kc, 250 w, D, in Monroeville, Pa., and denying application of Miners Bestg. Service Inc. to change facilities of WMBM from 1480 kc, 500 w, D, DA, in Ambridge, Pa., to 1510 kc, 10 kw, D, DA, in Ambridge-Alliquippa, Pa. Action Nov. 14.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward denying application of Hawkeye Bestg. Inc. to increase daytime power of KOEL Oelwein, Iowa, from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2. Action Nov. 13.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of General Communications Inc. to increase daytime power of KKKW Lafayette, La., on 1520 kc from 500 w to 10 kw, continued nighttime operation with 500 w, and change from DA-1 to DA-2 but with daytime DA during critical hours only; conditions and pending final decision in docket 14419 pre-sunrise operation with daytime facilities precluded. Action Nov. 8.

**DESIGNATED FOR HEARING**

WIFM, Tri-County Bestg. Inc., Elkins, N. C., & Bessie M. Shelton, Pilot Mountain, N. C.—Designated for consolidated hearing application of Tri-County to increase power of station WIFM on 1540 kc, D, from 250 w to 1 kw, 500 w (CH) and Shelton for new daytime am station to operate on 1530 kc, 1 kw, 250 w (CH); made Wilkes Bestg. Co., WIDU Bestg. Inc. and AL-OR Bestg. Co., applicants for new am stations in Mocksville, Mebane and Asheboro, respectively,

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 14

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,729	65	127	546
FM	1,016	46	148	164
TV	523	54	79	116

## OPERATING TELEVISION STATIONS

Compiled by FCC, Sept. 30

	VHF	UHF	TOTAL TV
Commercial	471	86	557
Non-Commercial	47	21	681

## COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,727	1,017	512
Cps on air (new stations)	66	46	65
Cps not on air (new stations)	126	146	73
Total authorized stations	3,919	1,209	658
Applications for new stations (not in hearing)*	195	13	66
Applications for new stations (in hearing)	352	148	48
Total applications for new stations	547	161	114
Applications for major changes (not in hearing)	64	3	11
Applications for major changes (in hearing)	357	87	38
Total applications for major changes	421	90	49
Licenses deleted	0	0	0
Cps deleted	1	0	2

\*Includes 3 stations operating on unreserved channels.

\*Figures on applications for new stations and major changes not in hearing and in hearing are for September; October figures not yet released.

parties to proceeding, and WIFM party with respect to its existing operation. Action Nov. 14.

### OTHER ACTIONS

■ By order, commission denied petition by Edwin R. Fischer, Newport News, Va., to vacate stay and to schedule oral argument on exceptions to initial decision in proceeding on his application and that of The Tidewater Bcstg. Co., Smithfield, Va., seeking new am stations. Action Nov. 14.

■ Commission scheduled oral argument for Dec. 10 in proceeding on application of Radio Americana Inc. for new am station in Baltimore, Md. Action Nov. 14.

■ By memorandum opinion & order, commission ordered Northern Pacific Radio Corp. to forfeit \$1,000 to government for willful or repeated violations of Communications Act and commission "sponsorship identification" rules by broadcasting spot announcements over its am station KELP El Paso, Tex., advertising locally commercially prompted series of teen-age "fun dances" for which it received payment without accompanying broadcasts with proper sponsorship identification. It is payable to the Treasurer of the United States. Action Nov. 14.

### Routine roundup

#### ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in proceeding on applications of Saul M. Miller for new am station in Kutztown, Pa., et al, granted petition by Miller to extent of adding issues to determine (a) efforts made by Bi-States Bcstrs. to ascertain programming needs and interests of community and area to be served and manner in which it proposes to meet such needs and interests and (b) whether at time it filed its application for cp for new am station at Lebanon, Pa. (since amended for Annville-Cleona, Pa.), it did in fact intend to construct at Lebanon and, if not, whether and extent to which this reflects adversely on qualifications of Bi-States to be licensee of commission; denied requests by Radio Haddonfield Inc.,

Haddonfield, N. J., for addition of "suburban" issue and for oral argument on matters raised by pleadings. Board Member Nelson abstained from voting. Action Nov. 9.

■ Continued Nov. 26 oral argument to date to be subsequently announced in proceeding on am applications of WNOW Inc. (WNOW), York, Pa., and Radio Assoc. Inc. (WEER), Warrenton, Va. Action Nov. 9.

■ By memorandum opinion & order, granted petition by National Association of Broadcast Employees & Technicians, AFL-CIO, to become party intervenor in proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al. Board Member Nelson not participating. Action Nov. 8.

■ By memorandum opinion & order in proceeding on applications of Peoples Bcstg. Co. (WPBC), Minneapolis, Minn., and Gabriel Bcstg. Co. for new station to operate on 980 kc, 5 kw, DA-1, unli., in Chisholm, Minn., directed Gabriel to comply with provisions of Sec. 1.316 (b) (2) of rules concerning publication of intended withdrawal of its application, so that other persons may be afforded further opportunity to apply for facilities specified in Gabriel application. Action Nov. 7.

■ Granted petition by Radio Associates Inc. (WEER), Warrenton, Va., and extended to Nov. 14 time to respond to petition by WNOW Inc. (WNOW), York, Pa., to enlarge issues and reopen record in proceeding on their am applications. Action Nov. 7.

■ By memorandum opinions & orders in proceeding on applications of Wide Water Bcstg. Inc. and Radio Voice of Central New York Inc. for new am stations in East Syracuse and Syracuse, N. Y., respectively in docs. 14669, 14671, (1) denied petition by Wide Water to enlarge issues with respect to applicant Radio Voice; (2) denied latter's request for oral argument on Wide Water petition; and (3) dismissed as moot two petitions for enlargement of issues filed by Onondaga Broadcasters, formerly applicant for new station in Syracuse, since dismissed. Board Member Nelson not participating. Action Nov. 6.

■ Granted petition by Broadcast Bureau and extended to Nov. 20 time to file exceptions to initial decision in proceeding on

application of WFYC Inc. (WFYC), Alma, Mich. Action Nov. 6.

### ACTIONS ON MOTIONS

By Hearing Examiner James D. Cunningham

■ By memorandum opinion & order in proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al., after oral argument, granted joint motion by RCA and NBC to quash, in part, certain subpoena duces tecum involving series of documents furnished in court proceedings and transcripts of depositions. Action Nov. 9.

■ Granted petition by Broadcast Bureau and continued hearing from Nov. 13 to Nov. 27, to be held in Chicago, in proceeding on revocation of license and SCA of Carol Music Inc. for fm station WCLM Chicago, Ill.; denied respondent's petition for 60-day continuance of hearing; and scheduled prehearing conference in Chicago on Nov. 26. Action Nov. 8.

By Hearing Examiner Basil P. Cooper

■ Granted petition by The Tuscarawas Bcstg. Co. for leave to amend its application for new am station in Uhrichsville, Ohio, to reflect change of manager-program director; application is consolidated for hearing in docs. 14632 et al. Action Nov. 9.

■ Granted petition by Broadcast Bureau and continued Nov. 16 prehearing conference to Nov. 21 in proceeding on applications of Fran-Mack Bcstg. Inc. and Radio Smiles Inc. for new am stations in Fayetteville and Spring Lake, Both North Carolina, respectively. Action Nov. 9.

By Hearing Examiner Millard F. French

■ Granted motion by Poplar Bluff Bcstg. Co. (KWOC), Poplar Bluff, Mo., and corrected transcript as requested in proceeding on its am application. Action Nov. 9.

■ Granted petition by Edgar G. Shelton Jr. and severed from consolidated proceeding in docs. 14425 et al. his application for new am station in West Chester, Pa.; closed record on his application and ordered proposed findings to be filed by Dec. 10 and replies by Dec. 17. Action Nov. 8.

■ Granted joint petition by Russell H. Morgan and Bel Air Bcstg Co. and severed from consolidated proceeding in docs. 14425 et al. their applications for new am stations in Chestertown and Bel Air, both Maryland, respectively; closed record on applications and ordered proposed findings to be filed by Dec. 10, and replies by Dec. 17. Action Nov. 7.

■ By agreement of parties, scheduled oral argument for Nov. 7 on notice to take depositions filed by applicant, and amendment thereto, in proceeding on am application of Wright and Maltz Inc. (WBRB), Mt. Clemens, Mich. Action Nov. 6.

By Hearing Examiner Arthur A. Gladstone

■ By orders in proceeding on applications of Smith Bcstg. Inc. and North Alabama Bcstrs. Inc. for new tv stations to operate on ch. 19 in Huntsville, Ala. (1) granted petition by Smith for leave to amend to specify different channel, removed amended application from hearing docket and returned to processing line; (2) granted petition by North Alabama for leave to amend; and (3) scheduled hearing for Nov. 16 with respect to remaining issues applicable to latter's application. Action Nov. 13.

■ Upon request by all parties, continued Nov. 19 hearing to Nov. 27 in proceeding on am application of Storer Bcstg. Co. (WJBK), Detroit, Mich. Action Nov. 13.

■ Pursuant to agreements reached at Nov. 9 prehearing conference in proceeding on application of Avoyelles Bcstg. Corp. for new am station in New Roads, La., scheduled certain procedural dates, and continued Dec. 5 hearing to Jan. 11, 1963. Action Nov. 9.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Bay Shore Bcstg. Co. and extended from Nov. 9 to Nov. 20 date for final exchange of its direct written case (non-engineering exhibits) and ordered Bay Shore to exchange its additional or supplementary engineering exhibits by Nov. 26 in proceeding on its application for new am station in Hayward, Calif. Action Nov. 9.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau and further extended from Nov. 9 to Nov.

16 time to file proposed findings, and from Nov. 26 to Dec. 3 for replies in proceeding on applications of Don L. Huber for new am station in Madison, Wis., et al. Action Nov. 8.

#### By Hearing Examiner Annie Neal Hunting

■ By memorandum opinion & order in Rochester, N. Y., tv ch. 13 proceeding, granted motion by Rochester Area Educational Tv Inc, and quashed *subpena duces tecum* issued to its president, Harold S. Hacker, to produce at Nov. 13 further hearing minutes of certain meetings of its Board of Trustees. Action Nov. 13.

■ Granted petition by Broadcast Bureau and reopened record in proceeding on applications of Young People's Church of the Air Inc and WJMJ Bestg. Corp. for new fm stations in Philadelphia, Pa., and scheduled further hearing for Dec. 27. Action Nov. 7.

#### By Hearing Examiner H. Gifford Irion

■ Upon request by Vidor Bestg. Inc. continued Nov. 19 further hearing to Dec. 10 in proceeding on its application and that of KWEN Bestg. Co. for new am stations in Vidor and Port Arthur, Texas, respectively. Action Nov. 9.

■ On own motion, corrected in various respects transcript of record in proceeding on application of Jefferson Radio Co. for license for am station (WIXI), Irondale, Ala. Action Nov. 7.

■ Granted request by Broadcast Bureau and extended from Nov. 5 to Nov. 15 time to file proposed findings in proceeding on application of New Mexico Broadcasting Inc. for new tv station to operate on ch. 2 in Santa Fe, N. Mex. Action Nov. 5.

#### By Hearing Examiner Jay A. Kyle

■ Granted in part petition by applicant and continued from Nov. 15 to Jan. 15, 1963 date for exchange of exhibits and from Dec. 10 to Feb. 18, 1963 for hearing in proceeding on am application of KDIA Inc. (KDIA), Oakland, Calif. Action Nov. 13.

■ Upon request by Broadcast Bureau, continued Nov. 15 hearing to Nov. 28 in proceeding on application of J. D. Falt Jr. for new am station in Sheffield, Ala. Action Nov. 9.

■ Continued Nov. 23 prehearing conference to Nov. 30 in proceeding on applications of Continental Bestg. Co., Garo W. Ray and Connecticut Coast Bestg. Co. for new am stations in Hamden, Seymour, and Bridgeport, all Connecticut, respectively. Action Nov. 7.

#### By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted request by Broadcast Bureau and extended from Nov. 20 to Dec. 4 time to file proposed findings and from Dec. 21 to Jan. 7, 1962, for replies in proceeding on applications of W.W.I.Z. Inc. for renewal of license of station WWIZ Lorain, Ohio, et al. Action Nov. 7.

#### By Hearing Examiner Herbert Sharfman

■ Upon request by KWES Bestg. Co., Ceres, Calif., and without objection by other parties, continued certain procedural dates and rescheduled Dec. 3 hearing for Dec. 11 in proceeding on KWES application et al. Action Nov. 9.

■ Granted in part motion by Broadcast Bureau to strike certain portions of reply of KFNF Bestg. Corp. (KFNF), Shenandoah, Iowa, to proposed findings of fact and conclusions in proceeding on latter's am application. Action Nov. 7.

■ Granted joint petition by applicants and extended indefinitely procedural dates in proceeding on applications of Progress Valley Bestrs. Co. and Shakopee Bestg. Co. for new am stations in Shakopee, Minn. Action Nov. 6.

#### By Hearing Examiner Elizabeth C. Smith

■ Granted petition by applicant and continued Nov. 23 prehearing conference to Dec. 6, and continued Dec. 12 hearing to date to be fixed at prehearing conference in proceeding on application of Potomac Bestg. Inc. for new am station in Keyser, W. Va. Action Nov. 9.

### BROADCAST ACTIONS by Broadcast Bureau

#### Actions of Nov. 13

\*WIPR-FM San Juan, P. R.—Granted

mod. of cp to change frequency to 91.3 mc; condition.

WSLC, Duane F. McConnell, Clermont, Fla.—Granted license for am station, specify studios at trans. site, and delete remote control.

\*WSIU-FM Carbondale, Ill.—Granted license covering increase in ERP, installation of new trans. and operation by remote control.

WWPB (FM) Miami, Fla.—Granted license covering change in ERP and type trans.

WPAC-FM Patchogue, N. Y.—Granted license covering change in ERP, ant. height, type trans. and type ant.

KCTA Corpus Christi, Tex.—Granted licenses covering installation of new trans. (main); and installation of new aux. trans. at main trans. site.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WXAL Demopolis, Ala.; KLIC Monroe, La.; WRDO Augusta, Me.

KIMM Rapid City, S. D.—Granted license covering installation of new aux. daytime only trans. at main trans. site.

#### Actions of Nov. 9

KPWD (FM) Plentywood, Mont.—Granted mod. of SCA to change sub-carrier frequency to 67 kc.

\*WMEB-FM, University of Maine, Orono, Me.—Granted license for noncommercial educational fm station.

WOCB-FM West Yarmouth, Mass.—Granted license covering change in frequency, ERP & ant. height, and installation of new ant.

KXEO Mexico, Mo.—Granted license covering installation of old main trans. as aux. trans. at main trans. site.

KWFA, David W. Ratliff, tr/as Taylor County Bestg. Co., Merkel, Tex.—Granted assignment of cp from David W. Ratliff to company of same name, owned by Mr. Ratliff.

WIP-FM Philadelphia, Pa.—Granted cp to decrease ERP to 7.5 kw, increase ant. height to 670 ft., change trans. location, type ant. and make changes in ant. system; remote control permitted.

KGON Oregon City, Ore.—Granted cp to change ant.-trans. and studio location.

WEZY Cocoa, Fla.—Granted cp to install aux. trans., employing DA-N.

WNOH Raleigh, N. C.—Granted cp to make changes in ant. system (remove top loading).

WMFP (FM) Ft. Lauderdale, Fla.—Granted extension of authority to remain silent for period ending Jan. 31, 1963.

Television Wisconsin Inc., Madison, Wis.—Granted renewal of license for low power station.

■ Granted licenses covering increase in D power and installation of new trans. for following stations: WMOU Berlin, N. H.; KXEO Mexico, Mo.

■ Granted licenses covering installation of new trans. for following stations: KXEO Mexico, Mo.; KINY Juneau, Alaska.

■ Granted mod. of cps to change type trans. for following stations: WKJK Granite Falls, N. C.; KCHV Coachella, Calif.

■ Following stations were granted extensions of completion dates as shown: KRCS (FM) San Bernardino, Calif., to April 24, 1963; KPOI-FM Honolulu, Hawaii, to Feb. 15, 1963; WMRO-FM Aurora, Ill., to April 15, 1963; WLIP-FM Kenosha, Wis., to May 13, 1963; KCHV Coachella, Calif., to May 2, 1963; KSEA (FM) San Diego, Calif., to April 15, 1963.

#### Actions of Nov. 8

■ Granted renewal of license for following stations: KAH1 Auburn, Calif.; KASK-AM-FM Ontario, Calif.; KATY San Luis Obispo, Calif.; KBEE-FM Modesto, Calif.; KBIF Fresno, Calif.; KBLA Burbank, Calif.; KBLF Red Bluff, Calif.; KBMX Coalinga, Calif.; KCMJ Palm Springs, Calif.; KDES Palm Springs, Calif.; KDHI Twentynine Palms, Calif.; KDIA and aux., Oakland, Calif.; KEEN San Jose, Calif.; KFBK and aux., Sacramento, Calif.; KFOX-AM-FM Long Beach, Calif.; KFRE Fresno, Calif.; KGIL and alternate main, San Fernando, Calif.; KGST Fresno, Calif.; KIEV Glendale, Calif.; KIST Santa Barbara, Calif.; KJOY Stockton, Calif.; KNEZ Lompoc, Calif.; KONG-AM-FM & SCA, Visalia, Calif.; KPAL Palm Springs, Calif.; KPER Gilroy, Calif.; KROY and aux., Sacramento, Calif.; KSRO Santa Rosa, Calif.; KSYC Yreka,

Calif.; KTMS Santa Barbara, Calif.; KTYM-AM-FM Inglewood, Calif.; KVEN Ventura, Calif.; KWIZ and aux., Santa Ana, Calif.; KWOW Pomona, Calif.; KRRX and aux., San Jose, Calif.; KYNO Fresno, Calif.; KAFI (FM) Auburn, Calif.; KAVR Apple Valley, Calif.; KCAL Redlands, Calif.; KCIN Victorville, Calif.; KCKC San Bernardino, Calif.; KERN-FM Bakersfield, Calif.; KFMB-AM-FM & SCA, San Diego, Calif.; KGFJ and aux., Los Angeles, Calif.; KIEM (FM) Eureka, Calif.; KMAK Fresno, Calif.; KNKS Hanford, Calif.; KPRL Paso Robles, Calif.; KREO Indio, Calif.; KSEE Santa Maria, Calif.; \*GUSC(FM) Los Angeles, Calif.; Sacramento, Calif.; KWIP Merced, Calif.; KWKW Pasadena, Calif.; KYA and aux. and alternate main, San Francisco, Calif.; KJAZ (FM) Alameda, Calif. (BRH-965); KWIZ-FM Santa Ana, Calif. (BRH-299); KXRQ (FM) & SCA, Sacramento, Calif.

KBEA Mission, Kans.—Granted cp to change hours of operation from D to unl. time, with 500 w-N, change from DA-D to DA-2 and make change in ground system, continued operation on 1480 kc, 1 kw-LS; conditions.

WFLI Lookout Mountain, Tenn.—Granted license for am station and covering use of nighttime trans. as aux. trans. daytime only.

WRFK-FM Richmond, Va.—Granted license covering change in frequency.

WFLI Lookout Mountain, Tenn.—Granted license covering installation of daytime main trans. as alternate main trans. nighttime.

WSVS Crewe, Va.—Granted license covering increase in power and installation of new trans.

WMTW-FM Mt. Washington, N. H.—Granted license covering use of old main ant. as aux. ant.

KABL Oakland, Calif.—Granted cp to install new ant. and trans. (aux. trans. and ant. system); remote control permitted while using non-DA.

WKKD-FM Aurora, Ill.—Granted cp to change type trans.

WRGM Richmond, Va.—Granted cp to increase radiation by addition of top loading to present tower.

■ Granted licenses for following fm stations: WMSR-FM Manchester, Tenn.; WXBR Cocoa Beach, Fla., and change type trans.; WXTO Grand Rapids, Mich., and specify trans.; WNDU-FM South Bend, Ind., and specify type trans.; WYRE-FM Pittsburgh, Pa.; WHIL-FM Medford, Mass.

■ Granted licenses covering installation of new trans. for following stations: WMSR Manchester, Tenn.; WOXR (FM) Oxford, Ohio.

■ Granted mod. of cps to change type trans. for following stations: WSJR Mada-waska, Me.; WJAY Mullins, S. C.; KPRM Park Rapids, Minn.

Kayenta TV Assn., North Chinle Valley & Kayenta, Ariz.—Granted cp for new vhf tv translator station, on ch. 10, to translate programs of KOB-TV (ch. 4) Albuquerque, N. Mex.

#### Actions of Nov. 7

WAPI-FM Birmingham, Ala.—Granted cp to install new ant., increase ERP to 100 kw, and change frequency to 94.5 mc and ant. height to 980 ft.

WBT-FM Charlotte, N. C.—Granted cp to increase ERP to 100 kw and change type trans.

KUDU, KUDU-FM Ventura-Oxnard, Calif.—Granted mod. of license and mod. of cp to change stations location to Ventura, Calif.

KWBB-FM Wichita, Kans.—Granted mod. of cp to increase ERP to 100 kw and install new trans.; condition.

■ Granted SCA on multiplex basis for following fm stations: WPTW-FM Piqua, Ohio; KSHE (FM) Crestwood, Mo.

WNOR-FM Norfolk, Va.—Granted license for fm station and specify type trans.

KLIR Denver, Colo.—Granted license covering installation of aux. trans. at main trans. location.

WPAY Portsmouth, Ohio—Granted cp to install old main trans. as aux. trans. at main trans. site.

KDB-FM Santa Barbara, Calif.—Granted cp to install new trans.

WSVI (TV) Christiansted, St. Croix, V. I.—Granted mod. of cp to change ERP to

Continued on page 115

# 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—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

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.

## RADIO

### Help Wanted—Management

Station manager with proven sales background. Midwest station with room to grow. Excellent salary and incentive. Box 221R, BROADCASTING.

Manager needed for Iowa daytime station. Only station in county. Must have a proven sales record. Send tape and complete resume. Box 324R, BROADCASTING.

### Sales

Outstanding opportunity for aggressive young midwestern salesman with drive and confidence. Adult programming in a million plus market. Guaranteed draw commensurate with background, and prospects good for five figure earnings. Ability to engage in part time announcing would enhance earnings capability. Send experience, details and references. Box 220R, BROADCASTING.

Salesman-announcer, experienced, emphasis on sales and servicing established accounts. Quality small market radio. Good salary-commission. Send complete data, audition tape, in confidence. Box 240R, BROADCASTING.

California medium single station market. Unlimited potential. Salesman to qualify for sales management. Confidential. Box 302R, BROADCASTING.

Excellent opportunity for experienced radio time and idea salesman. Established major market group operated station has opening for a top flight account executive to take over an existing account list. If you are a small or medium market salesman or sales manager this may be your big chance to move into a major northeastern market. Current opening must be filled by January first, so reply immediately. Box 315R, BROADCASTING.

Need two really great salesmen. Radio one in Waco, Texas looking for two men who want to sell in a competitive market. Sell for the station which is the undisputed leader. The fastest growing station in the great southwest. Station has the sound, has more than quadrupled sales since the first of the year, permanent guarantee. Write or phone on Wed., Thur., Fri., Bill Dahlsten, General Manager, KAWA, Box 482, Waco, Texas. Phone PL 4-1488.

salesman—Georgia's roughest market. If you can make proposals, presentations, will knock on doors, you can make \$\$\$ Others have failed, can you do it? Bill Ellis, WFNL, Box 1482, Augusta Georgia. 824-1441.

Looking for salesman for a progressive, tremendous sounding station 75 miles from Chicago. Station celebrating 15th anniversary this month, part of industrial community, successful, rates number one in six county area. Commission against permanent guarantee. Pension plan, hospital insurance, other fringe benefits. One present salesman considering moving to our other station in Waco, Texas. Must replace him first. Write or phone on Monday or Tuesday: Bill Dahlsten, General Manager, WLPO, Box 215, LaSalle, Illinois.

Two salesmen needed. Must be able to sell in competitive market. Salary plus commission. Send record of past performance to WOKZ, Alton, Illinois.

Honolulu's newest station needs experienced, aggressive salesman with management potential. Send photo, resume: 618 N. Linden Drive, Beverly Hills, California.

## Help Wanted—(Cont'd)

### Announcers

Number one rated CBS affiliated station in the high plains area needs a good announcer with a first class license—accent on announcing. Send tape, resume to Box 129R, BROADCASTING.

Washington D. C., exceptional opportunity for experienced local newsman. Send tape and background. Box 149R, BROADCASTING.

Staff opening at major market northeast radio-tv operation for experienced imaginative announcer with on mike and on camera know how. If you're sure you're good send tapes, films, resume to Box 177R, BROADCASTING.

Announcer with first phone for single station market in Michigan. Hard work, long hours, personal satisfaction guaranteed with salary open. Box 179R, BROADCASTING.

Top flight R & B jock for traffic times. Top northern market. Must pass rigid personal investigation. Good opportunity for right man. Tape and resume. Box 209R, BROADCASTING.

Top forty morning personality, major midwestern market. Production tape, aircheck, picture, salary to Box 263R, BROADCASTING.

Kentucky station wants mature, deep voice for news and dj duties. Experienced man sought; would consider beginner with top potential and voice. Unqualified amateurs need not apply. Send resume, tape, references, photo to Box 265R, BROADCASTING.

Metropolitan top 40 station wants personality morning man. Humorous type preferred. Air check tape, background, recent photo. Box 269R, BROADCASTING.

Immediate opening for announcer with mid-west regional. Must have mature sound. Resume and tape to Box 298R, BROADCASTING.

Southwest power station has an opening for a top rated dj with originality and good judgment in air presentation, for an adult audience. No rock and roll. Salary open. Send background information, recent photo, references and audition tape in first reply. Box 272R, BROADCASTING.

Opening for engineer-announcer immediately. Experience essential, 1st class ticket a must. Good pay, good working conditions. Write Box 273R, BROADCASTING.

Morning man and staff announcer. Tourist area, warm the year round. Send resume, tape, recent photo and salary required to Box 278R, BROADCASTING.

North Carolina 50 kw network affiliate needs versatile announcer for quality operation January first start. Special preference given native southerners. Send resume, tape, photo to Box 283R, BROADCASTING.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer. \$100 weekly. Box 326R, BROADCASTING.

Experienced announcer, small North Carolina station, some sales. Box 327R, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Immediate opening for daytime announcer. Opportunity to become program director. Address Ellis Aterberry, KCOL, the #1 station in Fort Collins, Colorado.

KGNO, 32 years old, 5,000 watts, in the famous "Cowboy Capitol of the World," Dodge City, Kansas, needs announcer. Contact Herschel Holland, Program Director.

Top morning announcer with professional news delivery. 42 hours. \$525.00 month. Personal interview required. KGRL, Bend, Oregon.

Number one CBS affiliate needs a combination sportscaster, salesman immediately. Rush tape, resume to KOLT, Scottsbluff, Nebraska.

Sick of maddening crowd? Like to hunt and fish? Need first ticket combination. Routine maintenance only. Write KSRA, Salmon, Idaho.

Announcer engineer. Limited experience acceptable. KVMA Magnolia, Arkansas.

Wanted...staff announcer for fast-paced good music station. Send picture, tape and resume to WANE radio...Fort Wayne, Indiana.

Announcer with 1st class ticket capable of some maintenance—mature voice. Send tape, photo, resume or apply to WBUX, Doylestown, Pennsylvania.

Morning man—experienced with bright sound and board savvy. Permanent position with well established 5,000 watt full-time station near Philadelphia. WCOJ, Coatesville, Pennsylvania.

Announcer with first class ticket is needed by a western New York daytimer. This is an excellent opportunity for the right man to grow with a good sound organization. Apply directly to Tim Kroh, Manager, WLSV, Wellsville, New York.

WSPT, Stevens Point, Wisconsin, top-rated Nielson station in the area wants adult morning man, must be up tempoed, bright strong news. Able to assume authority. Send tape resume, salary other information to: Peter A. Barnard, WSPT, Stevens Point, Wisconsin.

Phoenix fm-stereo station needs announcer/engineer with audio experience and multi-plex understanding. Wonderful opportunity, pleasant working conditions, all new equipment. Send resume, references, salary expected to Box 7100, Phoenix, Arizona.

Honolulu's newest station needs creative, swinging rj. Send resume, photo, tape: 618 N. Linden Drive, Beverly Hills, California.

Announcer, program director, 1st phone enthusiastic morning man. Beautiful eastern shore station. Dick Leigh, Easton, Maryland, TA 2-3301.

## Technical

Engineer, first ticket, transmitter, directional, state experience, salary requirements; Penna. Box 255R, BROADCASTING.

1st engineer. Southeast market, combo. Write resume. Box 261R, BROADCASTING.

## Help Wanted—(Cont'd)

### Technical

Chief Engineer, announcer, thriving New York state station in excellent community. Must run clean, well maintained shop. Send tape, photo, and state salary expected. Box 202R, BROADCASTING.

Desire to add experienced engineer with first phone for 5kw am and fm. Collins, Gates, Muzak, and IGM automation install smaller SCA installations, help service them. Salary 95 weekly plus extra for each SCA installations. State age, experience, military status, references, education, and photo. Write KBIM, Box 910, Roswell, New Mexico.

Immediate opening first phone engineer, announcing experience preferred. WBEC, Pittsfield, Mass.

Needed two engineers with first class license for VHF transmitter and video. Contact WECT, Wilmington, North Carolina.

### Production—Programming, Others

If you have basic writing abilities and a good commercial voice we will help you develop into a polished production writer. Send resume and audition tape immediately to Box 852P, BROADCASTING.

News director to gather, write and air news in midwest medium size city near scenic lake country. Must have mature voice and ability to write editorials. Excellent opportunity. Send tape and resume to Box 190R, BROADCASTING.

News editor-journalism graduate who wants to head a real-live local news department. Must know news. Best available news equipment. CBS affiliate. Kentucky. Box 193R, BROADCASTING.

Copy-traffic program coordinator for aggressive western N.Y. AM-FM. Good conditions metro area. Box 256R, BROADCASTING.

Immediate opening for seasoned and experienced newsman in gathering, writing and airing news, together with editorials and documentaries. Rare opportunity for creative writer. Degree in journalism or English major preferred. Send complete resume with photo and sample materials, together with minimum salary requirements. Box 267R, BROADCASTING.

Experienced female copywriter commercial voice helpful. New York suburban station, modern office, good salary, excellent working conditions. Box 296R, BROADCASTING.

## RADIO

### Situations Wanted—Management

Blue chip! Eight years all phases. Dynamic, imaginative. \$12,000 plus. Only financially sound, image-conscious reply. Box 258R, BROADCASTING.

Arizona owners-managers. How will return of Gile broadcasting affect your operation? Experienced selling manager, desires change. Proven record. Box 264R, BROADCASTING.

FM good music programming. Eight years experience extensive knowledge all phases of fm broadcasting. Do you want quality programming for fm audience, plus high quality announcing? Will relocate. Box 268R, BROADCASTING.

California here I come—if you want a station manager with proven results. 67% sales increase first six months at previous position. Presently employed metropolitan area, desire smaller city in California. Married, sober, 39 years old, 13 years management. Box 268R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Management

Never been with station without showing substantial increase. You can make a profit with proper format and sales management. 37 year old family man, excellent references. Interested in medium or large market. Will take low 5 figure salary and gamble with you on fair share of profits. Box 285R, BROADCASTING.

Experienced general manager-sales manager. Creative. Dealer. 38, college, family. Box 308R, BROADCASTING.

My 20 years experience in major market tv and radio management all phases can be put to work for you. Personally acquainted with most New York, Chicago, Los Angeles, timebuyers. Sales oriented, stable, aggressive, idea man available for change if challenge is right. Box 310R, BROADCASTING.

Desire position in television as national sales manager to general manager in new . . . changing or growing station. Twelve years experience in sales and management in one of Americas most competitive three station markets. Graduate degree from top university in radio-television arts. Skilled in both public and personnel relations with an excellent record of civic achievement. Highest references and details furnished on request. Box 311R, BROADCASTING.

### Sales

Wanted—sales opportunity by broadcaster with thirteen years program experience. Box 277R, BROADCASTING.

Arizona owners-managers. How will return of Gile broadcasting affect your operation? Experienced selling manager desires change. Proven record. Box 284R, BROADCASTING.

### Announcers

Announcer dj. Family man. 2 years experience. Will relocate permanently. Authoritative sound. Hard worker, good board. Box 656P, BROADCASTING.

Female d.j. announcer. Continuity writer. Do woman-type program, or traffic assignments. Box 171R, BROADCASTING.

Announcer-disc-jockey — young, experienced, looking for good sound, a place to settle, with advancement opportunities. Box 180R, BROADCASTING.

DJ, newscaster presently employed desires professional radio and/or tv combo; chance to work into tv. Speech degree; 1st ticket. Westcoast/southwest. Minimum \$125. No rock. Married. Tape, resume. Box 205R, BROADCASTING.

Jockey/personality, with proven past record. Looking to settle down. Excellent credit and character references. Know music. All inquiries answered. Box 207R, BROADCASTING.

DJ/personality. Modern adult programming. Now employed. Seeks growth opportunity. Box 212R, BROADCASTING.

Newscaster-dj. Authoritative news, tight production, operate fast board. Not a floater, not a prima-donna. Box 223R, BROADCASTING.

Announcer, 2 years experience in news, sports, dj show and programming. Tight board and friendly delivery. Box 235R, BROADCASTING.

Attention New England—looking for adult music station (not classical). Now at 5000 w. Broad. School Grad. Will send resume and air check tape on request. Box 242R, BROADCASTING.

Successful in medium market. Now looking for upper medium or major. First phone, big-voiced swinger. Northeast preferred. All considered. Box 250R, BROADCASTING.

College graduate, can program both good music and rock. Married. Box 251R, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

7-Mid. Top 40 jock available-major market experience, vet, family, 5 years experience. Box 253R, BROADCASTING.

Announcer—first phone, some announcing experience not afraid to work or learn. Prefer midwest. Box 260R, BROADCASTING.

Wisconsin, Michigan—versatile adult announcer, pd, nd, sportscaster. Easy to work with, family man. Want permanent position. Phone 686M Eagle River, Wisconsin. Box 271R, BROADCASTING.

Expert morning character: skintight production, crisp delivery, humor. Competence, reliability; prime references. Box 281R, BROADCASTING.

Want Tennessee area—dj-announcer, 1st phone; maintenance. Young, dependable, prefer top 40, experience in all music. Can go all night. Experienced, draft free. Box 284R, BROADCASTING.

Top 40. Presently in 300,000 market. Young, fast, tight, happy. Want modern aggressive station northeast. Box 288R, BROADCASTING.

Award winning sportscaster. Versatile: basketball, football, baseball. Also strong on sales. Current billings high. 8 years experience. Desired progressive organization. Box 289R, BROADCASTING.

Announcer/dj. Formula experience. Tight production. Cheerful. Versatile. Young. References. Box 292R, BROADCASTING.

Announcer, dj, experienced, authoritative sound, dependable, available immediately. Will relocate. Box 294R, BROADCASTING.

Florida only! Present employed, 5 years, total sales 20 years. Consider "Good music format." Avail. January. Box 295R, BROADCASTING.

Are you interested in a Negro staffman? Now on 5 kw. New York City. No rock'n' roll. Interested in station that maintains good news, record productions. Can operate tight show. Smooth, colorful newscasts. Box 297R, BROADCASTING.

Indiana-Michigan-Ohio. Announcer-d.j. with three years experience. Top 40 or big band sound. Strong at record hops. Tape and resume upon request. Married. Box 305R, BROADCASTING.

Calif., Nevada, southwest. Adult presentation, radio/television experience. \$90 start. Communities 15,000 plus please. Box 307R, BROADCASTING.

Announcer with some college, third phone seeks to break into radio. Ambitious. Box 312R, BROADCASTING.

Experience for sale. Kenton to Katchaturian, New York, California or other 48. Box 314R, BROADCASTING.

Experienced announcer seeks news-sports radio/tv. Good adlib, commercials. Currently major market. Excellent references. Box 316R, BROADCASTING.

Announcer. Experienced. Deep voice, smooth delivery. Emphasis on commercials and news. Married man looking for security in upper midwest. Box 318R, BROADCASTING.

Air personality. Wants first break. Combo. Mature voice with Frank Sinatra type music. No r and r. Service experience. Live show. Tape and photo. Box 329R, BROADCASTING.

Authoritative, mature, music-news. 6 years solid radio background. East. Box 330R, BROADCASTING.

First phone combo. 2 years experience, single, 22, draft exempt, 3 college. Commercial pilot, sales. Good music, mid-west. Roland Mead, 1203 W. St. Louis Street, Vandalia, Illinois.

**Situations Wanted—(Cont'd)**

**Announcers**

Teen, age 16, needs employment. No license or experience. Henry Mavin, 9325 Beacon Street, Cleveland 5, Ohio.

Swingin' live wire top forty type radio and tv personality ready to make money for your operation. Five years major market background and musical programming know how man available now. Contact Bob Montgomery, 18806 Lkwd. Hts. Blvd., Cleveland 7, Ohio.

Experienced 1st phone announcer. 4 years experience in most phases of radio. Available now in Minn., Iowa, or eastern south Dakota. Must be permanent job and in friendly community. 37, family. References furnished. Box 281, Janesville, Iowa or phone VA 6-2624 Jannesville, Iowa.

D-J, music director, 22, married, wants to relocate. 3 years experience. Boyd Magers, 715 1/2 E. Bridge, Blackwell, Oklahoma.

Available, the swinging sound of the "happy sack record rack." Experienced d.j. radio, tv. 20557 Stout, Detroit 19, KE 5-6680.

Negro disc jockey, announcer desires position. Single, 26, free to travel. Tape on request. Bob Johnson, 6127 Kimbark, Chicago, Illinois. MU 4-8019.

Available immediately, ambitious young dj. Some experience. Tight board. Prefer mid-west. Write Dan Daugherty, 208 Court Streater, Illinois. Phone 2-3951.

**Technical**

Now employed chief with no announcing experience wishes permanent position as chief or would like to gain announcing experience as chief engineer announcer. Box 270R, BROADCASTING.

**Situations Wanted—(Cont'd)**

**Technical**

Engineer eleven years, chief five. Installations, directionals. Competent. South only. Box 230R, BROADCASTING.

Have first phone, slide rule, will travel. Some radio experience, excellent recommendations, prefer fm only, outside of the south. No announcing experience, \$95 per week minimum. For resume write, Grady Dixon, 503 Snow Hill St., Ayden, North Carolina.

Chief or maintenance engineer, experienced, including directional. R. Allen, Box 111, Twining, Michigan.

Engineer, first phone; request job; no chief or combo job. Please. Box 290R, BROADCASTING.

**Production—Programming, Others**

Attention New York City area! Modern program director-air personality . . . track record of top ratings. Presently programming number one station in east. Seeks position with progressive operation. Box 226R, BROADCASTING.

Three years with same top radio news operation as reporter broadcaster. Best references, mature. Consider offer to any metropolitan area. Box 257R, BROADCASTING.

Unemployed professional pd, 39, needs position to survive radio's hazards. 13 years knowledge via VOA and commercial. Immaturity has been allowed to downgrade our industry. This time, try maturity. If you demand quality air for bigger gross call code 312 Majestic 3-0427 or write Box 259R, BROADCASTING.

For bright, creative radio copy that sells contact me. Top 30 metro market experience. Box 95R, BROADCASTING.

**Situations Wanted—(Cont'd)**

**Production—Programming, Others**

Owners and Managers of dull, ratingsless, profitless stations. Help is on its way. See Situations Wanted Display Ad, Box 319R, BROADCASTING.

Expanding Group Operators. See Display ad, situations wanted, Box 319R, BROADCASTING.

Former Pittsburgh pd . . . d-j, news, play by play. Want Texas metro top 40. Consider all. Box 300R, BROADCASTING.

Need working radio news director? Give me staff, equipment, six months. I'll give you best local news in your city. Box 328R, BROADCASTING.

Newsman, have worked and aired news on radio and television. Prefer midwest or west. Family man, age 32. References available. Box 286R, BROADCASTING.

Editorialist, newscaster, mature family man, author, \$8,000 minimum. Joseph della Malva, 4223 Washburn Ave., South, Minneapolis 10, Minn. WALnut 2-6487.

Excellent production, idea, board man. Radio/tv experience small, medium market. Team man looking up—want western, college location. For quality, service and sales, call JE 2-4527 Sonora, California. 519 So. Washington Street.

Production/programming I love. Just left pd position at No. 1 10 kw station. Want to relocate in s.e. in good market of 50,000 population or more. Harold Loyd TA 1-8629, Chatt., Tennessee.

Experienced tv newsmen on the air, reporter, writer, documentary producer—available. Covered big ones: Viet Nam, Little Rock. Present employer will give excellent reference. Min. sal. \$200.00. Box 304R, BROADCASTING.

**TELEVISION**

**Help Wanted—Management**

Sales manager . . . exceptional opportunity for an experienced tv sales executive with dominant midwest CBS tv station. Strictly quality, rate card operation . . . company in strong financial position seeking additional properties. Opportunity to organize own department and assume management responsibilities. Top salary, bonus, profit sharing, and stock option to right man. Only applicants with personal sales record and administrative experience will be considered. Box 262R, BROADCASTING.

We have an opening for an aggressive, creative television salesman. Excellent opportunity attractive compensation with one of nation's leading group operators. Mid Atlantic area. Box 210R, BROADCASTING.

**Announcers**

Staff opening at major market northeast radio-tv operation for experienced imaginative announcer with on mike and on camera know how. If you're sure you're good send tapes, films, resume to Box 177R, BROADCASTING.

Announcer: Capable of professional announcing for Penna. VHF and radio. Salary plus fees. Send resume and/or audio tape only. Box 280R, BROADCASTING.

**Technical**

Immediate opening for studio engineer. First phone required. Contact George McGuigan, WXEX-TV, Petersburg, Virginia. Phone 733-7876.

Wanted experienced tv studio engineer. Must have 1st phone. State experience and salary requirements first letter. Box 78R, BROADCASTING.

250 Kilowatt uhf has need for engineer. Strong on maintenance, must have sufficient experience to assume full responsibilities for maintenance shift. Salary open. Wire or phone M. J. Lamb, WIMA, Television, Lima, Ohio.

**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 and WANTED to BUY advertising require display space. Situations Wanted—(Payment in advance)

1"  2"  3"  4"  other

All other classifications 30¢ per word—\$4.00 minimum

Attach ad copy to classified form

(No charge for blind box number)

Indicate whether Radio or TV

Radio

TV

**HELP WANTED**

- management
- sales
- announcers
- technical
- production-programming

**FOR SALE**

equipment

**WANTED TO BUY**

- stations
- equipment

**SITUATIONS WANTED**

- management
- sales
- announcers
- technical
- production-programming

**ADDITIONAL CATEGORIES**

- Instructions
- Business Opportunity
- Miscellaneous

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

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

Remittance enclosed \$ \_\_\_\_\_

Bill

## Help Wanted—(Cont'd)

### Production—Programming, Others

Production manager—perhaps operations manager for right background. Should be able to direct, announce as well as coordinate and supervise production of commercials. Midwest area. Box 217R, BROADCASTING.

TV art director. Major midwestern market. Require experience and versatility. Send resume to Box 279R, BROADCASTING.

Continuity writer, tv and radio. Send complete resume, samples of copy, photo, to General Manager, WGEM-AM-TV, Quincy, Illinois.

Announcer-director needed at once. Must be strong in both areas. Send picture resume, video tape, or sound on film. Personal interview required. Contact Bob Smith, Program director, WTVO-TV, Rockford, Illinois.

## TELEVISION

### Situations Wanted—Management

Director of sales development for group operations—specialist in developing major sales presentations, market research project and implement sales plans for group or individual stations. Top experience in all phases radio and television. Box 156R, BROADCASTING.

### Announcers

Childrens personality-award winner. One of nations finest, in major market for ten top years tv-radio experience, including program director-tv-producer. Prefer large west coast or southwest market. Video tape available. Box 252R, BROADCASTING.

10 years tv-weather/childrens personality. Versatile staffer. VTR available, married. Box 208R, BROADCASTING.

Top tv commercial announcer in large mid-west market seeking a return to sports. Agreeable to augmenting sports with executive responsibilities and/or announcing assignments. Last seven years with highly respected employer. Present job secure. Exceptional references. Video tape and resume available. Box 321R, BROADCASTING.

### Technical

Looking for a permanent position. 9 years tv, 5 years radio experience. Married. Box 309R, BROADCASTING.

First phone engineer, two years experience, additional two years tv engineering school, also eight years technical experience in allied field. Desires steady permanent position in large or medium market progressive tv, station in midwest with prerequisite, good starting wage. Box 917P, BROADCASTING.

### Production—Programming, Others

Director—currently employed at NYC channel. 5 years experience in commercial and educational broadcasting and allied fields; seeks directing position in northeastern area. Box 85R, BROADCASTING.

Director, writer, announcer wants position western U. S. Available now. Box 118R, BROADCASTING.

Professional newsman-mature judgment and ability now available to gather, write, edit and deliver on air, top quality newscast. Familiar all phases major market tv-radio news. 9 years experience. Family man. Thoroughly dependable and professional. Phone 803-488-3465 or Box 320R, BROADCASTING.

Editorialist, newscaster, mature family man, author. \$8,000 minimum. Joseph della Malva, 4223 Washburn Ave., South, Minneapolis 10, Minn. Walnut 2-6487.

## Situations Wanted—(Cont'd)

### Production—Programming, Others

Yankee go home. TV news director wants to move north, or west. Does your station want local news when it is news? Or do you wait for the wire, if you want it now call Carl Erwin, VI 2-5402, Tupelo, Mississippi. Expert: on camera interviews, and public relations, mature, married, college. Mail address, WTVW-TV, Tupelo, Miss.

### Miscellaneous

Station managers: Will write and tape your commercials. Also available feature shows. Network writer-announcer. Box 303R, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Construction permit for 1-kw daytime am radio station, prosperous Utah college city of 20,000 will be third station in town. Priced at less than out of pocket expenses. Write S. Nixon, 925 Culebra, Hillsborough, California.

## WANTED TO BUY

### Equipment

Used 3-kw or 5-kw RCA or West. Elec. FM transmitter KPLX, 925 Culebra Road, Hillsborough, California.

Studio equipment for TV, also microwave equipment. Give all details and price—will pay cash. WIBF, Jenkintown, Pa. Turner 7-5400.

Wanted to buy immediately a used 1 kw Gates BC-IT transmitter, also need 10 kw used AM transmitter. Write Box 254R, BROADCASTING.

Studio equipment for tv, also microwave equipment. Give all detail and price—will pay cash. WIBF, Jenkintown, Pa. Turner 7-5400.

Transmitter for UHF, either 1 kw or higher power. Give specifications, condition and price—will pay cash. WIBF, Jenkintown, Pa. Turner 7-5400.

Wanted—5,000 watt am transmitter not over 10 or 12 years old. Meet FCC specifications. Box 322R, BROADCASTING.

### For Sale

### Equipment

RCM 14 Gates remote control and metering system. Spare tubes. Silicon rectifiers. One/fifth original cost. \$350 F.O.B. Contact Chief Engineer, WWPA, Williamsport, Pennsylvania.

One new Fisher-Pierce photo cell, four-Hughes Phillips 300 mm beacons, eight side light. Make offer. WNLC, New London, Connecticut.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

2-444' self supporting, blaw knox towers', in excellent shape, insulated, and lighting equipment. John J. Hoke, phone RE 2-9350, U.S. Tower & Const., Petersburg, Virginia.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

## For Sale—(Cont'd)

### Equipment

Closed circuit television equipment: Four Remote Control Boxes G.E. PX-55-A1, including remote panel PX-73-A, list \$307.50 each, like new, \$198 each.

Two Zoomar Mark IV Lenses, with range extender 1.5X, list \$1,375 each, like new, \$885 each. One G.E. Relay lens #412342-029, list \$74.50, like new, \$25. Three Dust-weather-environmental camera enclosures, Fairbanks Morse Model EH-2B with blowers, heaters, thermostatic controls, list \$343.31 each, used three months, \$170 each. Three Automatic Zoom lenses, Cannon with modifications, list \$1,543.40, used one month, \$775 each. One Fairbanks Morse Mark VI Camera with vidicon and control unit, includes sync generator, scanning unit, video amplifier and stabilizer, list \$2,746.18, used 400 hours, \$1,385. Four Pan/tilt Head, Medium Duty Weather Proof, Fairbanks Morse with remote Pan/tilt control, list \$789.80 each, used three months, \$390 each. Write or call S. C. Holland, Holland-Wegman Television, Inc., 207 Delaware Ave., Buffalo 2, New York, TL 3-7411.

Magnacorder—model 63 A2HZ, with high speed and two speed motor, rack mounted, in excellent condition, \$275.00. Inquire WVAM, Altoona, Pennsylvania—Windsor 4-8127.

Wanted—RCA audio console model BC-3B, BC-3C, or BC-2B. Give specifications, condition. Cash. KPEN, 1231 Market Street, San Francisco, California.

2 Gates CB-500 turntables with Gray arms. \$195.00 each, Gates SA-39B limiter \$345.00 all used only 6 months. KGGK-FM, Garden Grove, California.

One Western Electric 5 kw transmitter, model 405B-2 in good condition. Make an offer. Box 881P, BROADCASTING.

Rust, 108-0E control unit, 108-14C am monitor preamplifier, 108-1E transmitter unit, \$450 for three units. WDUZ, Green Bay, Wisconsin. Hemlock 5-5331.

All equipment in small recording studio for sale. Write for inventory and asking price, (under \$1500.00). Box 325R, BROADCASTING.

For sale GE BT3A three kilowatt FM transmitter. Modified for 4-1000 finals, wired for remote control. This is our regular on-the-air transmitter in use 16 hours daily with SCA and stereo multiplex without trouble, to be replaced in December by higher-powered unit. Also an identical stripped GE-BT3A transmitter with spare parts, both for first \$3,000.00 cash offer. Balthrope or Shook, KEEZ, 214 Tower Life Building, San Antonio, Texas. Also 440 ft. Andrews heliax HL cable (1 1/2 inches) 4 years old. \$800.00 in place on tower.

## BUSINESS OPPORTUNITY

Lend me \$10,000 now and I will pay back \$20,000 in three years. Box 317R, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

## INSTRUCTIONS—(Cont'd)

Elkins training now available in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instruction. Elkins Radio School of New Orleans, 714 Masonic Temple Building, 333 Saint Charles Avenue, New Orleans, Louisiana.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9, April 24. For information, references and reservations, write William B. Ogdin Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

## RADIO

### Help Wanted—Sales

## GROWING FM GROUP

*Operation needs qualified salesmen. Salary and commission; unique opportunity for management. Please state all details first letter.*

Box 274R, BROADCASTING

## Announcers

## ANNOUNCER WANTED

Major market fm station; must be experienced in news reporting, with some knowledge classical music; college degree required. Send tape and resume only if qualified.

Box 275R, BROADCASTING

## TELEVISION

### Help Wanted—(Cont'd)

### Production—Programming, Others

#### NEWS DIRECTOR

The number one news station in a major eastern market is looking for an experienced news director.

*This man must have creative news sense and proven administrative ability or we are not interested.*

The position offers a splendid opportunity. If you are experienced in all phases of news operations, can manage a complex department, and have the creative drive to stay on top in a highly competitive, major market, we would like to hear from you. Please send resume and recent photograph. Salary open.

Box 260R, BROADCASTING

## RADIO

### Situations Wanted—Management

#### DO YOU NEED Manager-Sales Manager?

My background includes local radio sales, local television sales, network radio sales, and administration; radio and television, radio station management, AM-FM. Married, two sons, one daughter, active local affairs, church, civic, Lions Club, youth.

Box 323R, BROADCASTING

## Announcers

### AFTERNOON FUNNYMAN

Hooper and Pulse rate are solid #1 in market of 3 million! Looking for a *real* personality who gets results??

Box 287R, BROADCASTING

### Production—Programming, Others

#### AVAILABLE: A UNIQUE WOMAN

She is a rare combination of intelligence, charm, and talent. She is a tv news reporter who can handle feature material, hard news reporting, and host a half-hour weekly public affairs program. She is a perceptive interviewer . . . knowledgeable in current affairs . . . ambitious. Wishes to locate New York City.

Box 278R, BROADCASTING

## LET'S TALK

Because it's going to take more than a resume to show how I can help you BUILD and PROMOTE a station that will be a Community Leader in Audience, Prestige, Respect, and Profits; using my Program and Promotion background of more than 13 years with middle-of-the road, format, personality, and two of the Nation's Top Group Stations. Single, early 30's, Top References. Don't mind remaining in top Ten Markets, but welcome inquiries from markets in 250-750,000 category where I can really sink my roots and move into station management. Your inquiry treated in strictest confidence.

Box 319R, BROADCASTING

## TELEVISION

### Help Wanted—Technical

## RAY-EYE PRODUCTIONS

FILM AND VIDEOTAPE PRODUCERS, WILL MOVE INTO EXPANDED STUDIOS IN EVANSTON, ILL.

WE ARE LOOKING FOR:  
ENGINEERS TALENT  
CAMERAMEN ARTIST  
PHOTOGRAPHER

Send resumes to:

Rudy Wright  
Ray-Eye Productions  
222 W. 75th St. Kansas City, Mo.

## TELEVISION

### Situations Wanted—Management

## METROPOLITAN MARKETS ONLY!!

12 years Radio-TV Program Director-Announcer desires management position Radio TV, major market. Excellent references, currently employed top 10 market. College graduate, good record, ability, organization. Interview only.

Box 306R, BROADCASTING

## EMPLOYMENT SERVICE

### HELP WANTED!

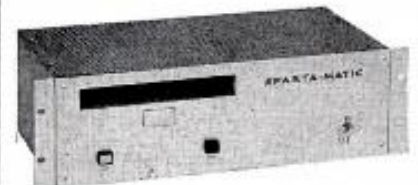
ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U.S. MARKETS  
MIDWEST SATURATION  
Write for application NOW

## BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.  
Minneapolis 17, Minn.

## Miscellaneous

## SPARTA-MATIC CARTRIDGE TAPE



- Continuous Duty Rated
- Compact, Modern, Functional Design
- Proven Reliability

## SPARTA ELECTRONIC CORPORATION

6430 FREEPORT BOULEVARD  
SACRAMENTO 22, CALIFORNIA





**Miscellaneous—(Cont'd)**

**RADIO BROADCASTING**

Construction permit in Pacific Northwest for sale at my cost. \$10,500.00.

Box 301R, BROADCASTING

**For Sale**

**Stations**

**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. GRIMES & CO.**

2000 Florida Avenue, N.W. Washington 9, D. C. Decatur 2-2311

**CALIFORNIA COAST**

Fulltime single market station in choice living area and growth country now grossing \$80,000 which good operator should double in two years. Real estate and accounts receivable included in total price of \$155,000 with low down and good terms to qualified buyer.

Box 233R, BROADCASTING

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 17, TEXAS

Ala	single	daytime	85M	terms
Pa	small	daytime	60M	10M
Ca	medium	daytime	65M	18M
Fla	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms

**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

**STATIONS FOR SALE**

**NORTH WEST CENTRAL.** Daytime. Gross \$8,000-\$9,000 monthly. Cash flow profit \$2,000-\$3,000 monthly. Asking \$160,000 with 29% down.  
**SOUTHERN CALIFORNIA.** Metropolitan daytime. An ideal place to raise a family. Growth real, not imagined. Asking \$125,000 with 29% down.  
**PACIFIC NORTHWEST.** Exclusive. Daytime. Absentee owned. Gross \$42,000 last year but has done better. Asking \$75,000 including real estate and other assets. 29% down.

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd. Los Angeles 28, Calif. HO 4-7279

*Continued from page 109*

0.66 kw vis. and 0.33 kw aur., change trans. and studio location, type trans. and ant. height to 730 ft., and make changes in ant. system.

WFMB (FM) Nashville, Tenn.—Granted mod. of cp to decrease ant. height to 175 ft., change type trans. and install new ant.

KBBW (FM) San Diego, Calif.—Granted mod. of cp to change ERP to 50 kw horizontal and 20 kw vertical (change to dual polarization ant.), ant. height to 185 ft., change ant.-trans. and studio locations, type trans. and type ant.; remote control permitted.

KSKI Sun Valley, Idaho—Granted extension of authority to operate sign-on 7:00 a.m. to sign-off 7:00 p.m. for period ending Feb. 1, 1963.

Granted mod. of cps to change type trans. for following stations: WRMT Rocky Mount, N. C.; WPAG Ann Arbor, Mich.; KCSR Chadron, Nebr.; KMER Kemmerer, Wyo., and specify studio location; Georgetown, Bestg. Co., Georgetown, Texas; Wolverine Bestg. Co., Wyoming, Mich.; WTTM-FM Trenton, N. J., and change type ant.

Following stations were granted extensions of completion dates as shown: KPFFK (FM) Los Angeles, Calif., to Jan. 31, 1963; KCKN-FM Kansas City, Kans., to May 15, 1963; KWBB-FM Wichita, Kans., to April 29, 1963.

KTW Seattle, Wash.—Granted license covering change in ant.-trans. location, change in ant. system (increase height), installation of new trans. and operation by remote control.

**Actions of Nov. 6**

Television Improvement Corp., Satellite Beach, Fla.—Granted cps for new uhf tv translator stations, on chs. 70 and 75, to translate programs of WESH-TV (ch. 2) Daytona Beach and WDRO-TV (ch. 6) Orlando, both Florida.

Granted cps for following new vhf tv translator stations: Prairie TV Club, on ch. 9, Terry, Mont., to translate programs of KXGN-TV (ch. 5) Glendive, Mont.; Meeker Area Television Association, on chs. 4 and 5, Piceance Creek area and White River Canyon, Colo., to translate programs of KCPX-TV (ch. 4) and KSL-TV (ch. 5), both Salt Lake City, Utah.

**Actions of Oct. 31**

Granted renewal of license for following stations: KALG Alamogordo, N. Mex.; KALV Alva, Okla.; KARS Belen, N. Mex.; KATY Casper, Wyo.; KBIM-AM-FM & SCA Roswell, N. Mex.; KBMF-FM Pampa, KBUY and alternate main and aux., Amarillo; KEYS Corpus Christi; KGAS Carthage, all Texas; KGFL Roswell, N. Mex.; KGRI Henderson, Texas; KGRT Las Cruces, N. Mex.; KGUN-TV Tucson, Ariz.; KID-TV Idaho Falls, Idaho; KIDO Boise, Idaho; KJBC Midland, KNAF Fredericksburg, KNIN Wichita Falls, KODA Houston, KORC Mineral Wells, KOSA Odessa, all Texas; KOTA Rapid City, S. Dak.; KQIP (FM) Odessa, Tex.; KRIG Odessa, Tex.; KSUM Fairmont, Minn.; KTER Terrell, Tex.; KTLU Rusk, Tex.; KTRC Santa Fe, N. Mex.; KTRM Beaumont, Tex.; KTV (TV) Ensign, Kans.; KVKM Monahans, Texas; KVOG Ogdenville, Utah; KWEW Hobbs, N. Mex.; KWRV McCook, Nebr.; KYCN Wheatland, Wyo.; KZOL Farwell, Tex.; WFCJ (FM) Miamisburg, Ohio; WGEM-TV (main trans. and ant. and aux. trans.) Quincy, Ill.; WIXK New Richmond, Wis.

WTIV, Crawford County Bestg. Co., Titusville, Pa.—Granted assignment of cp and license to Crawford County Bestg. Inc. WFAW Shorewood Bestg. Corp. Fort Atkinson, Wis.—Granted assignment of cp

**For Sale—(Cont'd)**

**Station**

**NORTHEAST AM IN TOP FIFTY MARKET**

This daytimer is making money and just beginning to realize potential. Land and building included in sale. Asking \$225,000 with \$60,000 down, balance over five years.

Box 331R, BROADCASTING

from Clarkwood Bestg. Corp., and Nathan L. and Robert Goetz to Nathan L. and Robert Goetz, d/b as Blackhawk Bestg. Co. (WFAW-FM, Fort Atkinson).

WFMG (FM) Gallatin, Tenn.—Granted licenses covering change in ERP and installation of new trans. and use of main trans. as aux. trans.

WFML (FM) Washington, Ind.—Granted license covering installation of new trans. and change in main studio location with remote control operation.

WEHS (FM) Chicago, Ill.—Granted license covering change in ERP, ant. height, ant. system, and installation of new trans. and ant.

WFLA-FM Tampa, Fla.—Granted license covering installation of new ant.

KADI (FM) St. Louis, Mo.—Granted cp to change type trans.

WSTU Stuart, Fla.—Granted cp to make changes in ant. system.

Granted licenses for following fm stations: KMBC-FM Kansas City, Mo.; WFOL Hamilton, Ohio; WHBI Newark, N. J.; WFPG-FM Atlantic City, N. J.

Granted licenses covering installation of new trans. for following stations: WBYO-FM Boyertown, Pa., and installation of new ant.; WISM-FM Madison, Wis.

**Actions of Oct. 30**

Manti City Corp., Manti and Ephraim, Utah—Granted cps for new vhf tv translator stations, on chs. 9, 13 and 11, to translate programs of KUTV (TV) (ch. 2), KSL-TV (ch. 5) and KCPX-TV (ch. 4), all Salt Lake City, Utah.

**Rulemakings**

**PROPOSED**

Commission invites comments to notice of proposed rule making looking toward amending tv table of assignments by adding ch. 11 for commercial use in Lead, S. Dak., ch. \*9 to Rapid City, and switching reservation from ch. \*22 to ch. 10 in Pierre. This stems from petition for rule making filed by Duhamel Bestg. Enterprises and partial conflicting request by South Dakota State Superintendent of Public Instruction.

**FINALIZED**

By report & order, commission finalized rulemaking in doc. 13860 and amended tv table of assignments to make possible statewide educational networks for Nebraska and Kansas and added needed commercial vhf channels at Albion and Superior, Neb. Nebraska: In addition to present vhf ch. \*12 (KUON-TV) in Lincoln and uhf ch. \*16 (unapplied for) in Omaha, vhf chs. 13 in Alliance and 9 in North Platte (now commercial in both cities) were reserved for educational use vhf chs. \*3 and \*7 were assigned to Lexington and Bassett, respectively, and uhf ch. \*25 was assigned Albion, thus making 5 vhf and 2 uhf channels reserved for educational use in Nebraska. For commercial use, ch. 8 was assigned to Albion and ch. 4 to Superior. Kansas: Ch. \*8 was shifted from Manhattan (etv station K5AC-TV recently surrendered its cp) to Hutchinson, and ch. \*11 was reassigned from Lawrence to Topeka (which also is assigned uhf ch. \*48); vhf chs. \*9 and \*3 were assigned Lincoln and Lakin, respectively, and uhf chs. \*21 and \*33 to Chanute and Oakley, respectively, for educational use. This necessitated deleting commercial ch. 9 from Garden City and substituting ch. 13 therefor, and deleting commercial ch. 21 from Ottawa and ch. 20 from Independence. This will provide 4 vhf and 3 uhf channels for educational use in Kansas. Action Nov. 8.

By memorandum opinion & order, commission denied petition by Harrison M. Fuerst, d/b as Alamosa Telecasting Co., for rule making to assign ch. 3 to Colorado Springs, Colo., by deleting that channel from Alamosa. Assignment to Colorado Springs would involve short spacing to ch. 3 in Sterling, Colo., and proposal does not meet commission short-spacing criteria established in doc. 13340. Action Nov. 8.

By memorandum opinion & order, commission denied proposal of Richard B. Steuer to shift ch. 3 from Sterling, Colo., to Cheyenne, Wyo. There was no demonstration by Steuer that Cheyenne needs second local vhf station more than Sterling area needs first vhf service, and commission believes public interest requires that tv channel assignments in Sterling and Cheyenne remain undisturbed. Action Nov. 8.

**PETITION FILED**

Vinson Carter Electric Co., Phoenix, Ariz.—Requests amendment of Sec. 3.607(a) so as to change allocation table to permit uhf ch. 20 to be assigned to Phoenix, Ariz. Filed Nov. 5.

# SOCIAL SECURITY IN ACTION

## 5TH SERIES OF 13 SHOWS NOW AVAILABLE

a 15 minute public service TV series—guest interview format—giving important information on the Federal old-age, survivors, and disability insurance program, which now protects 9 out of 10 Americans and pays monthly benefits to over 17 million people.

## FEATURING PEOPLE YOU KNOW—

- ADOLPH MENJOU
- DR. FRANK BAXTER
- RAY COLLINS
- LES RICHTER
- WALTER BRENNAN
- MEL BLANC
- WILLIAM DEMAREST
- LEON AMES
- VICTOR CHRISTGAU
- ART LINKLETTER
- BEN BLUE
- BUD ABBOTT
- RICHARD ARLEN

SOCIAL SECURITY IN ACTION is produced weekly at station KCOP in Hollywood.

### AVAILABLE ON VIDEOTAPE OR FILM

**FOR THE 5TH SERIES:** get in touch with the social security office in your community.

Any station wishing to schedule Social Security in Action on a continuing basis should direct its request to Roy L. Swift, Public Information Officer, Social Security Building, Baltimore 35, Maryland.

### ADDITIONAL SHOWS CURRENTLY AVAILABLE:

Harry Ruby • John Guedel • Ken Murray • Beatrice Kay  
Ken Maynard • Bob Nolan • Leslie Neilson • Betty Blythe • Paul Lauritz • Regis Toomey • Jerry D. Lewis  
Ramon Novarro • Barbara Pepper

produced by the social security administration

# ENTERTAINMENT WITH A PURPOSE

## OUR RESPECTS to Walter James Rothschild, Lee Stations

### 'He profits most who serves best'

The motto of the Rotary International quoted above is Walter Rothschild's too. He considers it the "essence" of his concept of broadcast stewardship.

Those who know of his personal warmth and business-like approach to station operation will attest readily he has made this concept practical too. And it continues to be his guide in his newly expanded role as president and general manager of the Lee Stations.

The Lee group includes WTAD-AM-FM Quincy, Ill., and companion KHQA-TV Hannibal, Mo.-Quincy, Ill.; KGLO-AM-FM-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; and KEYC-TV Mankato, Minn. All are affiliates of CBS except WMTV, which is NBC.

**Double Duty** ■ Mr. Rothschild, who became WTAD's manager in 1929, through the years has emphasized public service and cooperation with local organizations. Service to the advertiser has been equally important.

Mr. Rothschild probably is one of the best known station managers along agency row in New York and Chicago. He began frequent trips there as early as 1932, the year the pioneer station representative firms were born.

WTAD and KHQA-TV are examples of how well the Lee stations carry out the public service philosophy endorsed by Mr. Rothschild. During the past year these two outlets received more than 20 such awards. Mr. Rothschild instituted editorials three years ago and they have impact. They helped win redistricting of Quincy for the first time since 1912.

**Honor Student** ■ Walter James Rothschild grew up on St. Louis' South Side where he was born Nov. 16, 1908. His father was a chiropodist in that city and the Rothschild family had "pioneered" the section around Grant and Hartford Streets, Mr. Rothschild recalls.

Young Walter attended grade schools there and went to Cleveland High School from which he was graduated in January 1926. A good student, he was one of the early members of the then newly formed National Honor Society.

"I was ambitious," Mr. Rothschild remembers, "and I wanted to study to become a doctor." But circumstances drew him into the broadcasting profession instead. He enjoys telling about it.

It's the story of how he was able to "sell" himself to the girl-friend of his own best friend. The girl was Irene Reekie, whom he married several years later, in 1929. They now have three married daughters and six grandchildren—all girls. Young Walter had sharpened his salesmanship talents during

high school vacations in such varied occupations as selling soda pop at the municipal opera in St. Louis.

**Supreme Sacrifice** ■ Young Walter's first date with his future wife was actually arranged by his friend to help Walter out of a jam when his original date for a special party became ill. His friend apparently did not know how quickly Dan Cupid could take over, but Walter soon did.

The future Mrs. Rothschild was a serious piano student. Walter took up voice lessons "seriously" too so he could ask her to accompany him when he performed in local events. One of these occasions was the Atwater Kent auditions in St. Louis in 1927. He won the male soloist event. About the same time he also was finalist in an announcing contest at KWK there.

Just when Mr. Rothschild was considering college and medical study, he was offered a job as announcer at KMOX St. Louis. It did not take him long to decide in favor of broadcasting.

Those were the pioneer days of radio when the art of broadcasting was still in the formulative stage and the greatest asset a broadcaster could have was the ability to improvise. This particularly applied in the field of special events coverage and Mr. Rothschild has a favorite story about the time he found himself in the middle of covering an historical event.

That was the day that KMOX slung

him in a bosun's chair on the flagpole high over the Bell Telephone Bldg. in downtown St. Louis to give a bird's eye report of Charles Lindbergh's return flight to the city.

**Radio Trailblazer** ■ In 1929 just before the stock market crash he joined WTAD and was made manager. WTAD was owned then by Illinois Stock Medicine Broadcasting Co. and had been founded in Quincy in 1925. Actually, the station had been in operation two years earlier on 1310 kc. but that license was cancelled after a six-month life. WTAD was relicensed in July 1925 for operation on 1270 kc. The reallocation of 1928, under the new Federal Radio Commission, put WTAD on 1440 kc.

Taking over as manager of the Quincy station the following year (1929), Mr. Rothschild found he was one of a staff of three people. The other two included the engineer and a secretary, Mrs. Zoula Gatewood, now traffic director of WTAD and KHQA-TV.

The first staff orchestra Mr. Rothschild hired at WTAD was a group headed by Ted Straeter, now at New York's Hotel Plaza. During this early period the station had its antenna in downtown Quincy. It was a wooden structure that would rattle with the passing of nearby freight trains and often had to be re-tuned.

In 1934 WTAD moved its studios and offices to the Western Catholic Union Bldg., its address today. After this the present transmitter site south of town was developed under Mr. Rothschild's supervision. WTAD joined CBS in 1941 and in 1944 the station was acquired by Lee Radio, operator KGLO. Mr. Rothschild continued WTAD manager and also handled national sales for both properties.

**Steady Growth** ■ WTAD-FM and KGLO-FM went on the air in 1953 and KHQA-TV made its debut in the fall of 1953 and in the spring of 1954 KGLO-TV began. WMTV was acquired in 1958 and KEYC-TV in 1960. Each also was added to Mr. Rothschild's national sales portfolio. He was national president and general manager of Lee broadcast properties last August.

Mr. Rothschild's chief hobby today is hi-fi. He likes to work with his hands and put together the kits. In other years he enjoyed photography and model trains. He also devotes part of his personal time to the laymen's academic boards of Quincy College and Central Bros. High school in Quincy.



Mr. Rothschild  
Radio's lure was too strong

## EDITORIALS

### Hiss and boo

**T**HE last has not been heard of the appearance of Alger Hiss on Howard K. Smith's ABC-TV news program. We have no doubt the incident will be exploited to the fullest by those who savor attacks on networks in particular and television in general.

In retrospect, Mr. Smith's judgment must be questioned. The subject of his inquiry, Richard Nixon's political defeat, was timely and deserving of attention. In an examination of Mr. Nixon's personal history, the Hiss case was of pivotal importance. But the record of that case speaks fully for itself, and there was nothing Mr. Hiss could add to it at this late date. His position could have been adequately presented by reference to historical files.

This was, however, no worse than an error of judgment. Mr. Smith was hardly endorsing treason when he put Mr. Hiss on the air, and what Mr. Hiss had to say about Mr. Nixon was considerably milder than what he has said on that subject before. Yet the incident is being described, as might be expected, as a blow against the flag. Sen. Thomas Dodd called it "an affront to patriotism." No doubt others will call it worse names.

The danger in all this is that the uproar will lead to concessions that deter television journalists from practicing their craft with editorial independence. What must be recognized is that no journalist is immune to frailties of judgment, but that fact ought not to become an argument for suppression of the news.

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**W**HEN LeRoy Collins, then governor of Florida, was hired to be the NAB president, he signed a three-year contract that provided for renegotiation of terms at the end of two years. The renegotiation period is now at hand. Some time this month Gov. Collins and representatives of the NAB boards will sit down to talk about his future.

As matters now stand, Gov. Collins seems to be destined on an extended tour as NAB president. His recent disavowal of intentions to run for the Florida governorship in 1964 as been interpreted as indicating an interest in staying on as NAB president. He has the support of a majority of NAB directors and has made a favorable impression on the general NAB membership. Unless he submits exorbitant demands, he is certain to be invited to sign a longer contract, perhaps at a higher salary than the \$75,000 a year he now has or with an annual expense allowance better than the \$2,500 he reputedly has been allotted.

Under the circumstances, the negotiations with Gov. Collins promise to be concerned with personal fiscal details. It suggests the time is appropriate for a larger review of NAB policy.

The present policy of the NAB may be dated from the assumption of the presidency by Gov. Collins. Although it must flow from the NAB directors, it is influenced in its formulation and can be modified in execution by the association's president and staff. There is no real test of policy in the administrative actions that result from it. The policy of the NAB ought to be examined in that light.

Their reports to members during the current series of annual meetings, the NAB executives have asserted that no bias is being made in the association's dealings with the government. The argument can be advanced that these reports have tended to be optimistic.

One can deny that conditions were unfavorable when Gov. Collins became NAB president. As a sequel to the quiz scandals and the radio payola revelations,

the FCC had begun to crack down. The fact that the NAB and its members must face now is that the crack-down has continued beyond the reason for it and that regulation is getting harsher and more unreasonable all the time.

It cannot be said that NAB policy or NAB administration is responsible for the deterioration of broadcasting-government relations. It can be asked, however, whether the NAB could be doing more than it is to arrest the trend toward vindictive regulation by the government. Indeed, at this point that question ought to be asked by the members who are paying \$1.7 million a year in NAB dues in the expectation of being given some answers.

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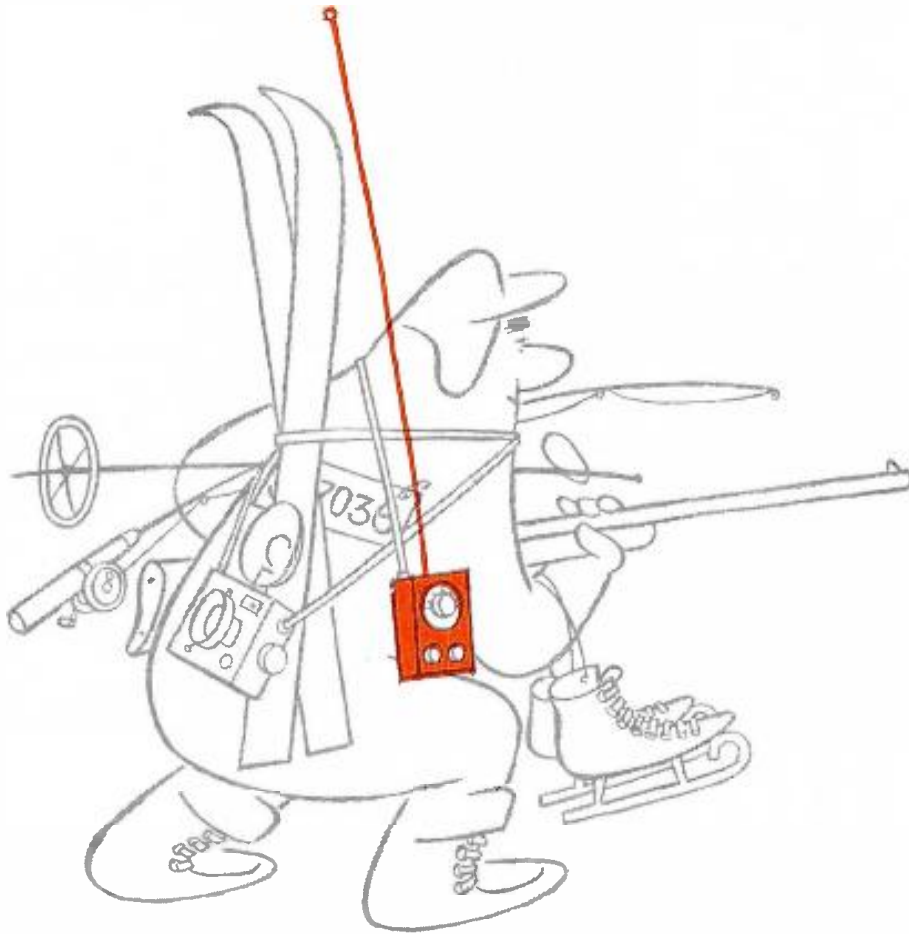
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Regrettably, as the study shows, this attitude shines less brightly on radio than on television. We cannot commend these agencies for impeccable judgment in investing heavily in television without also questioning their failure to use radio much more extensively. By adding radio to television they could combine the longest reach and the least expense with the greatest power and the widest attraction—and where can anybody find a better combination than that?



Drawn for BROADCASTING by Sid Hix

"Of course I don't mind doing a commercial with a cat . . . I love cats!"



## **Pardon us, but Michigan is being invaded again**

... and we think advertisers should be told. Every fall and winter more than one million campers, hunters, skaters, football fans, skiers, fishermen, and sightseers begin an invasion of Michigan that continues right through the winter. They account for a sizable portion of the 650 million dollars that tourists annually spend in Michigan. And when you add them to the seventeen million residents in our primary coverage area, you'll

find that it results in a *gigantic* market. A market that WJR has captivated with Complete Range Programming... a combination of entertainment and information designed to suit everyone's listening tastes, whatever they may be. Whether you want to talk to the natives or captivate the invaders... WJR is the one best way to get results. To find out exactly how this is done, contact your Henry I. Christal representative.

**WJR** DETROIT  
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada  
Atlanta • Boston • Chicago • Detroit • Los Angeles  
New York • San Francisco

# WSB RADIO HEARS FROM THOSE WHO LISTEN!

521 North Lee St.  
College Park, Ga.  
October 1, 1962

WSB Radio  
Atlanta, Georgia  
Gentlemen:

I'm certain that your staff will never realize the value of the material it broadcasts. From the brief "Whitaker's Waxworks" to the traffic skycopter, you present an informative format second to none.

WSB Radio -- at least to this listener -- is a true institute of the South, and I'm positive I detect a world of pride in each "Welcome South, Brother!"

Very truly yours,

*Donald N. Branson*

The file that's valued most at WSB Radio is the fan letter file—over and beyond our stacks of audience participation mail. Listener response is a true mark of the effectiveness of WSB Radio's quality programming. Mail from those who listen makes WSB proud to be a part of the growing South. Yes, Mr. Branson, there is a world of pride in each "Welcome South, Brother!" you hear on WSB Radio.



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

## OUR RESPECTS to Walter James Rothschild, Lee Stations

### 'He profits most who serves best'

The motto of the Rotary International quoted above is Walter Rothschild's too. He considers it the "essence" of his concept of broadcast stewardship.

Those who know of his personal warmth and business-like approach to station operation will attest readily he has made this concept practical too. And it continues to be his guide in his newly expanded role as president and general manager of the Lee Stations.

The Lee group includes WTAD-AM-FM Quincy, Ill., and companion KHQA-TV Hannibal, Mo.-Quincy, Ill.; KGLO-AM-FM-TV Mason City, Iowa; WMTV (TV) Madison, Wis.; and KEYC-TV Mankato, Minn. All are affiliates of CBS except WMTV, which is NBC.

**Double Duty** ■ Mr. Rothschild, who became WTAD's manager in 1929, through the years has emphasized public service and cooperation with local organizations. Service to the advertiser has been equally important.

Mr. Rothschild probably is one of the best known station managers along agency row in New York and Chicago. He began frequent trips there as early as 1932, the year the pioneer station representative firms were born.

WTAD and KHQA-TV are examples of how well the Lee stations carry out the public service philosophy endorsed by Mr. Rothschild. During the past year these two outlets received more than 20 such awards. Mr. Rothschild instituted editorials three years ago and they have impact. They helped win redistricting of Quincy for the first time since 1912.

**Honor Student** ■ Walter James Rothschild grew up on St. Louis' South Side where he was born Nov. 16, 1908. His father was a chiroprapist in that city and the Rothschild family had "pioneered" the section around Grant and Hartford Streets, Mr. Rothschild recalls.

Young Walter attended grade schools there and went to Cleveland High School from which he was graduated in January 1926. A good student, he was one of the early members of the then newly formed National Honor Society.

"I was ambitious," Mr. Rothschild remembers, "and I wanted to study to become a doctor." But circumstances drew him into the broadcasting profession instead. He enjoys telling about it.

It's the story of how he was able to "sell" himself to the girl-friend of his own best friend. The girl was Irene Reekie, whom he married several years later, in 1929. They now have three married daughters and six grandchildren—all girls. Young Walter had sharpened his salesmanship talents during

high school vacations in such varied occupations as selling soda pop at the municipal opera in St. Louis.

**Supreme Sacrifice** ■ Young Walter's first date with his future wife was actually arranged by his friend to help Walter out of a jam when his original date for a special party became ill. His friend apparently did not know how quickly Dan Cupid could take over, but Walter soon did.

The future Mrs. Rothschild was a serious piano student. Walter took up voice lessons "seriously" too so he could ask her to accompany him when he performed in local events. One of these occasions was the Atwater Kent auditions in St. Louis in 1927. He won the male soloist event. About the same time he also was finalist in an announcing contest at KWK there.

Just when Mr. Rothschild was considering college and medical study, he was offered a job as announcer at KMOX St. Louis. It did not take him long to decide in favor of broadcasting.

Those were the pioneer days of radio when the art of broadcasting was still in the formulative stage and the greatest asset a broadcaster could have was the ability to improvise. This particularly applied in the field of special events coverage and Mr. Rothschild has a favorite story about the time he found himself in the middle of covering an historical event.

That was the day that KMOX slung

him in a bosun's chair on the flagpole high over the Bell Telephone Bldg. in downtown St. Louis to give a bird's eye report of Charles Lindbergh's return flight to the city.

**Radio Trailblazer** ■ In 1929 just before the stock market crash he joined WTAD and was made manager. WTAD was owned then by Illinois Stock Medicine Broadcasting Co. and had been founded in Quincy in 1925. Actually, the station had been in operation two years earlier on 1310 kc. but that license was cancelled after a six-month life. WTAD was relicensed in July 1925 for operation on 1270 kc. The reallocation of 1928, under the new Federal Radio Commission, put WTAD on 1440 kc.

Taking over as manager of the Quincy station the following year (1929), Mr. Rothschild found he was one of a staff of three people. The other two included the engineer and a secretary, Mrs. Zoula Gatewood, now traffic director of WTAD and KHQA-TV.

The first staff orchestra Mr. Rothschild hired at WTAD was a group headed by Ted Straeter, now at New York's Hotel Plaza. During this early period the station had its antenna in downtown Quincy. It was a wooden structure that would rattle with the passing of nearby freight trains and often had to be re-tuned.

In 1934 WTAD moved its studios and offices to the Western Catholic Union Bldg., its address today. After this the present transmitter site south of town was developed under Mr. Rothschild's supervision. WTAD joined CBS in 1941 and in 1944 the station was acquired by Lee Radio, operator of KGLO. Mr. Rothschild continued as WTAD manager and also handled national sales for both properties.

**Steady Growth** ■ WTAD-FM and KGLO-FM went on the air in 1948. KHQA-TV made its debut in the fall of 1953 and in the spring of 1954 KGLO-TV began. WMTV was acquired in 1958 and KEYC-TV in 1960. Each in turn also was added to Mr. Rothschild's national sales portfolio. He was named president and general manager of all Lee broadcast properties last August.

Mr. Rothschild's chief hobby today is hi-fi. He likes to work with his hands and put together the kits. In other years he enjoyed photography and model trains. He also devotes part of his personal time to the laymen's advisory boards of Quincy College and Christian Bros. High school in Quincy.



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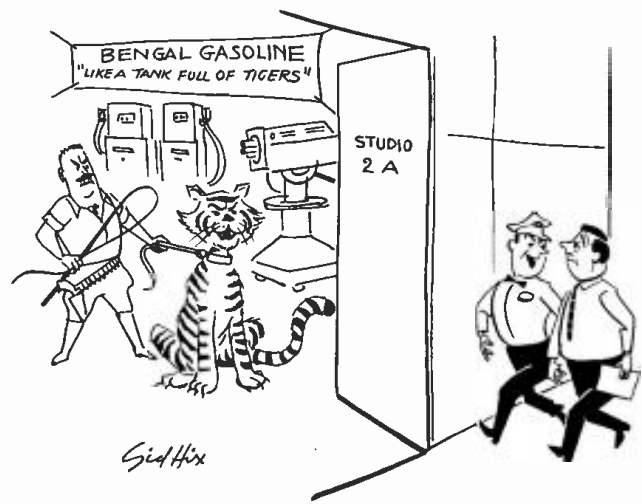
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"Of course I don't mind doing a commercial with a cat . . . I love cats!"



## INTERNATIONAL TELEVISION

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# Everybody WINS

You win. Your station wins. And your happy sponsors will win with **DESILU SALES' INTERNATIONAL TV BINGO**. Hottest daytime strip, most powerful audience-grabber ever. Viewers play for fun. They play for free. Desilu furnishes you an exclusive, copyrighted format, patented equipment, cards ready for sponsor imprint, animated opening and closings by famed Jay ('Bullwinkle') Ward, a special crew to zing the show off to a smash start. All combined with a profit-plus sales plan that's a BANGO.

*Call your lucky number, HO 9-5911, for the cash-producing facts.*

*Desilu Sales Inc.*

RICHARD DINSMORE, Vice-President and General Manager  
780 NORTH GOWER STREET  
HOLLYWOOD 38, CALIFORNIA  
HOLLYWOOD 9-5911

## Broadcasters urged to fight FCC control

The owner of a recently-constructed radio station in St. George, S. C., has called upon broadcasters in his state and Georgia to begin "speaking out for what you believe is right."

"The FCC is no longer the stations' friend or helper," Clarence Jones of WQIZ St. George, charged in a letter to broadcasters of those states. "The FCC has taken away much of your freedom. What have you done to defend that freedom? As long as stations sit back with the attitude 'Please Mr. [FCC Chairman Newton] Minow, don't do that to my station,' you will continue to lose your freedoms," he said.

A recent commission investigation of WQIZ before it went on the air was conducted by "a policeman with a big stick," Mr. Jones charged. "The inspector did not

come with a helping hand. No sir, he came with a grouchy attitude, full of insults. . . ." The WQIZ owner said his station received a citation because the toilet "was not completed" when the inspector arrived but that work was completed before he left. Mr. Jones said that it took a U. S. Senator to get WQIZ on the air.

"This gentlemen, is the FCC you are now living under and it is all our fault, collectively," he charged. "The NAB has done a poor job, almost nothing toward better legislation between stations and the FCC" was his opinion.

Mr. Jones urged broadcasters to begin speaking out for "what you believe is right. . . . If the FCC harrasses you for it, tell your congressman and senators about it and seek out their help."

## Estes says affidavit shows he was framed

### WMOZ ANNOUNCER TELLS STORY OF ATTEMPTED PAYOFFS,

"New and unquestionably relevant evidence" has been discovered which proves that Edwin Estes, owner of WMOZ Mobile, Ala., was the victim of a "plot or conspiracy" to illegally acquire the station's facilities. So Mr. Estes told the FCC last week in asking that the record be reopened in the WMOZ renewal proceeding.

In an initial decision last May, Hearing Examiner Herbert Sharfman found that "it must inevitably and sadly be held" that Mr. Estes is not qualified to be a licensee because he had "knowingly and willfully" submitted false and forged program logs to the commission (BROADCASTING, June 4). Mr. Sharfman recommended that renewal of WMOZ's license be denied and that Mr. Estes' license for WPFA Pensacola, Fla., be revoked.

Last week's petition by WMOZ was based primarily on an affidavit by Jordan Ray Jr., presently an announcer for the station, stating that he had been promised \$1,000 and a \$125 weekly job to leave WMOZ and "testify falsely against Mr. Estes." Mr. Ray said the offer was made by Bob Grimes, general manager of WGOK Mobile. Mr. Ray also said that Arthur J. Crawford, a former WMOZ employe who later worked at WGOK, told him that he (Ray) should work for WGOK and that Mr. Crawford, Jean O. Baylor and Willie J. Martin had testified falsely against Mr. Estes.

The affidavit also stated that Mr. Grimes told Mr. Ray that the same three men gave false testimony during

the WMOZ renewal hearing in Mobile 11 months ago (BROADCASTING, Dec. 18, 1961). WGOK is owned by the Paglin-Ray (OK) group. Mr. Ray said that last April he went to work for the Paglin-Ray station in Memphis, WLOK. He said the promises were not kept and that five days later he went back to WMOZ as an announcer at \$60 per week, the same salary he drew before leaving.

Mr. Ray said that he did not tell

### Foiled

Because some smart citizens radio operators discovered they could beat the FCC limitation on transmitting antenna heights, the FCC last week proposed new rules, asking for comments Jan. 15, 1963. Present citizens radio rules prohibit transmitting antennas which are higher than existing antennas (both transmitting or receiving). Some of the Class D operators discovered, however, that they could put up a tall (100 ft. or higher) tv receiving antenna, on which there is no limit, then place their citizens radio transmitting antenna alongside the tv receiving antenna. Under the proposed new rules citizens radio transmitting antennas would be limited to 20 feet above the ground or above man-made structures (and tv receiving towers are not considered to be man-made structures).

Mr. Estes "the full details" until several months later (in September). At that time, Mr. Ray said he also told Mr. Estes that Mr. Grimes had stated that the OK Group was going to file for Mr. Estes' frequency (960 kc) "as soon as they could get him off the air."

**Estes Support** - WMOZ said the Ray affidavit fully supports Mr. Estes' contention at the hearing that he was the victim of a plot or conspiracy. The statement shows that three witnesses testified falsely against WMOZ and were rewarded for doing so and that this conspiracy caused the submission to the FCC of false program logs without Mr. Estes' knowledge.

The affidavit lends support "to the proposition that an insidiously clever and comprehensive conspiracy had been mounted and, in all likelihood, is still being carried out with the sole purpose of depriving Estes of . . . his franchise to operate WMOZ; the petition for reconsideration maintained. WMOZ cited the "remarkable attrition of WMOZ employes" to WGOK and the affiliated OK stations (according to WMOZ, six of its former employes now are with the OK stations). The OK Group, owned by Jules Paglin and Stanley W. Ray Jr. (no relation to Jordan Ray Jr.), consists of WGOK, WLOK, WPOK New Orleans, WXOW Baton Rouge and KAOK Lake Charles, both Louisiana, and KYOK Houston.

WMOZ has obtained a temporary injunction from the Mobile County Court restraining WGOK and Mr. Grimes from interfering with the operation of WMOZ and from attempting to hire any of that station's employes. The Estes station also is seeking a permanent injunction against WGOK and \$100,000 in damages.

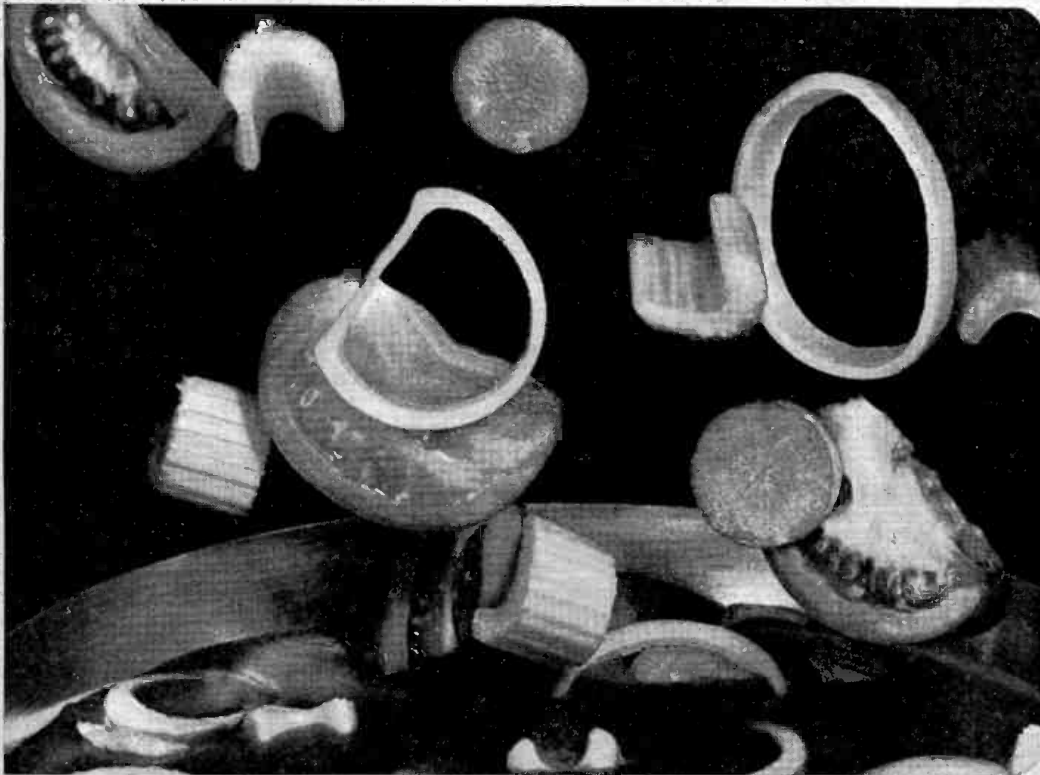
Reached by telephone in Mobile last Thursday, Mr. Grimes said that he would have no comment until he had talked to Stanley Ray.

## Blythe am applicant seeks local FCC hearing

Geoffrey A. Lapping, applicant for a new am station in Blythe, Calif., last week asked the FCC to permit him to answer charges of misrepresentation 'in the locality where it has been publicly made.' In asking that the hearing, scheduled to begin Jan. 21, 1963, be moved from Washington to Blythe, Mr. Lapping pointed out that he had been forced to publish locally the charges against him and that he should be permitted to clear himself in the same area.

The applicant also announced plans to call over 100 local witnesses on the question of whether Blythe can economically support more than one am station and that it would not be eco-

**“Film does the unusual!”**



A frame-filling cascade of tomatoes, onions, celery and carrots vividly demonstrates the fresh ingredients used in Prince Spaghetti Sauce. How done? By high-speed, stop-motion photography . . . carefully contrived so each vegetable carries the story of crisp farm freshness! Shot on EASTMAN Film, of course . . . with prints on EASTMAN Print Stock! Two steps—negative and positive—both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and . . . Go Eastman all the way! For further information, get in touch with

Motion Picture Film Department  
**EASTMAN KODAK COMPANY, Rochester 4, N.Y.**

*East Coast Division, 342 Madison Avenue, New York 17, N.Y.*

*Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.*

*West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.*

For the purchase of film, **W. J. German, Inc.** Agents for the sale and distribution of EASTMAN Professional Films for motion pictures and television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

**ADVERTISER: Prince Macaroni Mfg. Co.**  
**AGENCY: Bauer-Tripp-Foley, Inc.**      **PRODUCER: MPO Videotronics**



## What do you have to lose?

In the case of Eve...she lost everything and changed the destiny of mankind. In the early days of kinescope, producers also had quite a bit to lose, due to poor quality process and transfer work of their productions. Today, the trick is not to lose everything, but to keep loss of original quality to a minimum. At Acme Film Laboratories, it is possible to obtain "live" film quality due to Acme's revolutionary techniques and technological advances. For complete information and prices, write: Acme Film Laboratories, 1161 No. Highland Ave., Hollywood 38, Calif.



nomically feasible to bring them all to Washington. KYOR Blythe had opposed the Lapping application on economic injury grounds and was made a party to the hearing. The misrepresentation issue involves Mr. Lapping's proposed site.

"I intend to show that Blythe will welcome a new radio station," Mr. Lapping said in asking the FCC to move the hearing to California. "I think I can show that Blythe will enjoy an economic boost . . . rather than injury."

## KLIL fails to answer, FCC deletes station

Failure of KLIL Estherville, Iowa, to respond to FCC inquiries regarding the station's renewal application has led to expiration of KLIL's license and deletion of its assigned call letters by the commission.

In dismissing the station's "incomplete application," the commission ruled that KLIL's license for 1340 kc, 100 watts has expired. KLIL has been off the air since July 1961 and Mitchell Broadcasting Co., which requested dismissal of the KLIL application, has applied for a new station in Estherville on 1340 kc. In a separate order, the commission designated for hearing the Mitchell application and made several other stations parties to the action on questions of interference.

## Vhf-to-uhf change approved for KERO-TV

The FCC last week granted Transcontinent Television Corp.'s KERO-TV Bakersfield, Calif., permission to switch to ch. 23 from its present ch. 10.

Transcontinent formerly opposed a decision by the FCC to make Bakersfield all uhf (BROADCASTING, July 23), deleting ch. 10. The licensee appealed to the courts and the FCC said that it would take no further action in shifting KERO-TV to ch. 23 until a decision was handed down in the case (BROADCASTING, Oct. 15).

However, on Oct. 18 Transcontinent dropped its efforts to keep ch. 10 and announced that it would apply for renewal of its license to be modified to ch. 23 (BROADCASTING, Oct. 22).

KERO-TV may operate, the commission said, on ch. 10 until July 1, 1963, and chs. 10 and 23 simultaneously for two months after that. The station was given until Nov. 30 to file the necessary engineering data for modifying its license.

Transcontinent also owns WGR-AM-FM-TV (ch. 2) Buffalo, N. Y., KFMB-AM-FM-TV (ch. 8) San Diego, Calif., WDAF-AM-FM-TV (ch. 4) Kansas City, Mo., WDOK-AM-FM Cleveland, Ohio, and WNEP-TV (ch. 16) Scranton-Wilkes-Barre, Pa.

## VOICE NETWORK

### Private outlets' broadcasts into Cuba being cut back

The network of 10 commercial radio stations assembled by the Voice of America at the height of the Cuban crisis in October to broadcast in the Caribbean was being disbanded last week.

KAAY Little Rock, WSB Atlanta, and KGEI Belmont, Calif., a short-wave station, went back to their regular programming, and the Voice reduced its broadcast time considerably on five of the remaining six standard-wave stations.

Most of the commercial stations were carrying Voice from dusk to dawn. Under the new schedule five are broadcasting for the agency from 8 to 9 p.m. EST and during the hours used for regular Spanish-language programs.

The remaining standard wave station on the Voice network, WMIE Miami, is maintaining its original Voice schedule—the 17 hours it normally schedules for Spanish-language broadcasts.

WRUL New York, a short-wave station, is the other commercial outlet broadcasting fulltime for VOA, about 20 hours daily of the government agency's programming.

The cutback was made possible by the installation of two 50-kw transmitters on Florida's Marathon and Tortugas Keys (BROADCASTING, Nov. 5). The two transmitters, which are connected by landlines to Voice studios in Washington, are relaying Spanish-language programs into the Caribbean area 24 hours a day.

**Still Broadcasting** ■ The stations carrying reduced Voice programming: WGBS and WCKR, both Miami; WKWF Key West; WCKY Cincinnati; and WWL New Orleans.

Henry Loomis, Voice of America director, said monitoring indicates the two mobile transmitters are "doing an excellent job" of penetrating Cuban jamming operations.

But he said the Voice would probably need the 8 to 9 p.m. spot on the five commercial stations another week, "plus or minus," depending on jamming and the political situation.

He said the Voice would want to fill the stations' Spanish-language segments "for the foreseeable future." He said WGBS has one hour of Spanish language programming nightly, WWL two hours, and WKWF about six hours.

Steps will be taken soon to reimburse the stations for advertising-revenue or out-of-pocket losses from participation in the Voice broadcasts. Mr. Loomis said he hopes to meet with stations' management in Washington this week or next.

Nine of the stations went on the air