



BROADCASTING

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NEWSPAPER

NOVEMBER 26, 1962

Radio survey shows station income increase
in both local and national spot 21

FCC picks Omaha as next victim of its probes
into local tv programming 52

Tobacco industry's \$134 million radio-tv ads
criticized by NAB's Collins 24

Court reverses FTC decision on Colgate's
'sandpaper shaving' commercial 60

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WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!



PUBLICITY
DIRECTOR

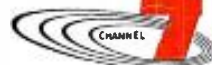
(GOOD RUMOR MAN)

#19 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA
Scan Zoo Animals, Inc., Los Angeles, California

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

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

316,000 watts  network color



Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA



VITAL NEWS

*in depth takes top people...
ktrk-tv, houston, has what it takes*

YOUR BASIC BUY IN THE SOUTHWEST

Each week KRLD-TV reaches 665,729 TV Homes in a 55 county market coverage area, representing an 87% penetration into the market's TV Homes and a 76% penetration into the total homes of the area. This gives Channel 4 the market's greatest coverage, greatest circulation, and greatest saturation.

One more reason why your ad dollar goes further on Channel 4. See your Advertising Time Sales representative.

°NCS '61
Television Digest,
Nov. 5, 1962

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

BROADCASTING, November 26, 1962

Veteran opponents

When LeRoy Collins, NAB president, blasted cigarette advertising last week and was answered by George V. Allen, president of Tobacco Institute (see story page 24), it wasn't first time same men figured in same story. Gov. Collins and Mr. Allen were two finalists in NAB's search for president to succeed late Harold Fellows. Mr. Allen had served as director of U. S. Information Service (with status of career ambassador). In final interviews with NAB selection committee, Mr. Allen made no sales pitch; Gov. Collins submitted elaborate presentation. One selection committee member later explained why job went to former Florida governor: "He asked for the order."

RAB-NAB smoke screen

This week's meeting to blueprint closer cooperation between NAB and RAB (CLOSED CIRCUIT, Nov. 19) is almost sure to get off onto topic not originally on agenda. That's NAB President LeRoy Collins' highly controversial statement last week on tobacco advertising. Though RAB has held its tongue so far as public's concerned, it's known that RAB President Kevin Sweeney has assured leading tobacco companies that Collins' view is not shared by radio stations (see page 24). Messrs. Collins and Sweeney are both scheduled to attend meeting, set for today (Nov. 26) in Washington.

One vote shy

FCC Commissioner Robert E. Lee lost by only one vote last week in his plan to restrict by rule the number of tv and radio commercials per time segment. On 4-3 vote, FCC refused to seek industry comments on proposal to adopt NAB codes on commercials as federal rules. Voting with Commissioner Lee were Chairman Newton N. Minow and Commissioner E. William Henry; voting against him were Commissioners Rosel H. Hyde, T. A. M. Craven, Robert T. Bartley and Frederick W. Ford. Idea for government restrictions has support of key FCC staff people, and plan might be put to vote again next year, especially if Commissioner Craven, after retirement, is succeeded by one in sympathy with government controls.

Newspaper owners quizzed

Staff of House Antitrust Subcommittee has been quizzing newspaper owners, by mail and in person, on various aspects of their industry in

CLOSED CIRCUIT®

preparation for hearings on consolidation of ownership of communications media. Rep. Emanuel Celler (D-N. Y.), subcommittee chairman, is primarily interested in newspapers and causes of their demise, but radio-tv is bound to become involved in inquiry. Principals of some companies with both newspaper and broadcasting interests reported to have been asked about advertising rate tie-ins. Staffers say investigation won't be aimed at uncovering illegal activities—though any evidence of such would be promptly turned over to Justice Dept.—but in uncovering trends in newspaper industry that are leading to monopoly control of media.

Subcommittee said to be getting support from newspaper people who think investigation would help them diagnose industry's ailments. Subcommittee, however, doesn't expect wholehearted support from those with monopoly control of broadcast and newspaper interests. Hearings are expected to start in February.

Fairness probe

That planned FCC investigation of fairness of radio-tv coverage of Mississippi U. integration riots now is underway (CLOSED CIRCUIT, Oct. 22). Investigation is being made in close liaison with Justice Dept. and was instituted, it is understood, at request of member of Congress. Bill Ray and John O'Malley of FCC staff (latter is acting assistant general counsel) were in Mississippi last week in effort to determine if stations presented both sides of dispute fairly. It was reported broadcast comments of some southern stations outside Mississippi also are under scrutiny.

Bowl sponsorship

Bowl football games are near sell-out on NBC-TV. Network is telecasting eight games Dec. 15-Jan. 13, and has advertisers committed for all but one-half of one game—Liberty Bowl set for Dec. 15. Other seven: Blue-Gray and East-West on Dec. 29, National Football League pro championship on Dec. 30, Sugar, Rose, Senior and Pro Bowls, first two on Jan. 1 and other two on Jan. 5 and 13 respectively. Five out of eight bowls will be in color (Blue-Gray, East-West and NFL are exceptions). NFL on Dec. 30 has nine regional sponsors.

Other networks' sponsorship scores on year-end football also look good.

CBS-TV, for example, which has four games nearly sold out. These are Bluebonnet Bowl on Dec. 22, Gator Bowl on Dec. 29, Cotton Bowl on Jan. 1 and NFL's professional playoff bowl on Jan. 6. Latter is sold out, and only three-eighths of Bluebonnet and 1/8th each of Gator and Cotton are still available. ABC-TV has one bowl (Orange on Jan. 1) and this is sponsored.

Parking lot prices

Indication of how value of Washington real estate has increased in recent years was reflected in NAB's acquisition of parking lot next to its present headquarters (BROADCASTING, Nov. 12). In 1944 NAB board rejected recommendation of late J. Harold Ryan, then interim president on leave as senior vice president of Storer Broadcasting Co., and of late C. E. Arney Jr., then secretary-treasurer, that identical property of 6,900 square feet be purchased for \$75,000.

Which system lousiest?

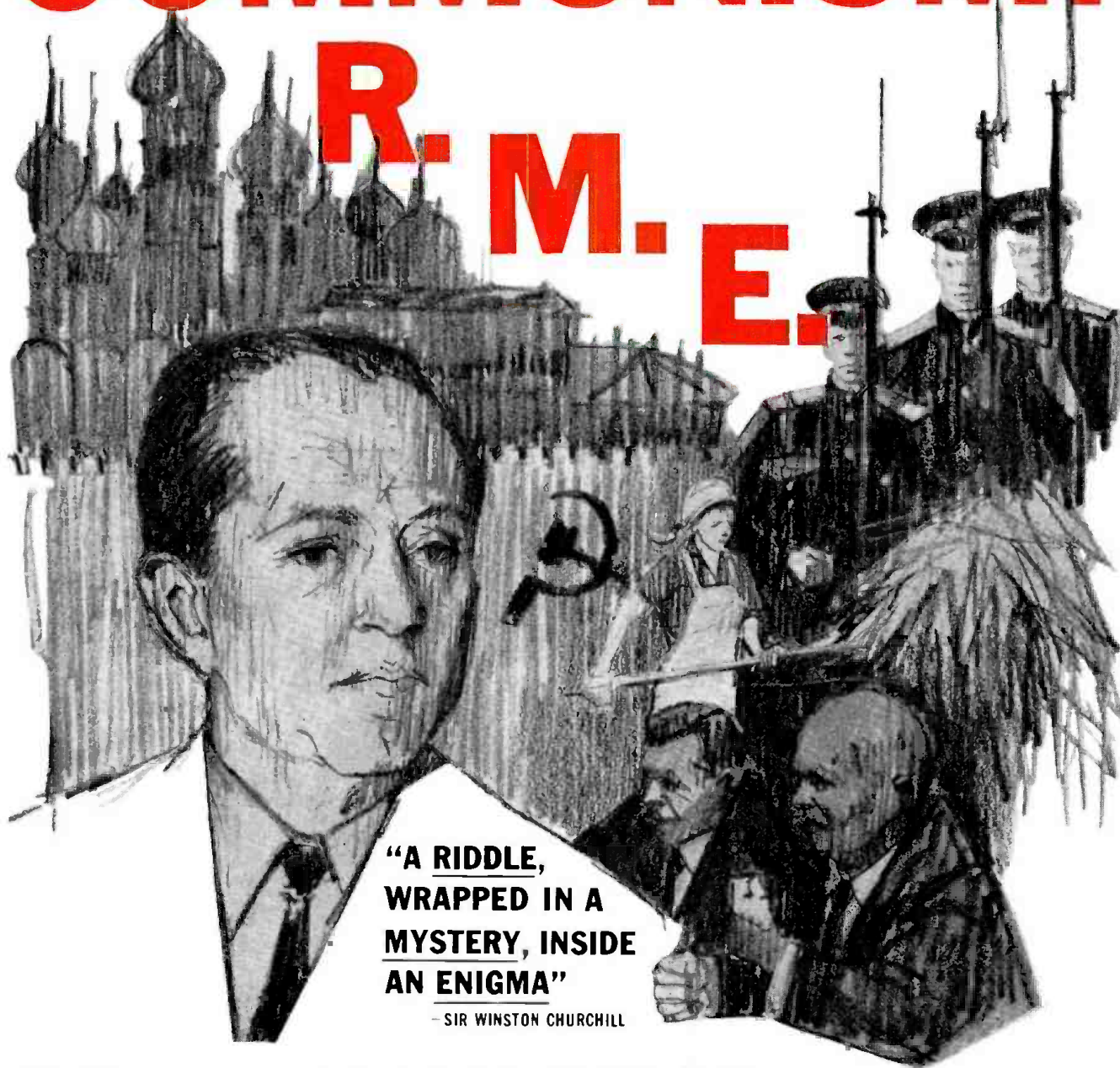
FCC may be riding tiger if comments of some Washington consulting engineers on latest report on New York uhf test (BROADCASTING, Nov. 19) is criterion. Snarled one outspoken engineer: "All it shows is that uhf is just as lousy as vhf in some downtown Manhattan areas." Another expressed amazement that bulk of receivers (80%) were installed within 10 miles of Empire State Bldg. transmitters. Third pointed finger at extra fine receivers used in tests (receivers had noise factor of 10 db; standards adopted by FCC call for minimum of 18 db).

Subject will be discussed at meeting of Assn. of Federal Communications Consulting Engineers on Dec. 6 when AFCCE is scheduled to hear Robert Kirby of National Bureau of Standards on plan which holds possibility of doubling present vhf allocation through use of short spacing, vertical polarization, directional antennas, etc.

Erickson seeks stations

Rodney Erickson, veteran agency and programming executive, is turning broadcaster. Just resigned from presidency of Filmways Inc. (producer of *Beverly Hillbillies*, *Mr. Ed* among other shows), Mr. Erickson is negotiating to buy several radio stations. New company in which his wife holds principal interest has taken over operation of newly acquired WQSR Solvay, N. Y., near Syracuse.

COMMUNISM: R. M. E.



**"A RIDDLE,
WRAPPED IN A
MYSTERY, INSIDE
AN ENIGMA"**

— SIR WINSTON CHURCHILL

A TELEVISION FIRST

ART LINKLETTER hosts and narrates a forceful dramatic series, revealing unknown facts about Communism... authentic revelations of life behind the Iron Curtain clarify fundamental differences between Communism and the Free World.

TWENTY-SIX, 30-MINUTE PROGRAMS AVAILABLE NOW!
Already sold in: Detroit, San Francisco, Cincinnati, Cleveland, Phoenix, Milwaukee, Nashville, Orlando, Spokane, Atlanta, and many more.

Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA 500 PARK AVENUE, NEW YORK

Storer
Programs
INCORPORATED

BROADCASTING, November 26, 1962

WEEK IN BRIEF

The year 1962 has been a good one for total radio station revenue, according to a BROADCASTING survey. Both national spot and local show increases, reflecting a much better year than 1961. See lead story . . .

BROAD GAINS IN RADIO . . . 21

Thanksgiving eve was enlivened by disturbed reaction to a speech by NAB President LeRoy Collins, who voiced his personal indignation at cigarette advertising that influences school-agers to take up smoking. See . . .

COLLINS AIMS AT CIGARETTES . . . 24

Next victim—Omaha. This thriving metropolis has been picked by the FCC for its second local program probe. By a 4-3 vote the commission selected Omaha over Baltimore and Buffalo for another public hearing. See . . .

OMAHA PICKED FOR FCC PROBE . . . 52

How far can you go with props for commercials? A federal court takes a much broader view than the Federal Trade Commission, setting aside the FTC's famed "sandpaper shaving decision" as going too far. See . . .

SANDPAPER DECISION UPSET . . . 60

The eternal question—what is the impact of a commercial?—is gradually yielding to research. BBDO is making progress in its on-the-air laboratory testing of copy themes and effectiveness of commercials. See . . .

BBDO'S ON-AIR TESTS . . . 48

FCC's Newton Minow has joined the growing move to see what can be done about reducing the noise level of commercials. FCC had found two years ago they really aren't louder than adjacent programs. See . . .

TONING DOWN COMMERCIALS . . . 60

Only a few weeks remained until the deadline for NBC's sale of its Philadelphia stations when the network went before a federal judge. As a result it has 18 more months to arrange a shotgun sale of stations. See . . .

EXTENSION IN PHILADELPHIA . . . 56

Another court action has been taken in a secondary boycott case. This time it's against a recording union that picked KHJ-AM-TV Los Angeles though it doesn't represent employees of these stations. See . . .

COURT BLOCKS PICKETING . . . 34

The excitement's about over in the ABC-TV Nixon-Hiss controversy. FCC Chairman Newton Minow supported James C. Hagerty, of the network, in supporting the basic freedom of broadcast journalism. See . . .

MINOW SUPPORTS ABC-TV . . . 64

There's joy at the Assn. of Maximum Service Telecasters because of the FCC's findings about the relative merits of vhf and uhf in the 25-mile radius, with points of superiority shown for vhf signals. See . . .

AMST LIKES REPORT ON UHF . . . 70

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All these people work for KMTV. Full time. They have even more experience in television. Their knowledge and dedication helped KMTV win 45 out of the 58 Omaha Radio/Television Council Public Service Awards given to the three Omaha television stations in the past six years. This same knowledge and dedication helps KMTV deliver more television homes weekly, daily, day, night and total than any other Omaha station.

See Petry for KMTV-3-Omaha

ONE SIGNATURE AGAIN FCC drops new rule requiring multiple signatures on forms

Only one signature will be required on future applications with FCC, agency announced Friday in canceling new rule which had required co-signers where licensee or applicant is owned by another company. Latest change puts rule back like it was prior to amendments earlier this fall (BROADCASTING, Oct. 1, Sept. 24).

FCC first announced that signatures would be required from chief officers of licensee, parent corporation and all commonly owned firms in chain of command between these two. Following outcries from multiple owners and subsidiary licensees, this was changed to require signatures of licensee and ultimate corporate parent owning at least 50% of stock.

Under Friday's action, taken after industry-government meeting called by Budget Bureau, only one officer's signature will be necessary on all applications. FCC, however, said it will continue to study problem of requiring ultimate corporate awareness of broadcasting subsidiary matters in rulemaking on revision of program reporting forms.

NAB had filed petition asking reconsideration last Sept. 26, pointing out broadcasting was only FCC-regulated medium covered by rule. NAB said Communications Act, rules and decisions of FCC show responsibility rests in licensee and may not be abrogated, no matter who signs application.

Adams named president of Oregon broadcasters

Irwin Adams, general manager of KGON Oregon City, was elected president of Oregon Assn. of Broadcasters for 1963 at meeting Tuesday (Nov. 20) in Portland.

Other officers for 1963: vice president, Robert Chopping, KAST Astoria; secretary-treasurer, Bob LaBonte, KERG Eugene. Board members: Ted Smith, KUMA Pendleton, who was 1962 president; Les Smith, KXL Portland; Bob Matheny, KRCO Prineville; Ray Kozak, KR0D Dallas; Walter Wagstaff, KGW-TV Portland.

Pentagon withdraws its 'security guidance'

Restrictions on military news were relaxed still further Friday when Dept. of Defense withdrew its 12-point "security guidance" issued Oct. 24 at height

Radio can 'sell anything'

Almost any product or service can be advertised on radio, as evidenced by Radio Advertising Bureau's collection of "odd-ball" commercials. Those included on tape released today (Nov. 26) offer proof of what RAB says is radio's ability to sell for any advertiser.

Tape contains 30 examples of off-beat local commercials gathered from stations across country. One from bail bondsman: "when in trouble, on the double, call for County Bonds"; another, reminder from junk yard—"take me out to Al's Junk Yard, take me out for a deal."

RAB said tape is sample of "fresh and original selling sounds which radio can bring to virtually any product or service." Term "odd-ball," the bureau explained, is used in best, complimentary sense of the word—the way a successful inventor years ahead of his time might be called "odd-ball."

of Cuban crisis. Left standing, however, is order by Assistant Secretary of Defense Arthur Sylvester which requires all military and civilian personnel to report daily on conversations with newsmen.

Guidance order forbade defense personnel to disclose information on variety of subjects, including troop movements, enemy capabilities, weaponry and intelligence data. Same guidance document had been issued by White House to news editors with request for voluntary compliance. This was withdrawn by President Kennedy earlier last week (see page 54).

Satellite chief rumor alarms Senator Morse

"Disturbing rumors" that military man is to be named head of executive committee of U. S. communications satellite corporation were reported Friday by Sen. Wayne Morse (D-Ore.).

Appointment of military man, he said, would be "major administrative blunder." He said it would have "adverse effect" on U. S. allies and American public opinion.

Sen. Morse, one of leaders in Senate fight to block passage of bill providing for privately owned space communications system, did not say who

was rumored in line for top executive position.

But he said his information is that it is "high U. S. retired, or about to be retired, military official."

"The American satellite communications system should be civilian oriented," he said. "It should be administered in a manner that will put at rest world fears that it will be military oriented."

Spokesmen for incorporators named by President Kennedy to organize corporation said no decisions have been made on any management post.

Sen. Morse said he was issuing his "warning" to notify directors of "the satellite communications cartel" that some senators will "insist upon a full public disclosure" of corporation's administrative policies.

Pay-tv interested in 'home' NFL games

National Football League championship game (Dec. 30, NBC-TV) could be sold in home city to pay-tv while free tv viewers there are blacked out.

NFL Commissioner Pete Rozelle said Friday he has been approached by a "couple" of New York firms, individuals interested in obtaining rights if game is played there. Title match is set for park of Eastern Division winner; N. Y. Giants led league last week and stood mathematical chance of clinching crown with two more wins, depending on fortunes of other contenders (Washington, Pittsburgh, Dallas, Cleveland). Interest by pay-tv was reported in Washington as well.

NBC would be consulted if commissioner approves plan (he has full control of title game), but since network owns rights in all cities but site of game (blackout rule), it would not share in rights sale, Mr. Rozelle explained. He would consult with NBC, however, "from a standpoint of ethics," commissioner explained. Responding to question, he thought network might be interested in selling its feed to pay-tv interests to "help amortize their pickup costs."

Were pay-tv approved, it might be interesting experiment, commissioner indicated, although interest might not be valid for comparison with regular season schedule. Pay-tv firms have been asked to come back with more information: seating, theatre or arena location, economic aspects.

National Football League clubs have been interested in pay-tv for some time, Mr. Rozelle indicated. Commissioner inspected use of pay-tv at hockey games

in Toronto last month.

NBC's two-year title game rights contract (\$615,000 per game) ends with December contest and would be up for negotiation in spring. CBS's two-year pact for all regular season and playoff games is in first year, specifically excludes title game.

ABC moves shows; 'Roy Rogers' dropped

First important revision of nighttime schedule this season is to be announced today (Nov. 26) by ABC-TV Vice President Thomas W. Moore.

ABC-TV's program shuffle in effect moves *Winston Churchill—The Valiant Years*, *Father Knows Best* and *The Gallant Men* and drops *Roy Rogers Show*. It also returns full hour (6:30-7:30 p.m., Sun.) to stations for local sale.

Last telecast of *Roy Rogers*, now in Saturday, 7:30-8:30 p.m. period, is Dec. 22. After that date, shifts take place which move *The Gallant Men* out of current Friday, 7:30-8:30 slot and into Saturday as replacement for *Roy Rogers*.

Substitutes for *Gallant Men* on Friday are two side-by-side Sunday shows, *Churchill* at 6:30 and *Father Knows Best* at 7, both in their rerun phase. They go into Friday, prime-time and in same order with *Churchill* at 7:30 and *Father* at 8.

Still up for decision is disposition of *Fair Exchange* on CBS-TV, also Friday show (9:30-10:30). Some other programs have been reported to be in weak position from time to time—such as *Saints & Sinners* on NBC-TV—but ABC-TV's is first official word of revamp.

Time standards set for NAB code study

Revised time standards for commercial programs and spots and adoption of new guidelines on medical commercials will be considered at Dec. 11-12 meeting of NAB Tv Code Board in Washington.

Answers to pleas for uniform set of commercial time standards will be sought. Code violations in this phase of self-regulation have been greatly reduced, according to Edward H. Bronson, code tv manager. Stockton Helffrich, manager of New York code office, said guidelines for medical commercials are being reviewed.

KUKO sold: \$55,000

Sale of KUKO Post, Tex., by Galen O. Gilbert and Phil Crenshaw to Leo Holmes, Brownfield, Tex., banker, for \$55,000 was announced Friday. KUKO is 500 w daytimer on 1370 kc. Sale, subject to FCC approval, was handled by Hamilton-Landis & Assoc.

WEEK'S HEADLINERS



Mr. Duffy

James E. Duffy, vp in charge of sales for ABC Radio, elected executive vp. Mr. Duffy joined ABC's publicity department in 1949, was appointed assistant publicity director in 1952 and director of advertising and promotion for central division later that year. He became account executive for ABC Radio and ABC-TV in 1953, director of sales in 1957, and national director of sales three years later. Mr. Duffy was named to his present post in September 1961 (WEEK'S HEADLINERS, Oct. 2, 1961).

FCC to study question of mixed translators

FCC to study question of mixed translators

Should uhf and vhf translator stations be intermixed in same coverage area? This is question FCC raised on own motion in ordering hearing on applications for three new vhf translators in Wellersburg, Pa., and for three similar stations in Cumberland, Md.

Although no protests are pending, FCC ordered hearing to determine whether satisfactory uhf translator signals are available in either city and, if so, whether "intermixture" of uhf and vhf translators would be in public interest. FCC noted that uhf stations in Frostburg (W76AA), LaVale (W78AA) and Cresaptown (W80AB), Maryland, serve much of same area as those proposed by new applications.

Wellersburg Tv Inc. has asked for chs. 8, 11 and 13 there and People's Community Tv Assn. Inc. wants translators on chs. 7, 9 and 12 in Cumberland. Consolidated hearing will be held in Cumberland with WJAC-TV Johnstown, Pa., and Tri-State Translators Inc., equipment supplier, made parties.

Cochran show carries Best Foods, Squibb

Though Kemper Insurance commercials were not carried on ABC-TV's evening news on Nov. 21, two other advertisers filled that date. They each sponsored one minute. Advertisers are Best Foods, through Lennen & Newell, and Squibb, through Donahue & Coe.

Kemper had notified ABC-TV that it was withdrawing its advertising on news show (featuring Ron Cochran) because of controversy over network's telecast of Alger Hiss' remarks during program dealing with former Vice President Nixon's career (also see story, page 64).

Excel in performance, farm directors urged

Carl Meyerdirk, KVOO-AM-TV Tulsa, Okla., president of National Assn. of Television and Radio Farm Directors, told opening session of 19th annual meeting in Chicago Friday that members should seek to constantly improve professional competence and performance of radio. He cautioned against dilution of purpose through too great attention to non-related issues, including personnel problems. NATRFD "is not a union," he explained.

Income tax consultant Grace Sundell of Chicago told NATRFD that on-air performers must keep close records of expenses and all deduction claims just like any other businessman. She warned that too many excuse themselves since they are "not bookkeepers." But she pointed out law requires all claims be supported by evidence, hence on-air people had better learn how to keep books.

New regional vice presidents elected by NATRFD Friday: Northeast, Hugh Ferguson, WCAU Philadelphia, re-elected; Southeast, Wally Ausley, WPFT Raleigh; East-North Central, Art Borroughs, WKAR East Lansing, Mich.; West-North Central, John McLaughlin WDAY Fargo; West-South Central, Jack Dillard, KWKH Shreveport; Mid-South, Crawford Requemore, WMGY Montgomery, Ala.; Pacific Southwest, Ted Carpenter, KSL Salt Lake City; Pacific Northwest, Jim Hansen, KOMO Seattle, re-elected; Canada, John Bradshaw, CFRB Toronto, re-elected. Other officers were to be elected Sunday.

Iowa station gets one-year renewal

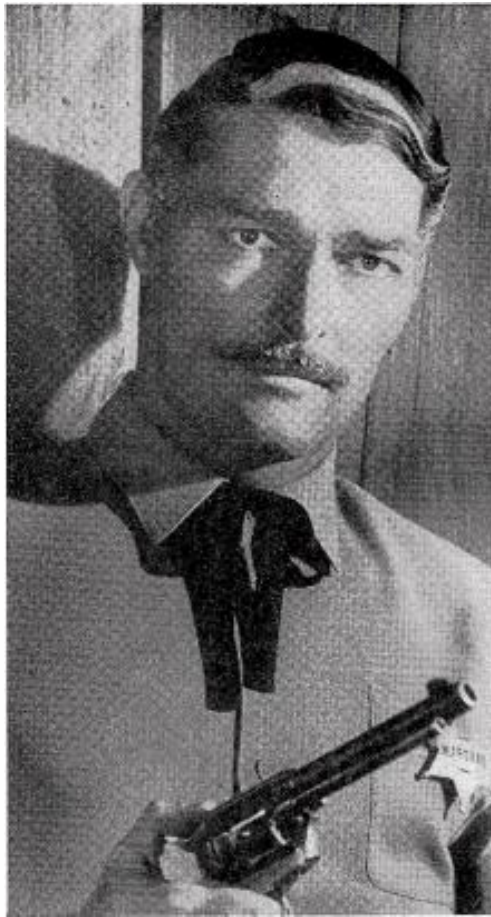
Failure to maintain proper licensee control of day-to-day operations resulted in short term license renewal last week for KCOG Centerville, Iowa.

FCC said that because of mismanagement by former minority stockholder, "objectionable program material" was broadcast, but that continuous contact with station has since been initiated by D. J. Porter, president and equal owner with L. W. Holland of KCOG.

Because proper licensee responsibility was not shown, FCC said, agency was unable to find it in public interest to grant regular three year renewal. New license will expire Nov. 1, 1963.

WAIT Chicago drops MBS

WAIT Chicago drops affiliation with MBS effective Jan. 1, Fred Harm, WAIT general manager, confirmed Friday. Station will expand its "world's most beautiful music" format, he said. MBS has been talking to WCFL Chicago, it was understood, but no decision has been made.



LADIES' MAN MAN'S MAN



He's a ladies' man... a man's man... a LAWMAN. Against tough network competition over four years, John Russell as Marshal Dan Troop won an average *33.9 share of audience*. LAWMAN, co-starring Peter Brown and Peggie Castle, is geared to win big television audiences. Now available on an individual market basis—*156 half-hour episodes!*



Warner Bros. Television Division • 666 Fifth Ave., New York 19 • CI 6-1000

NOW- Buy PRIME MINUTES in the Pacific Northwest



KTNT
TELEVISION

SEATTLE-TACOMA'S POWERFUL INDEPENDENT

Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities in its "A" contour, (Seattle, Tacoma, Everett, Bremerton, Olympia). KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.

ask Paul H. Raymer Co.
about all the details.

KTNT
TELEVISION

PACIFIC NORTHWEST'S
GREAT INDEPENDENT
Studios in Seattle and Tacoma

DATEBOOK

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

*Indicates first or revised listing

NOVEMBER

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, 8 p.m., at the Directors Guild of America Theater, Los Angeles. Meet the creative team of "Gallant Men" with William T. Orr, executive producer of Warner Bros., as coordinator.

*Nov. 29—New York chapter of American Marketing Assn., Waldorf Astoria, New York City. Martin Mayer, consultant to American Council of Learned Societies and the Carnegie Corp., will discuss "Numbers, Things & People." For part of his talk, Mr. Mayer will elaborate on *The Intelligent Man's Guide to Broadcast Ratings*, a booklet he wrote for the Advertising Research Foundation.

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 lampoon "close-up," American Hotel, Imperial Ballroom, New York.

DECEMBER

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. 4—Annual Golden Quill banquet, Pittsburgh, Pa. Winners of third annual Golden Quill journalism awards competition, selected from the communications field in a 16-county area of western Pennsylvania, will be announced. Principal banquet speaker will be Pierre Salinger, White House news secretary.

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 mem-

bership of the American Institute of Electrical Engineers pending the 1963 merger of these two engineering societies.

*Dec. 7—Arizona Broadcasters Assn. annual fall meeting, Executive House, Scottsdale, Ariz. There will be a equipment display by various equipment manufacturers and service suppliers of the broadcast industry. Guest speakers include Edmund Bunker, president-elect of Radio Advertising Bureau, New York; John Couric, public relations manager of National Assn. of Broadcasters, Washington, and Don Deder, feature columnist for *The Arizona Republic*, and author, who will speak on his recent trip to Russia.

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 [Creative] 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, KPHO-TV Phoenix, WHEN-TV Syracuse and WOW-TV Omaha; Hubbell Robinson, senior vp in charge of network programs, CBS-TV; Rod Serling, writer-narrator of CBS-TV *Twilight Zone*; Richard Salant, president, CBS News; Mark Goodson, president, Goodson-Todman Productions; Lee Rich, senior vp for radio-tv, Benton & Bowles.

*Dec. 19—National Assn. for Better Radio & Television (NAFRAT) luncheon honoring Newton N. Minow, FCC chairman, 12 noon, Wilshire Country Club, Los Angeles.



This deceptively simple equation is the real reason why you enjoy the best and the most telephone service in the world at the lowest possible price.

It represents the relationship between three basic units that equal one unified Bell System.

1. Patient research and development by Bell Telephone Laboratories create constantly improved communications techniques. (Telstar is one recent example.)

2. Efficient manufacture by Western Electric delivers equipment you can depend on, day after day, year after year.

3. Skillful operation by 21 Bell Telephone Companies supplies service at a high standard of performance to families and farms, to industry and government.

The work of these units is closely coordinated by the American Telephone and Telegraph Company, advising and planning for the progress and efficiency of the entire system.

That's why we say, "Three equals one"—and why you can pick up your own telephone at home and talk to almost anyone else in all 50 states of the union or any of 167 foreign countries around the world—quickly and economically.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans

GOING UP!
Daytona Beach
Orlando

**NOW
FLORIDA'S
THIRD
MARKET**

AND
SPACE AGE
CENTER
OF THE WORLD



WESH-TV

**FLORIDA'S
CHANNEL**

2

NB for Orlando
Daytona Beach
Cape Canaveral

BOOK NOTES

"The Technique of the Sound Studio," by Alec Nisbett. Hastings House Publishers Inc., New York. 288 pp. \$10.50.

No book, no engineering or scientific principles, no rule of thumb can be depended upon to insure perfect sound in a broadcast studio, cautions the author. The final judgment must be *by ear*, and therefore, the purpose of the book is to tell the reader what to listen for in placing microphones, controlling relative sound levels, mixing, creating sound effects and other sound studio functions.

The book, however, does a great deal more than that in treating basic principles and techniques recommended to produce the best broadcast sound. Chapters discuss studios, microphones, sound quality and volume, editing, tapes and discs, fades and mixes, sound effects and echo and distortion techniques, shaping of sound and "communication" in sound. Mr. Nisbett, a producer in the British Broadcasting Co.'s North American Service, has provided ample drawings, diagrams and graphs for illustration, and there is a 38-page glossary of terms used in the field.

"For the Young Viewer," edited by Ralph Garry, F. B. Rainsberry and Charles Winick. McGraw-Hill Book Co., New York. 181 pp. \$5.95.

This book is based on the results of a survey by Television Information Office and summarizes 425 children's programs on 223 tv stations in 146 U. S. cities. Of the programs, 39 are described in detail because of "intrinsic interest" or "originality of approach." Programs are grouped in categories: games, educational, magic, theatre, art, instructional, etc. It ends with conclusions and recommendations.

"Radio and Television Continuity Writing," by Louise C. Allen, Audre B. Lipscomb and Joan C. Prigmore. Pitman Publishing Corp., New York. 261 pp. \$6.75.

The opportunities offered in "grass-roots" radio and television, the mechanics and techniques of writing radio and tv commercial copy to fit the needs of the station and market and the "practical" application of information about copy writing for the beginner all are among the proposed aims of this book.

Although just released in October, the authors apparently submitted their manuscript more than two years ago, and even the greenest of beginners will wonder why it is boldly stated in the preface that 4,400 radio and over 600 tv stations are licensed to be on the air "by 1960," which, of course, didn't come to pass. A textbook style is followed, with plentiful illustrations. There is a glossary and copies of the NAB radio and tv codes, as revised up to June 1961.

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*Reg. U. S. Patent Office

Copyright 1962: Broadcasting Publications Inc.

BROADCASTING, November 26, 1962

Puzzle:

Pop Quiz on Carbonated Copy



Three Washington soft-drink bottlers, bubbling with enthusiasm over WMAL-TV's fall programming,* decided to embark on a spot saturation program in cooperation with their national-brand syrup suppliers.

The local bottlers spent \$3960 for their share of the bill. Jones spent \$100 more than Robinson; Williams spent \$100 more than Jones.

The manufacturers of Slurp contributed twice as much as their bottler; the Gluggle Co. matched their man's contribution; the makers of WHooSH came through with half again as much as their local man put in.

Together the three manufacturers and the three bottlers bought \$10,000 worth of time. Which man bottles which beverage?

Send us your answer on the back of a reasonable facsimile of a Slurp label (or on a letter or postcard). If it's right, we'll send you something in return.

**Enthusiastic response to our new programming is not confined to soft-drink bottlers. Butchers, bakers, swizzle-stick makers are climbing on the bandwagon for WMAL-TV's late-night audience-tested, one-hour action, adventure and mystery shows plus first-run movies and Broadway plays. For all the facts—times, rates, availabilities—check your H-R representative.*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.

wmal^{abc}-tv

Evening Star Broadcasting Company Washington, D. C. represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.



CROWELL-COLLIE

DISCOVER EDUCATION

Another dynamic concept of Public Service in Prime Time . . . “Discover Education” is a five minute public service feature on Crowell-Collier Broadcasting stations, designed to stimulate interest in education in their communities. “Discover Education” format consists of guest speakers from prominent civic leaders or outstanding leaders in the field of education who express their views on the importance of education. Stations also offer their listeners an opportunity to re-discover the advantages of education by offering them the free booklet, *You and Your Career**, during the “Discover Education” presentation. Booklet describes 121 jobs, employment trends, qualifications, preparation, and entrance requirements; chances for advancement, earnings, and competition in the field. “Discover Education” is broadcast every other hour throughout a 24 hour broadcasting period, Monday through Sunday. It’s an example of the way Crowell-Collier Broadcasting Corporation serves its communities and its nation.

BROADCASTING CORPORATION

KDWB/63 MINNEAPOLIS *national rep.: Daren F. McGavren Co., Inc.*

KEWB/91 SAN FRANCISCO-OAKLAND *national rep.: H-R Representatives, Inc.*

KFWB/98 LOS ANGELES *national rep.: John Blair & Co.*

*Copies of booklet are available to other stations by writing: Crowell-Collier Broadcasting Corporation/6419 Hollywood Blvd./Hollywood 28, Calif.

The local 'option' isn't

The option to do a local promotion job isn't an option any more. It's a necessity. Advertisers and agencies have the choice of doing an effective localized effort, or watching sales decline by area.

The megalopolis is in being and will continue to creep in all directions. The channels of distribution have become more diffused and complex.

Management's Dilemma ■ The client in many cases has lost touch with the consumer because he has lost control of the final step in distribution—retailing. The retailer—many times the discounter—is king. Local and regional brands, using local appeals in local media, frequently beat the socks off national brands. The difference is not the product but in the degree and excellence of local promotion.

"The consumer is in a state of ennui. He's blasé about advertising." So we're told. "He has become inured to the 1,600 advertising impressions per day he receives." So we're told. Yet, psychology tells us that every impression on the conscious mind is a new one, that the capacity to register visual and auditory impressions is limitless. The customer's disinterest is based not on the volume of impressions but on their lack of meaning or importance. What is *meaningful* is most likely what is *local*, day after day. We've about forgotten the word empathy, but it's pertinent here. The surest way to offset this tendency to ignore or discount advertising is to use advertising with local appeal, news value and importance.

Much is being done. "Key Market Development," "Key Dealer Development," "Selective Marketing Concepts," are common phrases in marketing and advertising councils. Performance falls far short of the verbiage, yet compensations are in force all along the marketing front.

The Local Slant ■ Broadcast and print media are continually striving for more local, informational news. A recent tabulation of Sunday supplements demonstrated how dramatically their editorial content has been switched from a predominance of fiction to informational and news material, to editorial content with pertinence.

National samples aren't the key indices any more. What will go in New York City may or may not have the same success in Los Angeles or Houston or Cleveland. So, researchers are more and more using regional and local breakouts to strengthen local market planning. FSR, for example, uses a market-by-market ability/activity index

to plan programs for teen-age beauty products and exotic frozen foods.

Radio's resurgence in recent years is due entirely to its awareness of the value of local appeal. There was nothing wrong with network radio; it is returning in modified form. But the heart of radio is local impact. And so, radio has, as William Paley said in a recent address, moved from the living room to the kitchen, to the bedroom, to the workshop, to the car, to the barbecue area, to anywhere that local editorial material and *commercial* news may be heard.

Tv's change has been less dramatic, but it's no problem any more to buy spots on a local market basis in most of the big shows. High costs account for part of this switch. Pressure for local sales and advertising impact are an equal factor.

Print Media Problems ■ The newspaper industry's slogan that "all business is local" was conclusively proved as suburbia developed—to the dismay of the major downtown dailies and the delight of the suburban competitors. The dailies, semi-weeklies and weeklies have shown tremendous growth as they satisfied the needs of their subscribers with local editorial and commercial news. In many areas these papers have become the backbone of package-goods print advertising.

The nimble-footedness of magazines in originating regional—even local—editions is one of the marvels of the publishing business in the past seven years. Inspired by the opportunity for income from local or area advertisers, the regional edition provided a great merchandising tool for regional clients.

Its greater success was limited by mechanical and other factors that prevented local news treatment. Now, for

the same reasons, it seems that the plateau has been reached, that further area or local breakdown of editions is economically impossible.

Agency Responsibility ■ Most agencies are well aware of need for local programming. Some dance away from it; others meet the requirements head-on with segmented research, merchandising crews that support client sales force, branch offices, and service offices.

Many agencies, of which FSR is one, have in recent years anticipated the demand for local effort and have set up autonomous offices. FSR's complex of eight offices now covers markets that represent more than 40% of the consumer buying power in the United States. The relevance of this operation has been demonstrated in 1961 and 1962 acquisitions, an important factor of which was the ability to quickly deliver local retail competence and develop local market information. We are constantly applying local effort, mostly in broadcast, for our clients in beauty aids, detergents and cleaners, pet foods, exotic frozen dinners, housing, plumbingware, fertilizers, farm machinery and heavy industrial equipment.

The national industrial oracles agree that the economy needs most of all a surge of consumer buying. This means chewing up inventory at the local level, which in turn demands local marketing effort. Advertising efficiency is greatest in the local effort when it is related to what is pertinent, meaningful, *local* to the consumer. Advertising accountability is the common goal of client and agency. Accountability would be more easily demonstrated if advertising thought more about the fact that what is related, meaningful, and timely to the consumer *locally* has the best chance of producing the most response.



Ted Stromberger has just returned to the West as senior vice president, western region, Fuller & Smith & Ross, which includes San Francisco, Los Angeles, and Fort Worth-Dallas. When his Los Angeles agency merged with FSR in late 1959, Mr. Stromberger went to New York as senior vice president on the corporate staff. His history, in addition to seven years as head of his own agency, includes nine years as vice president of West-Marquis, Inc., and advertising manager for Union Oil Co.

- THINK -

Why does the largest local television advertiser spend over 90% of his advertising budget on KRNT-TV? And why has he for several years?

Try to think like the owner does.

If it was all your own money and all your own sweat and tears that had built up an outstanding business, and that business was all you had between your family and the poor house, you'd soon find out the best television station to use. If it was a question of sink or swim, you'd swim or you wouldn't have been smart enough to start the business in the first place. You would want advertising effectiveness—want it real bad . . . have to have it. You could take or leave alone all that jazz about ratings, total homes, cost per thousand and on ad infinitum. You'd seek to buy sales at your dealers' cash registers for your advertising dollar. Every moment would be the moment of truth for your advertising because you had to eat on the results.

Well, that's the way this local advertiser thinks and acts and so do many more like him here in Iowa's capital city.

Think of this . . . nearly 80% of the total local television dollar is spent on this one-rate station and has been since the station's inception. In a three-station market, too, by government figures! Such popularity must be deserved!

Think—Tis the till that tells the tale.

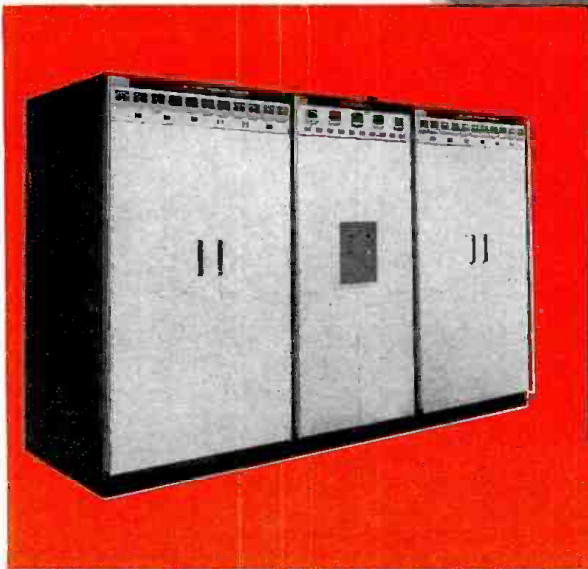
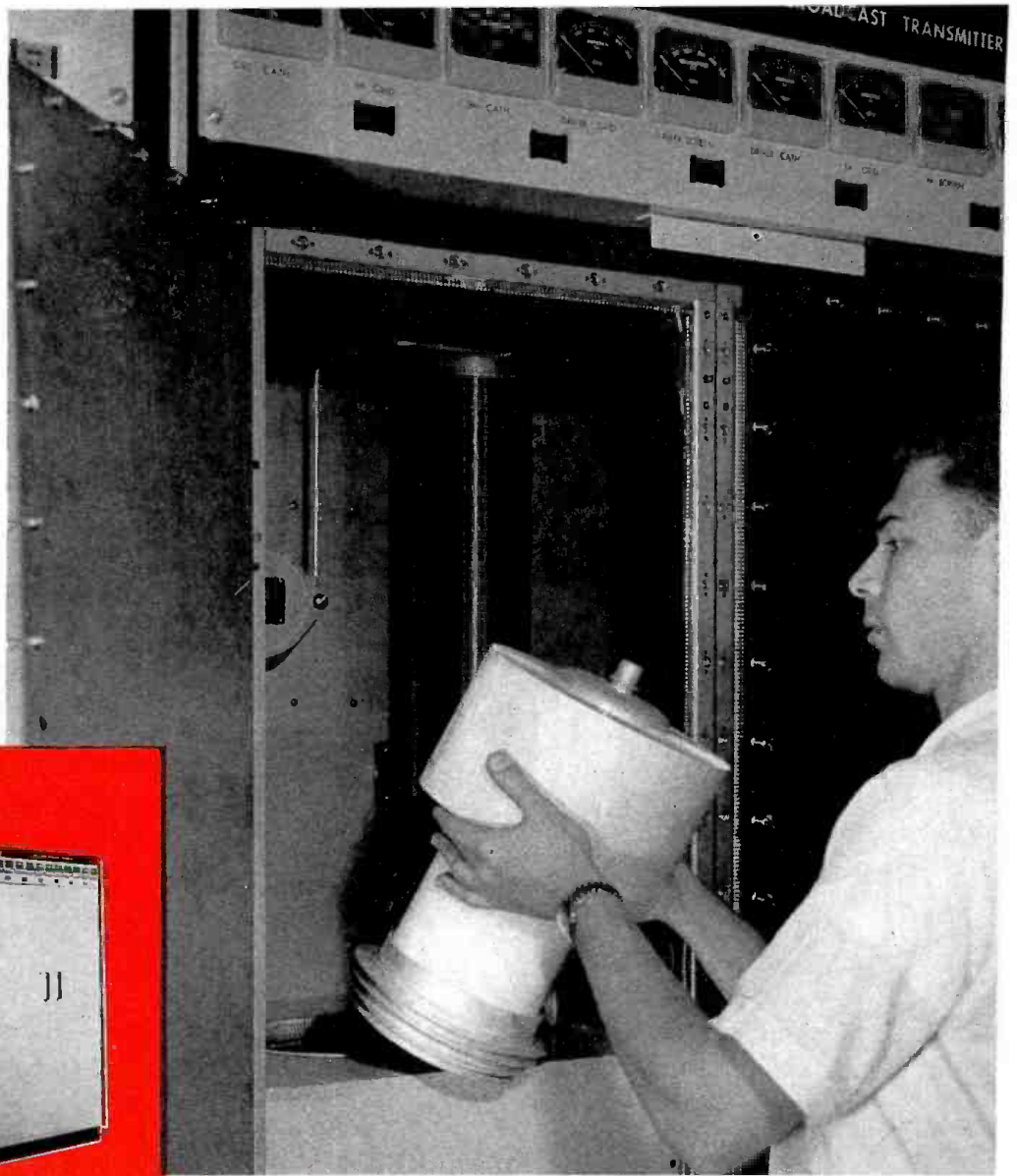
If you seek to sell your good goods in this good market, this is a good station for you to advertise them on. People believe what we say. We sell results.

KRNT-TV

Des Moines Television

Represented by The Katz Agency

An Operation of Cowles Magazines and Broadcasting, Inc.



ITA 50 kw AM TRANSMITTER

Compact . . . Economical . . . Easy to operate

Featuring a new, single tetrode power amplifier that gives full output with minimum power consumption, this is the finest high power AM transmitter available. Extremely compact, the unit needs only 76 square feet of space *including transformers* . . . it's one-third smaller than transmitters of the same power built by other manufacturers! Silicon rectifiers, 11 tubes and 6 tube types, high level modulation and many other advanced features make it your *best buy* for high power AM broadcasting.



Keeps You in View!

ITA ELECTRONICS CORPORATION
BROADCAST DIVISION • LANSDOWNE, PENNA.

ITA Broadcast Equipment is sold exclusively by
VISUAL ELECTRONICS CORP., 356 W. 40th St., N.Y., N.Y.



BROAD GAINS IN RADIO REVENUES

- National spot, as well as local billings, up survey shows
- Total income in 1962 will show increase at 78% of stations
- Volume of business this year less than last at only 14%

Radio station revenues in 1962 have surged forward on an uncommonly broad front.

For many stations this is the best, or a close second best, year in history.

The 1962 advances reflect not only continuing strides in local radio advertising but a resurgence in national spot billings, which for no clear reason had softened and sagged in 1961.

These findings emerge from BROADCASTING's second annual year-end survey of radio station business. They offer a much brighter picture than those produced a year ago, although a majority of the stations then reported gains over 1960 (see table).

Here are highlights of the 1962 sampling, which covered stations of all sizes in markets of all sizes:

- In terms of total business, 78% of the stations said 1962 revenues exceed 1961's. Another 8% said the two years were even-up. This left 14% who reported this year's revenues below those of last year.

- Local sales, traditionally the No. 1 source of station revenues, moved ahead in step with the gains in total business. By what might be called a significant coincidence, suggesting the close relationship that has developed between local business and overall success, the percentages describing the ups and downs in local billings were identical to those for total revenues.

- Spot billings clearly have been firmer in 1962 than in 1961. A total of 56.5% of the stations reported spot sales this year ahead of last year's and 17.7% saw no change, while 25.8% reported a drop-off. A year ago those with spot gains barely outnumbered those with declines.

Although more than eight out of ten stations reported 1962 revenues surpassing or at least matching 1961's, the results varied widely from market to market and from station to station within the same market. The minority closing out 1962 with reduced revenues included stations of all sizes in markets of all sizes.

Gains in total revenues ranged from less than 1% to 82%, this year over last. The average increase was about

16%. Among stations reporting drop-offs, the range was from 1.2% to 20% and the average was a little under 10%.

Billing Gains ■ In spot billings, the increases ran from 1% to 200% and averaged about 30%, while the declines ranged between 1% and 50% and averaged about 11%.

In local sales, the rate of increase spread from 0.4% to 66% and averaged out to 14%. Where drop-offs were reported the decline ranged from 4% to 25% and averaged 10%.

To a greater extent than in 1961, when much of the first half-year was spent shaking off a general recession, the 1962 gains appear to be fairly uniform over the full 12 months, although the second half was somewhat stronger in all categories—total, local and spot—than the first half.

In comparison with the same periods of 1961, total revenues were higher at 75% of the stations for the first half and at 81.3% for the second half; they were down at 15.6% in the first half and at 10.9% in the second.

Local billings were up at 70.3% in the first half, 76.6% in the second; down at 17.2% in the first, 12.5% in the second.

Spot sales were higher at 53.2% for the first half, 58% for the second; down

at 29% for the first, 19.4% for the second half.

The survey did not solicit dollar figures, and as yet there is no official total for 1961 against which to judge the percentage gains estimated by respondents. The latest FCC figures are for 1960, when total revenues for non-network-owned radio stations were put at \$534.7 million.

All-Time Highs ■ A number of stations at all size levels reported 1962 business at or exceeding previous all-time-high marks.

John O. Gilbert of ABC's WXYZ Detroit was one of those who said flatly: "1962 will be the best year ever."

Others, like Sales Manager Bob Mazur of WMCA New York, said it was the second best year but didn't miss best by far. For WMCA 1960 is the best year on record; Mr. Mazur said 1962 would "come within a hair" of matching it.

Yet while the majority were reporting gains, others said that their own sales, often for unassignable reasons, were down this year from "somewhat" to "terrible."

Among stations reporting increases, the reasons most frequently advanced were these three, though not necessarily

RADIO STATION STANDINGS, 1962 AND 1961

Total Revenues:

	1962	1961
Stations reporting increases.....	78%	55%
Stations reporting decreases.....	14	41
Stations reporting no change.....	8	4

Local Revenues:

Stations reporting increases.....	78%	65%
Stations reporting decreases.....	14	25
Stations reporting no change.....	8	10

Spot Revenues:

Stations reporting increases.....	56.5%	46%
Stations reporting decreases.....	25.8	44
Stations reporting no change.....	17.7	10

BROAD GAINS IN RADIO REVENUES continued

in this order: (1) the political campaigns this past summer and fall, which swelled the revenues of many stations; (2) the generally firmer economy of 1962 as compared to 1961, and (3) improvements in local programming.

Sam. G. Rahall of the Rahall group's WLCY St. Petersburg, Fla., reported a good gain for 1962 and said the strength of his station lies in "concentration on programming first, sales secondly. Our budgets (for) programming increased 30% and talent and money spent in this area will give the sales department the tools to sell by."

O. R. Davies of WKAP Allentown, Pa., another Rahall station, reported "business up all the way around" and attributed the rise to "stressing the local scene," along with promotion and programming acceptance.

Ben F. Hovel of WKOW Madison, Wis., one of the BFR stations, reported "both local and national went strong this year." In his view the national-regional gain "reflects a larger volume of farm product advertising," particularly in agricultural chemicals and farm-machinery lines.

Image Factor ■ One broadcaster who withheld identification said that "daily editorializing over the past two years has given our station the image we have been looking for. We have gained the respect of the community and the

advertisers which has helped our local sales."

Another put it this way: "Local business has strengthened and so has national and regional business . . . the reason is far better service to audience and accounts—24 hours a day, editorializing, news throughout the hour with only seven 10-minute roundups in 24 hours. Automation has allowed us to do a much better job for the same overhead or a little more."

A deep-south broadcaster thought his improved position could be ascribed to hard work:

"We have experienced an upsurge in local business this year, simply because we have worked more aggressively toward selling local accounts. Our national representative has had a free hand in developing national business, but it is definitely off, and will remain off, during the remainder of the year. With our local accounts pretty well set for the 12 months ahead, we are going to concentrate more on national business and work a little more closely with our national rep."

Agencies Shine ■ Some station operators detected an encouraging change in advertising agency attitudes. Said a leading southern broadcaster:

"Our local business this year has been better than last, but not spectacularly so. Our national business, on the other

Automotive first in radio

Automobile advertising was the no. 1 source of radio stations' local business in 1962, followed by food products, home furnishings and footwear and apparel products.

A total of 53% of respondents to BROADCASTING'S 1962 state-of-radio survey (see page 21) listed automotive as one of their three most important sources of local advertising. Food products were mentioned by 48%, household furnishings by 38% and apparel, footwear and accessories by 36%.

hand, is far ahead of 1961.

"We are inclined to attribute the better national business, aside from the ability of our station rep, to the fact that more and more agencies are turning away from 'numbers' (survey ratings) and placing emphasis on station image and acceptability in its own area, with station results—known results—replacing numbers.

"As for local increase, in this area it is hard to pin-point. Very frequently local business will surge for no apparent reason; conversely, it often will slump badly—again for no apparent reason."

While the steadier economy in 1962 appeared to help radio business generally, it was spotty enough in some places to drag stations down. A number of stations who reported drop-offs—and some who reported gains—said local employment problems and depressed markets were slowing local sales.

Others contend that cut-throat competition among stations and resultant under-the-counter deals were hurting broadcasters who maintain their rate cards. In some cases national advertisers were accused of promoting off-the-card selling by "comparison-shopping" among stations and by demanding local rates for national accounts.

With their reports several broadcasters also offered suggestions. One, advanced by Lewis J. Process of WHBY Appleton, Wis., suggested that a lot of national advertisers may find themselves frozen out if they don't watch out.

"Local business," he said, "is usually sold on a long-term basis. As radio proves itself, more and more of these long-term contracts are being signed up, shutting out the in-and-out schedules placed by national accounts." If this trend continues, and especially if FCC adopts the NAB's code of commercial limitations, "I can see the day when national business will be left out in the cold on the local level unless it starts buying on a long-term basis," Mr. Process declared.



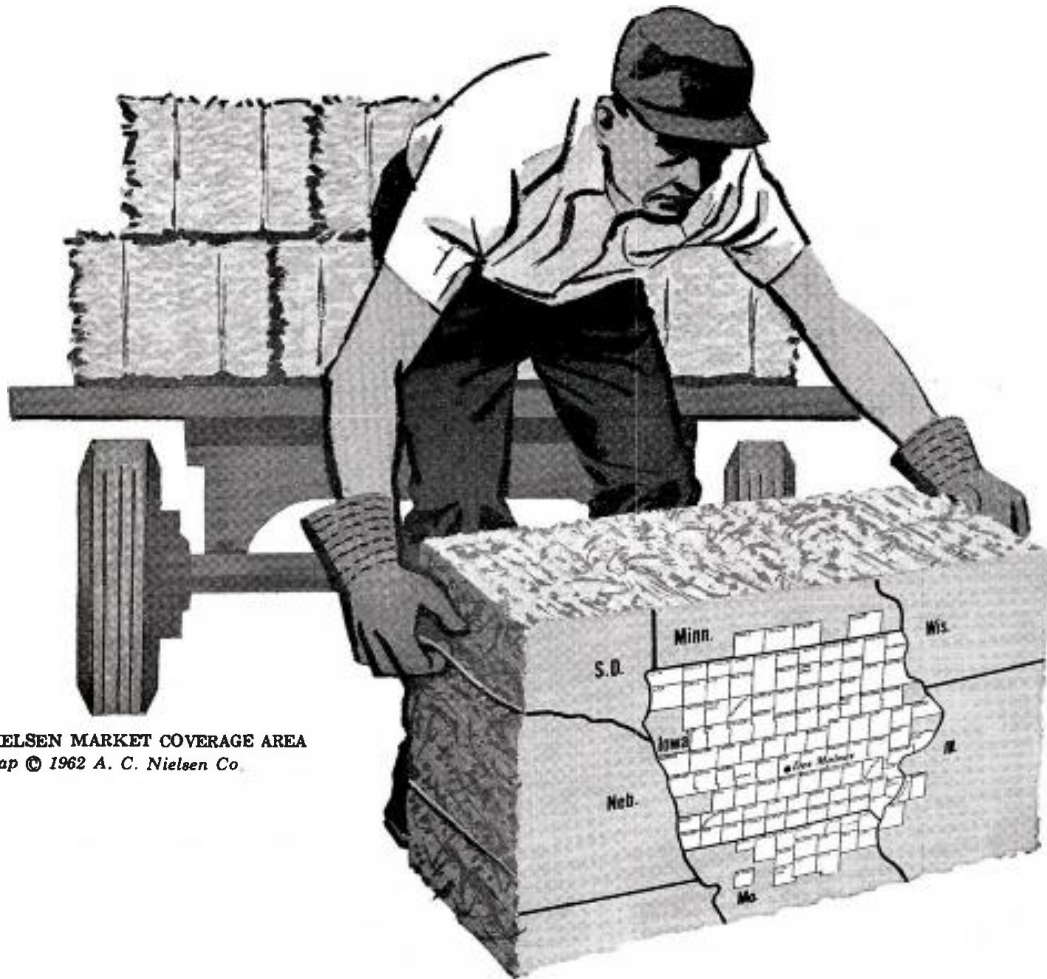
Mattel, big tv user, tries network radio too

Mattel Inc., California toymaker whose \$5.7 million annual advertising budget has been spent largely for television, is entering network radio with a pre-Christmas campaign on two CBS Radio programs: *Arthur Godfrey Show* and Betty Furness' *Dimension of a Woman's World*.

Both are daytime programs which

began carrying Mattel's commercials last week (Nov. 19) for a schedule ending Dec. 14. (See cut showing Mr. Godfrey and Mattel toys.) Budget is "in excess of \$50,000."

Mattel, through Carson/Roberts, Los Angeles, is currently sponsoring *Beany and Cecil* and *Discovery* (both ABC-TV) and *Sky King* (CBS-TV).



NIELSEN MARKET COVERAGE AREA
Map © 1962 A. C. Nielsen Co.

There are 175,000 farms in WHO Radio's NCS '61 area!

What can you sell to families whose incomes are over \$14,000 per year — in New York — or Cleveland — or in Iowa Plus?

The average farmer in Iowa has an annual income of \$14,177. His family buys exactly the same things as similarly prosperous families anywhere — *plus* the feeds, fertilizers, etc. they buy for their *farm-business* activities.

Yet Iowa farms account for only HALF of Iowa's

"spending money"!

WHO Radio's NCS '61 proves that WHO Radio reaches 354,050 homes weekly, in the 117 counties shown above. And with *radio*, you know you don't get much "switching around" — the station that's listened-to-most is really "listened-to most of the time." (Source: Whan Surveys)

Ask PGW for all the facts on one of the greatest advertising bargains in America.

WHO RADIO

for Iowa **PLUS!**

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



Peters, Griffin, Woodward, Inc., National Representatives

Collins aims at \$134-million customer

CIGARETTE AD VIEWS STIR INDUSTRY FROM PORTLAND TO MADISON AVE.

The broadcasting industry and Madison Avenue were locked at the weekend in an exchange of conflicting views on the moral standards of cigarette advertising.

At stake are \$104 million in national television and \$30 million in radio billings (see table, page 25).

Source of the conflict was a Nov. 19 comment by NAB President LeRoy Collins at the final NAB fall conference in Portland, Ore. In his speech to the conference Gov. Collins, voicing his personal views, spoke critically of cigarette advertising directed at school-age youngsters (see his reaction comments below and text of his Portland remarks page 26).

Industrywide reaction increased in intensity—and in financial overtones—as the week progressed. Here are some of the high spots:

- Some agency and advertiser executives were indignant. A few hints about the future of their radio and tv business were heard.

- The Tobacco Institute strongly denounced Gov. Collins for what it called premature and unsupported statements about unsolved problems.

- Television Bureau of Advertising sent its members a confidential and detailed report that speculated on the outcome of the matter (see below).

- Radio Advertising Bureau disavowed Gov. Collins's position, it was indicated, quickly trying to calm angered tobacco manufacturers.

- One leading station rep was agitated on a national scale but refused to speak openly on the subject.

- Major networks were officially silent but William B. Lodge, CBS-TV vice president and an NAB tv board member, phoned Gov. Collins to voice a strong protest against the criticism of cigarette advertising.

- Gov. Collins told BROADCASTING later in the week that he would bring up the matter of code amendments when the NAB Tv Code Board meets Dec. 11 in Washington. He said he might make a specific recommendation designed to control cigarette commercials so they do not influence children to take up cigarette smoking.

- Some NAB members felt the NAB board committee negotiating a new contract with Gov. Collins should weigh his cigarette statement in considering contract renewal.

- A number of members felt Gov. Collins should not voice personal views

on sensitive industrywide problems without checking with the board or the board chairmen and vice chairmen.

- But Gov. Collins vehemently defended his right to express personal opinions on broadcast matters.

- John H. DeWitt Jr., WSM-AM-TV Nashville, Tenn., approved Gov. Collins's stand. He said he had expressed similar views in a July letter to Robert

bers a Nov. 21 memorandum from President Norman E. Cash.

That memorandum carefully sidestepped a head-on collision with Gov. Collins's remarks, though Mr. Cash noted that "fortunately" the governor's remarks had not been widely disseminated immediately.

Mr. Cash also cautioned that "repercussions can be expected locally (by station members) as well as nationally as various groups attempt to bring new pressure on broadcasters to curtail cigarette advertising." TvB reminded its members that this group of advertisers spent \$104 million in gross time for tv last year and will spend about \$120 million this year.

Position Important ▪ He said he thought the tv industry ought to "let a major tv advertiser know where we stand so he can properly plan future use of our medium. Network tobacco activity scheduled before 9 p.m., January-August, 1962, shows 58.9%, or \$34.5 million."

For station use, the bureau attached several statistical reports, including research summaries on smoking including reports of the tobacco industry's Tobacco Institute Inc., tv billing figures and the like.

Radio Advertising Bureau's thinking was at opposite poles from the governor's, although RAB tried to hide it.

RAB officials said they had no comment on Gov. Collins's statement and that they would have none.

Late in the week it was learned, however, that RAB President Kevin Sweeney had taken pains to disavow the Collins statement. Some tobacco companies were known to have received a telegram from Mr. Sweeney saying that Mr. Collins's "remarks . . . concerning tobacco advertising do not in our opinion represent opinions of even [a] small segment of radio stations."

Industry Opinion ▪ The RAB telegram, which presumably went to all leading tobacco manufacturers, said that "if we interpret correctly feelings of 1,200 radio stations that support our organization, they believe there's no need for further controls than yours and radio broadcasters' good judgment and sense of public responsibility have currently dictated."

The manufacturers were alerted to expect word on stations' reactions from stations themselves.

One station rep stated he believes "the last thing the tobacco industry



NAB President Collins
Moral responsibility demands it

D. Swezey, NAB Code Authority Director.

- Mr. Swezey remained aloof from the controversy pending the tv code meeting in December.

In Portland, Otto T. Brandt, vice president of King Stations broadcast division, who was the NAB tv board member presiding when Gov. Collins spoke, made this off-the-cuff comment at the end of the address: "Governor, your speech was courageous and provocative. That rumbling you hear is not Portland rainfall but comes from Winston-Salem and Madison Avenue."

In New York the Television Bureau of Advertising kept a reserved silence in public but, it was learned, sent mem-

wants to do is influence children." He noted that tobacco sponsors would never choose to advertise on those programs which are directed toward children, and added that Gov. Collins "may be very surprised to find out how late mothers allow their children to stay up."

Although the networks had no comment it was learned that William B. Lodge, CBS-TV vice president for affiliates relations and engineering, filed a strong protest by telephone to Gov. Collins personally.

Lodge Position ■ Mr. Lodge was reported to have taken the position that what Gov. Collins proposed amounted to an amendment of the code, and that the NAB president had no authority for that without getting prior approval

of the NAB board members.

He was understood to have contended that Gov. Collins could not divorce his personal views from his official NAB position—especially when he delivered those views before an NAB meeting and had the text distributed by the NAB publicity department.

If Gov. Collins held these views personally, the CBS-TV executive reportedly said, then the NAB chief should have presented them first to the NAB board and gotten its endorsement before advocating them as a change in the code.


Agencies Duck ■ Several agency executives, who handle tobacco advertising, ducked the issue raised by Gov. Collins by stating they are "agents"

and not "principals" and by suggesting that any comment made should come from the clients themselves. Most appeared conversant with the Tobacco Institute's statement.

A top executive who places business in radio and television for a major agency handling a cigarette account said he thought Gov. Collins ought to "mind his own business."

"When Collins cleans up NAB—his own house and his codes—then he'll have a right to talk," said this agency executive, who added caustically, "this is an example of somebody shooting his mouth off but who knows nothing about the (advertising) business."

The president of an advertising agency with a major cigarette account, said



	CIGARETTES' IMPRESSIVE TV BANKROLLS		
	NET TV	SPOT TV	TOTAL
KENT (Lorillard)	6,706,973	4,031,400	10,738,373
WINSTON (Reynolds)	8,591,332	685,710	9,277,042
CAMEL (Reynolds)	6,751,925	708,510	7,460,435
SALEM (Reynolds)	6,165,435	870,720	7,036,155
L & M Filter Tips (L&M)	5,425,906	1,334,350	6,760,256
VICEROY (B&W)	5,050,613	1,313,930	6,364,543
CHESTERFIELD (L&M)	4,380,400	1,362,780	5,743,180
MARLBORO (Philip Morris)	3,776,222	1,725,290	5,501,512
PARLIAMENT (Philip Morris)	2,378,848	3,067,330	5,446,178
PALL MALL (American)	5,057,224	119,970	5,177,194
TAREYTON (American)	1,947,129	2,841,930	4,789,059
NEWPORT (Lorillard)	2,379,540	1,887,450	4,266,990
KOOL (B&W)	3,136,130	917,020	4,053,150
OLD GOLD (Lorillard)	2,548,014	1,007,880	3,555,894
LUCKY STRIKE (American)	2,397,763	690,130	3,087,893
RALEIGH (B&W)	2,436,946	123,050	2,559,996
COMMANDER (Philip Morris)	1,217,985	1,087,000	2,304,985
BELAIR (B&W)	1,527,958	747,530	2,275,488
SPRING (Lorillard)	1,624,033	641,570	2,265,603
OASIS (L&M)	1,130,951	71,500	1,202,451
ALPINE (Philip Morris)	989,213	104,710	1,093,923
KENTUCKY KING (B&W)	820,157	198,160	1,018,317
PHILIP MORRIS (Philip Morris)	574,065	387,830	961,895
YORK (Lorillard)	348,310	423,180	771,490
LIFE (B&W)	221,639	65,370	287,009
DUKE (L&M)	—	76,720	76,720
CAVALIER (Reynolds)	—	30,950	30,950
HIT PARADE (American)	—	9,630	9,630
TOTAL	\$77,706,865¹	\$26,547,460²	\$104,254,325³

¹Includes \$122,154 for Chesterfield and L&M cigarettes in "piggyback" commercials.
²Includes \$11,570 for Beachnut cigarettes (P. Lorillard), no longer on the market, and \$4,290 for Riviera cigarettes (American) in test markets.
³Includes \$138,014 explained in 1 and 2.

Source: TVB/LNA-BAR

NAB head sees cigarette ads as designed to influence young

The personal views of NAB President LeRoy Collins on the ethics of cigarette advertising that influences school-age children were the center of industry controversy last week. Here is the text of his remarks, delivered Nov. 19 at the final NAB Fall Conference in Portland, Ore.:

"Our radio and tv codes are keystones in our NAB program. They should be projected and lived up to, not only as the broadcaster's charter of self-regulation, but as a mark of quality broadcasting for the guidance of the people. It is our responsibility to improve our codes to the point that any eligible broadcaster would not consider failing to be publicly identified as a member.

"It is my personal view that our codes should be much more than sets of legalistic standards and delineations of good taste and estimated public tolerance. I think the codes

should serve as a broadcast conscience as well. Under them and to them, the individual broadcaster and all related enterprises should be able to look for, and find, ethical and moral leadership.

"For example, if we are honest with ourselves, we cannot ignore the mounting evidence that tobacco provides a serious hazard to health. Can we either in good conscience ignore the fact that progressively more and more of our high school age (and lower) children are now becoming habitual cigarette smokers? The most recent statistics I have seen, point out that 20% of boys have started smoking in the 9th grade, and almost 30% of all girls smoke before they are graduated from high school. We also know that this condition is being made continually worse under the impact of advertising designed primarily to influence young people.

"Certainly the moral responsibility rests first on the tobacco manufacturer. Certainly it also rests on the advertising agencies. Certainly it also rests on the outstanding sports figures who permit their hero status to be prostituted.

"It is also true that broadcasting, and other advertising media, cannot be expected to sit in judgment and vouch for the propriety of all advertising presented to the public over their facilities.

"But where others have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our young people, then I think the broadcaster should make corrective moves on his own. This we could do under code amendments, and I feel we should proceed to do so, not because we are required to, but because a sense of moral responsibility demands it."

that Mr. Collins evidently believes that smoking is bad for the health. "He accepts it," the agency executive noted, "I don't."

"Who said children should smoke? They shouldn't. They shouldn't drink whiskey either," he pointed out. He indicated it was up to parents to control their children and direct them and not advertisements.

The agency president added, "It was a nice speech for Mr. Collins. Let him have fun."

Company Viewpoint ■ A spokesman for one tobacco company, who requested anonymity, explained it would be "most difficult" to implement Gov. Collins's proposal even if the company agreed with the NAB president's remarks concerning tobacco's harmful effects. He added: "We don't agree with him, by the way."

Tobacco, he said, has to be advertised on television and on radio as a mass product during the periods of the day when a mass audience is tuned in. He continued: "How can a tobacco advertise on a prime, nighttime television show and keep children from watching? We don't know how to do it."

As industry interest in the cigarette situation increased, Gov. Collins replied to a BROADCASTING reporter this way:

"This was not a spur of the moment decision or the result of a specific recommendation by anybody else. The subject has been on my mind and in my heart for a long time.

"I was not pretending to express a position of the association, the board

or the codes but I feel the president of this organization should have a range for the expression of his personal convictions about matters he regards of importance to broadcasting.

"I do not oppose all advertising of cigarettes. That would be ridiculous. Certainly there is a wide scope of propriety for cigarette advertising. But when a moral issue becomes involved, then I think the broadcasters should take a stand and I think advertising especially beamed to induce young school-age children to smoke does present a moral issue.

Portland's Subject ■ "At each NAB fall conference I have taken up a different phase of broadcasting and I decided to use this subject at Portland. As I expected, the reaction has been mixed. There has been both approval and disapproval from broadcasters. Of course I am anxious at all times to act in such a way as to merit the approval of our members. But I shall never want this or seek it at the cost of failing or refusing honestly to express any deep convictions which I hold and this is just such a case.

"I am confident that this is an attitude which the great majority of our members prefer me to reflect.

"I plan to discuss the subject with the Television Code Board when it meets Dec. 11 and may have a specific recommendation."

Mr. DeWitt's letter to Mr. Swezey, written July 12, suggested tobacco advertising in all media had gone beyond the point of credulity and could be harmful to youth. He contended all

media have a responsibility to the public to reduce the attractiveness of tobacco advertising to young people, citing a little league baseball spot in which an adult smokes on the players bench.

Points to Britain ■ Tv and radio, being more aware of their public responsibilities, should take the lead in curbing this type of advertising, Mr. Dewitt suggested. He added he had no desire to be a lone crusader. He pointed to the Independent Television Authority's plan in Great Britain to cooperate with the cigarette industry in a five-point program designed to control advertising involving sports heroes and other popular figures as well as to refrain from suggesting smoking is inseparable from masculinity, desirable for young people, socially essential or the source of ecstatic pleasure.

Mr. DeWitt's letter mentioned an article in the July *Scientific American* showing that cigarettes are responsible for deaths in many ways and are not merely a factor in lung cancer.

Tobacco Institute ■ The statement by George V. Allen, president, Tobacco Institute, took sharp issue with Gov. Collins's views on both cigarette advertising and the medical aspects of smoking. His statement follows:

"While cigarette advertising is an activity of the individual companies, it is my conviction that the president of the National Association of Broadcasters, in a statement focused on high-school age children, is incorrect when he suggests that cigarette advertising is designed primarily to influence them.

"The tobacco industry regards smok-



What's Discretionary Income?

*Bob says it's Hamburgers
and French Fries after the movie
on Saturday night*

and there's 27% more of it (on the national average) in Ohio's Third Market—and no medium—but none—covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery

Additional morsel for thought:

Good Labor-Management Relations. Less idleness through work stoppages than any city its size, last ten years. (Source: Dayton Area Chamber of Commerce)

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina



DAYTON, OHIO • WHIO • AM • FM • TV

The Story of The PGW Colonel... A Best Seller For More Than 30 Years

ON THE GO!



HE KNOWS THE OTHER SIDE OF THE STREET

PGW Radio Colonels devoted 48 years to selling print media before joining our company. The Television Colonels were with the networks for 48 years. Altogether, we've had 132 years on the other side of the media street.

They were instructive years—and because of them, all PGW Colonels have a better, broader understanding of media values—and how to evaluate them.

That's why the Colonel is always on the go!

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
CHICAGO

ATLANTA
BOSTON

DETROIT
ST. LOUIS

FT. WORTH
DALLAS

MINNEAPOLIS
PHILADELPHIA

LOS ANGELES
SAN FRANCISCO



ing as an adult custom, and the decision to smoke or not should be made at the age of mature judgment.

"Mr. Collins's statement about smoking applies a layman's judgment of finality to questions of medical science that are complex and are under study and debate among scientists throughout the world.

"Like many laymen, Mr. Collins mistakes repetition of charges for what he refers to as 'mounting evidence.'"

Last Sept. 19 CBS-TV broadcast a documentary on the subject, titled "CBS Reports: the Teen Age Smoker." The program drew a good response, except from the Tobacco Institute which spoke critically about its contents. Sponsors of the broadcast were Henley-James (Contac), Dodge and General Foods. The network reported it got no complaints from agencies or advertisers.

Avco nine-month net up 41%

Avco Corp.'s consolidated net earnings for the nine months ended Aug. 31 rose 41% (highest for such a period in the company's history) to \$12,390,933 (\$1.14 per share) from \$8,797,648 (85 cents per share) for the same period of 1961. Net sales for the first nine months increased 24% to \$288,908,388 from \$233,558,320. Avco owns Crosley Broadcasting Corp., licensee of WLW

and WLWT (TV) Cincinnati, WLWC (TV) Columbus, WLWD (TV) Dayton, all Ohio, and WLWI (TV) Indianapolis.

KYW-AM-TV strike ends after two days

A two-day strike against KYW-AM-TV Cleveland by the American Federation of Television & Radio Artists ended in agreement on a new two-year contract, the stations reported Nov. 18.

The new pact provides a \$10 weekly pay raise in the first year and another \$10 increase in the second.

Thirty-one union members struck the stations at 4 a.m. Nov. 16 (AT DEADLINE, Nov. 19). Supervisory employees provided news, information and entertainment services until the strike was resolved at 4 p.m. Nov. 18.

A federal mediator, Gilbert J. Seldin, announced that KYW and AFTRA agreed that arbitration of the Oct. 25 discharge of Ken Bichl "would be expedited." Samuel Kates would arbitrate that case, the stations said.

Other terms of the agreement:

- Revision of a termination clause to include a provision "requiring an additional two weeks notice or two weeks pay in lieu of notice at termination."
- A new program segment rate; that

is, supporting performers appearing as part of any program would be compensated for the actual time of their appearances.

- Talent fees increased from \$5 to \$7.50 for certain live announcements.

- A multiple discount talent fee formula would be eliminated on television. Tv talent fees will remain the same regardless of frequency of programs during any week.

Chris-Craft sales up, but net reported down

Chris-Craft Industries Inc. (formerly Nafi Corp.) boosted revenues but fell behind in net earnings for the first nine months of 1962.

In an interim stockholders report issued Nov. 12, Chris-Craft President John G. Bannister reported net earnings of \$1,481,309 (\$1.13 per share) on total revenues of \$51,857,501. This compares to the same 1961 period's net earnings of \$1,926,705 (\$1.47 per share) on revenues of \$50,172,290.

The 1961 figures include non-recurring earnings of \$401,079 attributed to capital sales including KXYZ Houston and tv film production and distribution business and adjustment of film costs at KCOP (TV) Los Angeles. Chris-Craft sold KXYZ for \$750,000 to Lester Kamin and associates last year.

The 1962 earnings sums include \$120,000 as a non-recurring credit in the sale of KTVT (TV) Fort Worth. KTVT was sold to WKY Television System in August for \$800,000. A 5% stock dividend on capital stock, payable Dec. 14 to stockholders of record Nov. 23, was voted by the board on Nov. 7. Chris-Craft stations are KCOP and KPTV (TV) Portland, Ore.

NBC radio-tv affiliates meet NBC Dec. 4-5 in N.Y.

A record attendance of NBC's radio-tv affiliates is expected at the annual meeting with the network's officials Dec. 4-5, according to Tom Knode, NBC vice president of station relations. The convention will be held this year in New York at the Americana Hotel.

Representing NBC will be Robert W. Sarnoff, board chairman; Robert E. Kintner, president; and other key network executives. Mr. Sarnoff will deliver an address during the convention, which will feature a radio affiliates meeting Dec. 4 (Tuesday) and tv affiliates get together Dec. 5.

A reception and dinner will be held at the hotel's Imperial Ballroom the evening of Dec. 5. Entertainment will be by Johnny Carson, Andy Williams, Bill Dana, Jack E. Leonard and the Christy Minstrels.



All that fits isn't necessarily news

Television over-commercialized? Not so, says Lloyd Cooney, manager of KSL-TV Salt Lake City. His new office "wallpaper" may bear him out.

Mr. Cooney turned paper hanger when a local daily newspaper claimed that a newspaper advertisement has "round the clock" expo-

sure. Indicating agreement, the television executive measured and marked all space in that newspaper which was devoted to advertising. This total was 69.1% of all space, he reported. By comparison, 17.5% of KSL-TV's total broadcasting that same day was commercial in content, Mr. Cooney said.

If you lived in San Francisco...



...you'd be sold on KRON-TV

Challenge In the Labor Market of the 60's." Contest judges, rules and prizes are to be announced in the near future.

Mr. Wirtz said the department's association with the event followed a conference with Mr. Pauley, ABC Radio news commentator Edward P. Morgan and George Meany, president of the AFL-CIO which sponsors Mr. Morgan's radio broadcasts.

AFM Local 10 group opposes Petrillo

For the first time in more than three decades, James C. Petrillo will face opposition when he runs for re-election Dec. 4 as president of Chicago Local 10 of the American Federation of Musicians. The entire slate of local candidates is opposed this year.

Although Mr. Petrillo has had some stormy encounters with broadcasters, this time his opposition is from a rebel faction within the Chicago Symphony Orchestra, although there are said to be others opposing him.

Mr. Petrillo and Local 10 recently concluded a new three-year contract with the Chicago Symphony calling for a longer season and higher wages, including \$200 weekly minimum, but the union president also has ordered that symphony players after Jan. 1 may not take outside jobs. The rebel faction has taken the issue to the National Labor Relations Board.

Mr. Petrillo last week predicted a "landslide" victory. His opponent is Bernard Richards, an orchestra leader and pianist.

Court blocks union picketing of KHJ-AM-TV

SPAT BETWEEN IBEW, OFFSHOOT AFFECTS STATIONS

An order restraining the Radio Recording & Television Employees Assn. from picketing advertisers using KHJ-AM-TV Los Angeles was issued Wednesday (Nov. 21) by Judge Kenneth N. Chantry of the Los Angeles Superior Court. Judge Chantry also ordered the union to appear before Judge Alfred Gittleston at 9 a.m. next Friday (Nov. 30) to show cause why a preliminary injunction should not be granted to continue the picketing restrictions.

The picketing union is not on strike against the KHJ stations; it does not represent the employes of those stations. Their union is International Brotherhood of Electrical Workers, AFL-CIO, Local 45. The members of RRTEA are employes of KCOP (TV) Los Angeles, who were represented by IBEW until November 1960 when, after a long strike against KCOP, they voted in a National Labor Relations Board

D.C. helicopter detoured by legal roadblock

A Washington, D. C., station's arrangement with a helicopter service for a twice-a-day traffic situation broadcast was snarled in a federal court last week—but the judge promised a decision tomorrow.

At issue is the claimed right by WMAL Washington to extend the existing contract it has with the Washington-Baltimore Helicopter Co. for broadcasting traffic conditions daily 7-9 a.m. and 4-6 p.m.

The Washington-Baltimore company, under an agreement with the District of Columbia, provided a helicopter to carry a D.C. police officer over the city at those times, with WMAL broadcasting his reports. WMAL paid the helicopter company \$80 an hour for this service. This contract expired Nov. 8.

In renegotiating its contract with the federal city, the helicopter firm was ordered to provide a larger helicopter with pontoons for river rescue work. The firm asked WMAL to pay \$88 an hour for the chopper, to provide it with two commercials in the morning and again in the evening, and to pledge not to enter the helicopter business. WMAL refused these demands. The helicopter firm then entered into a contract with WWDC Washington for the service.

WMAL, on Nov. 8, asked for and received a temporary restraining order forbidding the helicopter company from providing its services to WWDC and continuing the contract with WMAL. Arguments on the merits of the litigation took place Nov. 21.

Media reports...

Moved ■ KLAC Los Angeles has moved into new studios at 5828 Wilshire Blvd. A \$100,000 modernization and equipment installation was climaxed with a dedication ceremony featuring singer Keely Smith. A 90-foot sign bearing the station's call letters has been installed on the front of the building.

Entries wanted ■ Entries are now being received for the annual media public interest awards, the National Safety Council, Chicago, announced last week.

Two \$1,000 Sloan Awards for radio-tv are included. Deadline is Feb. 1, 1963. Address: 425 N. Michigan Ave., Chicago 11.

Advertising-pr counsel ■ WTEV (TV) New Bedford, Mass., under construction with a January target date, has appointed Bo Bernstein & Co., Providence, R. I., as advertising and public relations counsel.

New face ■ KMTV (TV) Omaha looks toward the first of the year for completion of a new building front made of "pre-cast, white marble exposed-aggregate" terrazzo. The improvement is in tune with an "Omaha Beautification" campaign for the downtown area.

'Jax' marketing guide ■ WJXT (TV) Jacksonville, Fla., has published its *WJXT/Jacksonville Market Data Book*, a handsome 30-page compilation of facts and figures arranged in three convenient sections entitled "The Market," "The Media" and "WJXT."

Taft net up ■ Taft Broadcasting Co. has reported net income after federal income taxes of \$385,495 (25 cents per share) for the second fiscal quarter ended Sept. 30, on revenue of \$2,671,423. This compares to net income and revenues for the same fiscal period in 1961 of \$283,505 (18 cents per share) and \$2,287,868. Earnings are based on 1,568,938 shares outstanding as of Sept. 30. A quarterly dividend of 10 cents per share, payable Dec. 14 to stockholders of record Nov. 15, was voted by the board meeting Oct. 15.

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



WE HAVE CHANGED OUR NAME!

KLBJ-TV

KORK

WE HAVE CHANGED OUR NAME—KLBJ/TV IS NOW KORK/TV. WE ADDED SOME SHINY NEW COLOR FACILITIES, A NEW AMPLEX VIDEO TAPE RECORDER WITH COLORTEX, A BIG NEW 510' TOWER THAT COVERS THE NATION'S NUMBER ONE GROWING MARKET—LAS VEGAS. OUR VIEWERS LOVE US... YOU WILL, TOO!

KORK-TV

2 **NB**

LAS VEGAS, NEVADA
Represented by VENARD, TORBET and McCONNELL

SOUTHERN NEVADA'S ONLY FULL POWER TV STATION

Letting go in Miami: Biscayne's radio-tv SUNBEAM BUYING TV; RADIO INTERESTS TO COX

Details of the transaction by which Biscayne Television Corp. is selling the equipment, land and building of WCKT (TV) Miami to Sunbeam Television Corp. (BROADCASTING, Nov. 19) were listed last week in a petition seeking FCC approval of the arrangements—including the concomittant sale of WCKR-AM-FM Miami by Biscayne to the Cox interests for \$500,000.

Sunbeam is paying Biscayne \$31,000 at closing and notes payable monthly over a 12-year period for the remaining \$3,368,550 with interest at 5% yearly.

Biscayne's permit for ch. 7 in Miami has been voided by the FCC on charges that principals of the company talked to FCC commissioners off the record while the original case was still in hearing. Sunbeam, the FCC found, was the only one of the original four applicants which was not involved in off-the-record activities.

In discussing the gifts to be made to the U. of Miami, the documents filed with the FCC state that if the commission approves the deals before the end of this year, the Knight interests will turn over \$170,000 and the Cox in-

terests \$330,000 worth of Biscayne stock to the university. James M. Cox also proposes to establish a trust to provide \$90,000 to the school. Over several years, the filings state, the university stands to receive over \$2 million in gifts. Biscayne is owned 15% by Niles Trammell, former NBC president; and the remaining 85% is divided among Cox and Knight executives.

The petition also refers to an agreement between Sunbeam and the university for special programming by the university.

Changing hands . . .

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

■ **KCPX-AM-FM-TV** Salt Lake City, Utah: Sold by Columbia Pictures to Screen Gems Inc. for aggregate of \$2.4 million. Screen Gems is 89% owned by Columbia Pictures. Columbia Pictures bought the Salt Lake stations in 1959 for \$3.1 million. KCPX operates on 1320 kc with 5 kw; KCPX-

NAB attendance record

The alltime record for NAB regional conference attendance was broken this year, according to a compilation by William L. Walker, NAB assistant treasurer who directed arrangements for the eight meetings.

Total registration this year reached 1,958 compared to the previous high, 1,925 in 1960. The 1961 total was 1,613.

Registration of 308 at the Oct. 18-19 fall conference in New York set a high point for the 1962 series, Mr. Walker said.

The Portland meeting was saddened by the death of Bert Lown, CBS-TV western station relations manager, who died in his sleep the night of Nov. 19. He had arranged a Nov. 20 breakfast for network affiliate executives attending the NAB conference. The conference adopted a resolution voicing condolences to Mrs. Lown (see obituary notice page 82).

FM on 98.7 mc with 1.5 kw; KCPX-TV on ch. 4.

■ **KITE** San Antonio, Tex.: Sold by trustee in bankruptcy for Townsend Growth Fund Inc. to Trigg-Vaughn group for \$450,000 in cash and assumption of \$150,000 in liabilities. Trigg-Vaughn group owns KVII (TV) Amarillo, KROD-AM-TV El Paso and KOSA-AM-TV Odessa, all Texas, and KRNO San Bernardino, Calif. Purchase was made at public auction proceedings before U. S. District Court Judge Thomas Murphy in New York. Trigg-Vaughn group outbid earlier offer by Jester Broadcasting Co. of \$395,000. Jester Broadcasting is principally owned by Mrs. Howard L. Burris, wife of veteran Texas broadcaster (CHANGING HANDS, Nov. 5). KITE operates on 930 kc with 5 kw daytime and 1 kw nighttime.

■ **KMO** Tacoma, Wash.: Sold by J. Archie Morton and Dana J. Hunter to Edward A. Wheeler for \$254,000. Mr. Wheeler owns WEAW-AM-FM Evanston, Ill. KMO operates on 1560 kc with 5 kw fulltime. Broker was Hamilton-Landis & Assoc.

■ **KADY** and **KADI** (FM) St. Charles-St. Louis, Mo.: Sold by William R. Cady Jr. to F. L. Morrisson and Rodney Erickson for \$175,000. Mr. Morrisson is with CBS Network Sales and previously was a professional football player with the Cleveland Browns and Chicago Bears. Mr. Erickson until earlier this month was president of Filmways Inc., New York. Before that he was

we like to put facts "out in the open" before we recommend

Hundreds of satisfied clients in the past have depended on Blackburn's clear analysis of the facts on changing markets before entering into media transactions.

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with Warner Bros., Young & Rubicam, NBC and CBS. KADY operates on 1460 kc with 5 kw daytime; KADI is on 96.5 mc with 24.5 kw. Broker was Blackburn & Co.

■ KLAS Las Vegas, Nev: Sold by Paul Schafer (Schafer Custom Engineering Div., Textron Electronics) to Robert C. White for \$162,500. Mr. White is a New York builder. KLAS operates fulltime on 1230 kc with 250 w. Broker in the transaction was Albert Zugsmith Communications Corp.

TelePrompTer shows third quarter gain

TelePrompTer Corp., New York, last week reported third-quarter earnings of \$47,696, in contrast to a loss of \$215,126 for the like period in 1961.

For the first nine months, the company reported a loss of \$59,453 against a loss of \$184,764 for the corresponding period in 1961. Gross revenues of \$1,347,902 and \$3,616,442 for the third quarter and nine months, respectively, were up from last year's \$933,027 and \$3,604,500. The 1962 third-quarter earnings represented 6 cents per share of common stock.

Irving B. Kahn, chairman and president of the company, said that orders and contracts now on hand, together with the stability of revenues from catv operations, indicate the company is "succeeding in its program to attain better balance and diversification." He said catv contributes almost half of TelePrompTer's total revenues. The company also is a major supplier of live and closed-circuit tv facilities and production services for meetings and special events.

AMF honors stations for recreation programs

WXYZ-TV Detroit and WRFB Tallahassee were named last week as the winners respectively of tv and radio categories in the 1961 American Machinery & Foundry Co.'s annual journalism awards.

The awards—a citation and \$1,000—are for outstanding reporting in the physical recreation field.

A special citation also was awarded to Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., for supporting and encouraging the ABC owned and operated tv station's program.

Individuals selected from each station for recognition: John Pival, president, and Peter Strand, program manager, WXYZ-TV, for a program of youth sports activities; Ray Starr, executive assistant to the president and public affairs director, WRFB, for a pro-

Trigg-Vaughn buys one station as another burns

It was one up, one down, for Trigg-Vaughn last week.

The one up is KITE San Antonio, Texas, which T-V is purchasing for \$600,000, the FCC permitting (see CHANGING HANDS). The one down is KRNO San Bernardino, Calif., which burned to the ground early Sunday morning (Nov. 18), with an equipment loss estimated at between \$25,000 and \$30,000.

It was the second fire at KRNO within a three-day period, both fires breaking out in places where short circuiting or other electrically started

fires were extremely unlikely, so the chance of arson is being thoroughly investigated. On Wednesday, KRNO's new general manager, Tom Papich, who assumed the post less than two weeks before the fire, was hoping to get the station back on the air Thursday, using transmitting equipment flown in and installed in a mobile-home trailer in the parking lot adjoining the KRNO tower, which was not damaged by the fire.

Other Trigg-Vaughn stations: KVII (TV) Amarillo, KOSA-AM-TV Odessa, KR0D-AM-TV El Paso, all Texas.

gram dealing with a local children's circus, one of 101 programs promoted by that city's recreation department.

Award recognition was given at a luncheon in New York last week at which Vice President Lyndon B. Johnson was the featured speaker.

Inter Continental succeeds Radio Concepts

The formation of Inter Continental Broadcasting Media, New York, to serve radio stations as a source of program-

ming, commercial production, sales promotion and research has been announced by Al King, board chairman.

The firm is the successor to Radio Concepts Inc., New York, which has been functioning for more than two years as a producer of radio commercials for local advertising campaigns. Inter Continental also will offer stations an employment service for broadcast management and on-the-air talent, a station brokerage service and financing, as well as centralized purchasing facilities.

HITTING YOUR '62 PROFIT ESTIMATE?

If so, then you should be giving some thought to acquiring another radio or television station in 1963.

If not, then possibly that station or market isn't your particular cup of tea!

In either case—buying or selling—Hamilton-Landis is available to put at your service our years of proven experience in the field of station brokerage. Make profitable use of the 30-plus days remaining in this year by meeting with one of our representatives to plan for 1963.

Hamilton-Landis

& ASSOCIATES, INC.

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1737 DeSales St., N.W.
Executive 3-3456

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Richard A. Shalteen
John D. Stebbins
Tribune Tower
DElaware 7-2754

DALLAS

Dewitt Landis
Joe A. Oswald
John H. Hicks
1511 Bryan St.
Riverside 8-1175

SAN FRANCISCO

John F. Hardesty, Pres.
Don Searle
111 Sutter St.
EXbrook 2-5671

America's Most Experienced Media Brokers

TV'S AUDIENCE CONTINUES GROWTH

The viewer: young, medium income, city dweller—Nielsen

Today's television audience continues to show growth, and an emphasis on youth and middle-income, large-metropolitan-area families.

For the most part, viewing follows a day-period pattern set in the past, including increases in afternoon audiences and a slight decline in prime time.

As in the past, the vast percentage of this audience's viewing time is spread over the nighttime schedule. The audience also has a variable tv taste that changes rapidly from season to season.

These brief observations are discernible from "The Television Audience 1962," an A. C. Nielsen Co. special report released to complete service clients, which presents the state of the tv medium and profiles its audience. Basically, its points reflect the evidence gathered a year ago and freshened for BROADCASTING late last winter (BROADCASTING, Feb. 19, 1962).

While the full report is confidential, here are some of the highlights:

- The number of tv homes in the U. S. is increasing steadily. The total now stands at 49 million compared to 46.9 million a year ago. More than 90% of U. S. families have at least one tv receiver (up from 88% a year ago).

- The average daily hours of viewing total 5 hours 6 minutes per home. This is lower than peak 1958 when the average was 5 hours 13 minutes, but higher than both 1959 and 1960. In 1961 this was 5 hours 7 minutes.

- Nighttime viewing (prime time, 7:30-11 p.m., Sun.-Sat.) shows a slight decline to 1 hour 54 minutes. This yearly decrease has been evident over the past five years (from 2 hours 3 minutes in 1958).

- Daytime viewing during this time has shown an increase—now up to 1 hour 29 minutes and a new high for any year over the five-year period. Daytime hours in Nielsen's surveying are 10 a.m. to 5 p.m., Monday-Friday. Early evening and late evening viewing,

now at 55 and 26 minutes respectively, have remained unchanged for the most part.

The A. C. Nielsen report also makes these points:

As expected, tv usage reaches a peak between 8 and 10 p.m. during winter months; an average of 64% of U. S. homes are tuned in during these hours. This drops to 52% in summer.

Daytime and nighttime tv gets into nearly all tv homes. From Nielsen figures it's apparent that 85% of tv families "use" the set in the daytime, and 96% in the nighttime in the course of a "typical" winter week (during summer, of course, these percentages drop to 75 and 91 respectively.)

Not surprising are these reports:

- There's an acceleration toward multi-sponsorship and participations in prime evening programs for "greater audience reach" and because of high costs and uncertain new show status.

- Last season about one out of four evening programs used in-season reruns. And of especial interest in this area: as a group, these repeats did nearly as well as the originals in at-

Factor tells how DDB translates ad ideas to other media

In translating advertising for a particular product from one medium to another, the essential thing is to have a strong basic idea to begin with, Ted Factor, vice president of Doyle Dane Bernbach and manager of the agency's Los Angeles office, explained recently there. Gimmicks that are eye-catching in print or tv, or unusual sounds on radio don't carry over very well when a campaign is extended from one medium into another, he told the Nov. 15 Southern California Broadcasters Assn. meeting. But strong copy will come out equally well on the air or in print.

Mr. Factor emphasized his point with several examples from the work of his own agency. A Holly sugar newspaper ad was made up of squares with the picture of a can of brand-name coffee in each square and underneath—square by square and word by word—the copy: "They taste even better with—" leading the reader to the final square which shows a clearly labeled sack of Holly sugar. For radio, to reproduce the eye-catching device of the newspaper ad would have been clearly impossible, he noted, but the essential idea was translated into a jingle in which the brand names of not only

coffees, but also teas and cereals, were amusingly combined in jingly rhyme between the identical opening and closing stanza which effectively punched home the idea that Holly sugar "makes good things better to eat."

The Ohrbach newspaper ads, which tell the store's high fashion-low price story in large dramatic pictures and a minimum of copy, on radio became, "Only Ohrbach's has the clothes that make the woman

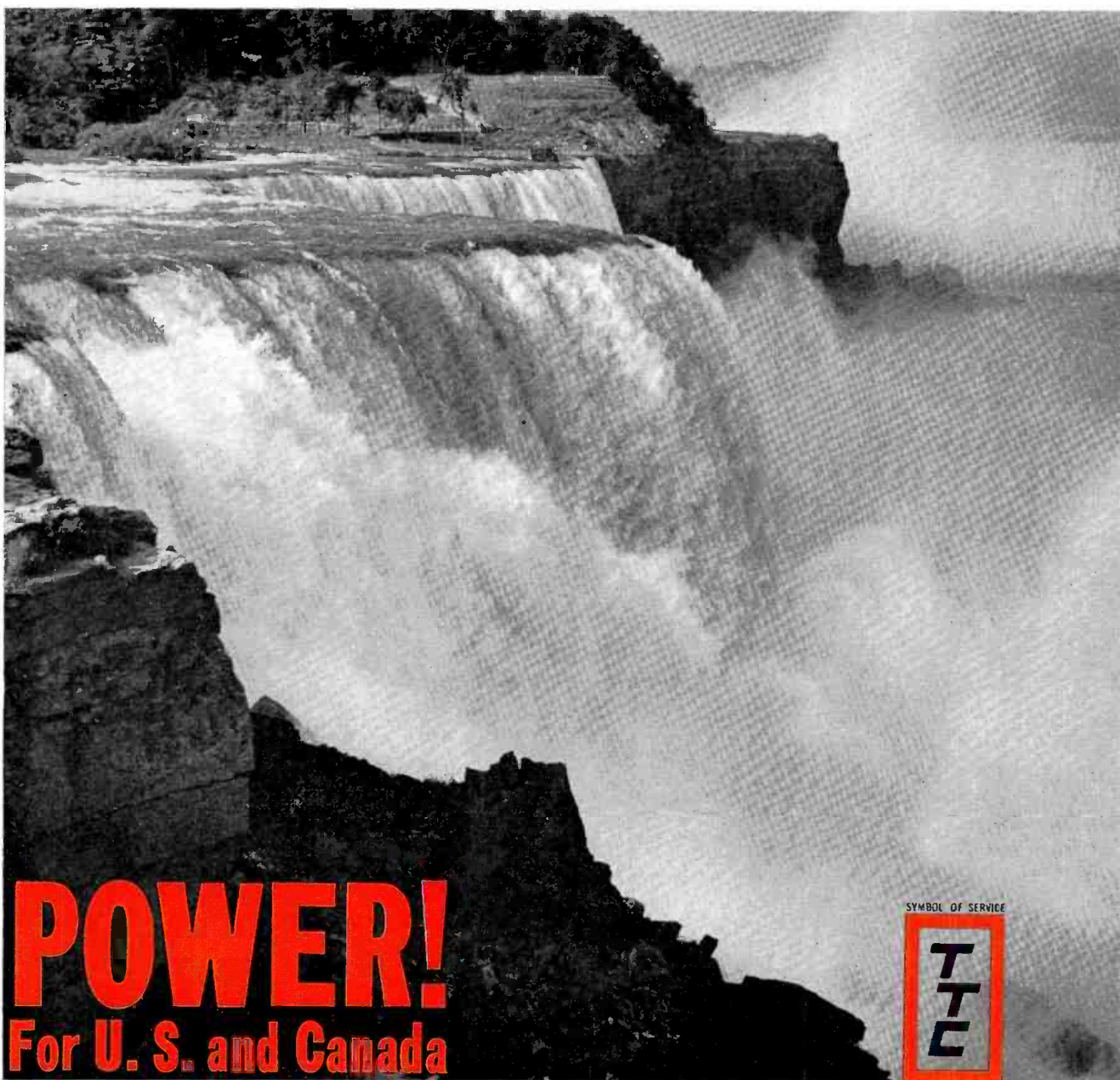
without breaking the man." American Airlines' billboard picture of the Statue of Liberty with the caption, "Don't keep a lady waiting," on radio became an assortment of voices, each expressing a personal opinion on New York, followed by the announcement that American Airlines can get you there at nearly the speed of sound.

For Levy's bread the bold billboard words translate into a childish lisp on radio, equally impressive. This simplicity of the print ads for the Volkswagen becomes, on radio, the voice of an eight-year old girl, unhappy over the "awful looking car" daddy just bought. "I guess daddy doesn't care what people think of us. Why we don't even use the expensive gas any more."

The broadcast media, especially radio, suffer in comparison to print advertising in the amount of publicity they get, Mr. Factor observed. Radio ads can't be torn out and saved; they can't be reproduced in advertising trade papers; they can't be pinned to a bulletin board for comparison with the ads of the competition. That is probably why DDB is generally thought of as a print agency, he said.



Mr. Factor



POWER!
For U. S. and Canada

SYMBOL OF SERVICE



WGR-TV

reaches more homes than the 7th U. S. Market

WGR-TV's Power reaches a combined total of 1,603,500 TV Homes.

- 1** WGR-TV's Powerful Signal reaches 747,500* television homes in a U.S. market where the buying income is over five and a half billion dollars.
- 2** WGR-TV's Powerful Signal reaches 856,000† television homes in a Canadian market, including Toronto, where the buying income is nearly six billion dollars.

The combined population and purchasing power is more than the seventh largest market in the U.S. You cannot afford to overlook these two great markets and the one station that reaches them both best. WGR-TV.

*American Research Bureau, November 1962. †Canadian Broadcast Bureau of Management, 1962.

WGR-TV • CHANNEL 2 • NBC • BUFFALO-NIAGARA FALLS, NEW YORK • A TRANSCONTINENT STATION

TRANSCONTINENT TELEVISION CORPORATION • 380 MADISON AVENUE, NEW YORK 17, N. Y.

BROADCASTING, November 26, 1962

TELEVISION

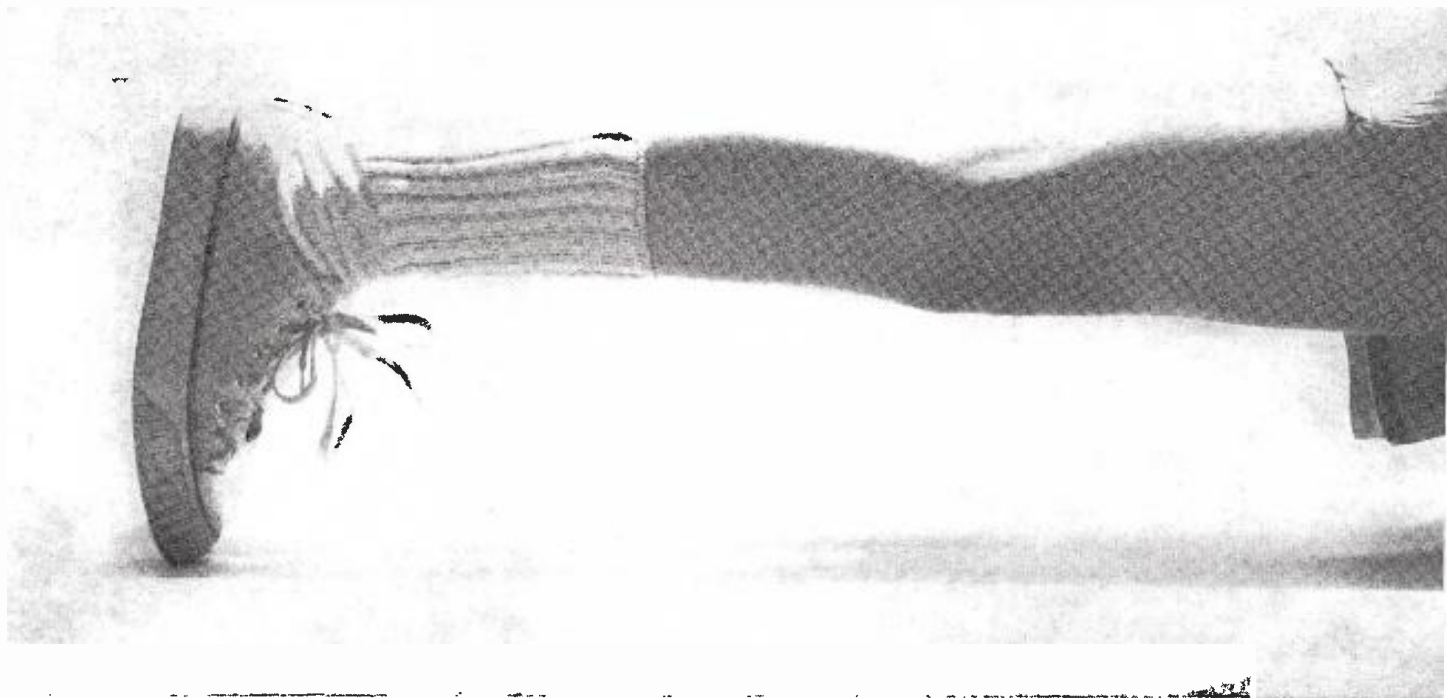
- WGR-TV Buffalo-Niagara Falls
- WDAF-TV Kansas City
- KFMB-TV San Diego
- KERO-TV Bakersfield
- WNEP-TV Scranton-Wilkes Barre

RADIO

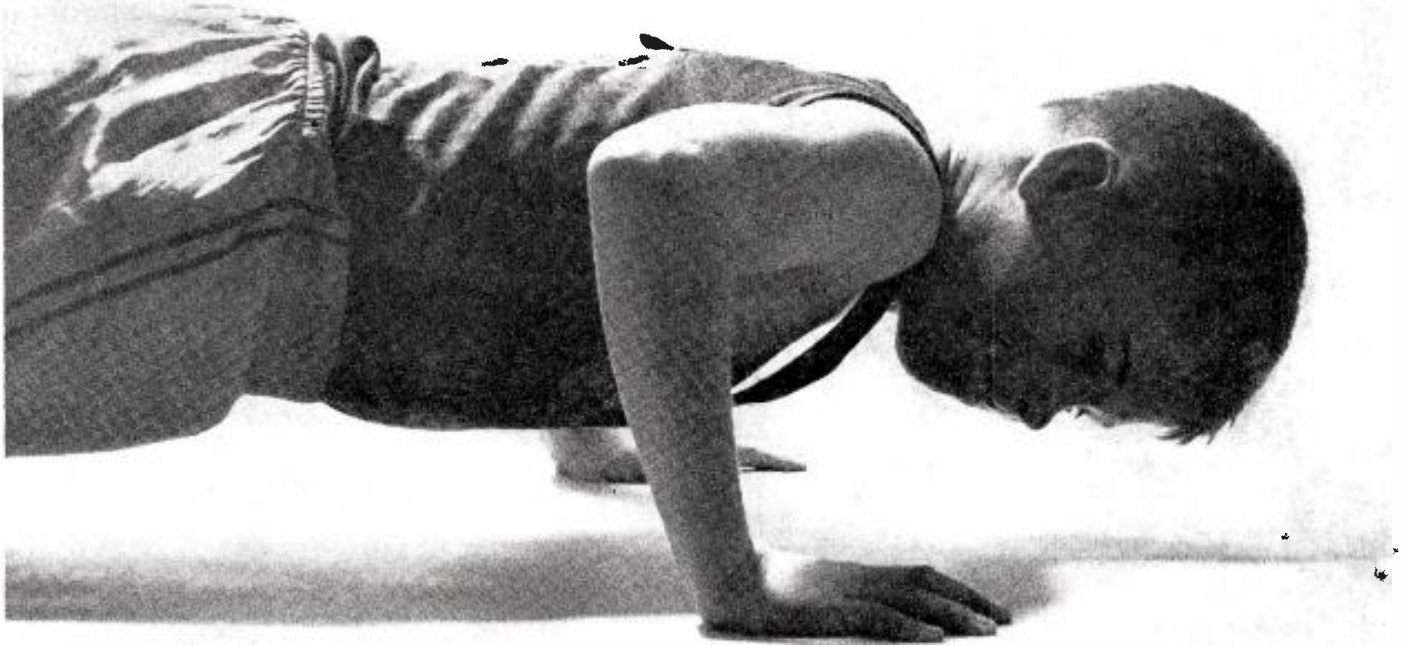
- KFMB and KFMB-FM San Diego
- WDAF and WDAF-FM Kansas City
- WDOK-AM and WDOK-FM Cleveland
- WGR and WGR-FM Buffalo

Represented by





One more for the President...



This San Francisco schoolboy isn't going to be a "Soft American."

When President Kennedy charged that too many young Americans were neglecting their bodies, most of the country took his words to heart. How could his call to action best be answered?

It was answered by San Francisco's KGO-TV—one of the five ABC Owned Television Stations—in the community spirit that all these stations are continually displaying.

Conceived by KGO-TV, the "Formula for Fitness" program is doing much to raise the standards of physical education in Southern California.

This program was launched last March with an hour-long documentary discussion of the falling off in the physical condition of our people.

It continued, next day, with the first of a long series of physical training demonstration programs, scripted and produced by 38 school districts in the San Francisco Bay area. Each demonstration lasts 10 minutes.

Fifty are now being rerun.

This particular public service project is just one example of the way each ABC Owned Television Station is assuming vigorous leadership in community affairs.

Undertaken in the same spirit, for instance—and presented with equal excitement—is WXYZ-TV's "Junior Sports Club" program in Detroit. This Saturday afternoon feature won the 1961 National Recreation Association Award for outstanding TV reporting in the field of physical recreation.

Or witness WABC-TV's "High School Sports"—only TV coverage of these sports in the New York area. And KABC-TV's "Matter of Life" in Los Angeles, a program on heart research. And WBKB's anti-influenza drive in Chicago—a reminder to viewers to get their "shots" before the winter's predicted epidemic.

Today, all ABC Owned Television Stations are community-slanted. And staffed with enthusiastic, imaginative people.

All five are very much alive.



Candy—with the speed of a telegram

"New! From Western Union comes CandyGram, the gift you wire—with your own telegram on the cover of a box of delicious kitchen-fresh chocolates."

Behind the announcer's voice a whirling animated CandyGram zooms out of its spin to stop as the sleeve slips off the box to reveal the telegram cover, which slides up off screen to disclose a full-screen

glamour shot of the box full of candy. That's the opening of the new tv commercial for CandyGram that started the company's pre-holiday campaign in mid-November in 28 cities. Agency is Cole Fischer Rogow, Beverly Hills, Calif.

The CandyGram is seen traveling over cities (see picture), countryside and the suburbs, as the voice informs the audience that "Candy-

Gram travels with the speed of a telegram and is delivered—free—everywhere in the USA, everyday.

"It's the gift you wire for all special occasions," the voice continues to an illustration of waving hands of people on shipboard, "for happy times and bon voyage. The gift you wire [as the screen reveals the clasped hands of a bride and groom] for happy anniversaries and weddings too. For special events and happy, happy birthdays" (with a festive party sketch that includes popping balloons).

The party action increases on screen as a trio sings a jingle. As the music fades, the announcer states: "Call Western Union—anytime—to send a CandyGram."

The tv spot has three endings. For general use there's a little man, worriedly walking in circles until the idea strikes him that CandyGram is the solution to his special gift problems. For Thanksgiving the little man is a little Pilgrim father and for Christmas a little Santa Claus, but in each instance CandyGram proves the perfect gift.

Candygram will spend between \$300,000 and \$400,000 during the next year, 85% of it for tv. The company will be concentrated before Christmas, Valentine's Day, Easter and Mother's Day. Mother's Day will get the heaviest promotion, about half of the total budget, the remainder being distributed among the other holidays.

tracting audiences.

The report noted that 57 of last season's 100 programs returned this season, and that of the programs on for more than one year, 68% were back this season. Of last season's new shows, 38% returned.

The Nielsen report confirmed previous news reports showing more drama, situation comedy, adventure and variety in new shows. Very little addition of western, quiz panel or music was reported among this season's new entries on the schedule.

A. C. Nielsen reported that network feature films have been successful in attracting audiences. The performance of the films was particularly strong in these areas: large metropolitan, the Northeast, the East-Central and Pacific and with the young and middle-aged and middle and upper income homes. Last season in the course of four weeks, two-third of the tv public viewed a network feature film.

Other points: fringe time of 5-7 p.m. and 11 p.m.-1 a.m. reaches 91% of all U. S. tv homes with the average viewing a total of 7 hours and 54 minutes per

week. Late fringe time is better for reaching men and about as good for reaching women; fringe time is more suitable to attract women with no children or older children—women with young children view less during the early and late evening hours.

Working women are substantial tv viewers even during daytime hours, it was noted.

Don't be bashful, agencyman tells reps

Station representatives should not be timid about presenting their sales story to the agency timebuyer or account executive, but they must be prepared to support it with facts, Jim Beach, vice president and broadcast supervisor, Foote, Cone & Belding, Chicago, said Monday in a talk before the Station Representatives Assn. there.

But the representative should not press an alternative buy if it is clear that it will not fill the need, he said. Mr. Beach thinks representatives often allow the timebuyer to sell them instead of effectively making their own presentation. He indicated this happens be-

cause the representative is abashed. When the agency executive also is a specialist in the broadcast media.

"If . . . you do not get a proper audience when . . . you have a real story to tell, which will produce the results sought," Mr. Beach said, "it is up to you to be dogged enough, tolerant enough, determined enough and tactful enough to get a proper audience." He said that in most cases where prospects are handled properly, budget, product and market information will be candidly treated to get the most value for the client and the representative will get full cooperation.

McCall urges women to enter advertising

"That special gift of the female sex—common sense" is one of five qualities young college women can bring to the advertising industry. David McCall, vice chairman of C. J. La Roche & Co., New York, stated that this quality gives young women the perception to "see that the emperor has no clothes on . . . and to say so."

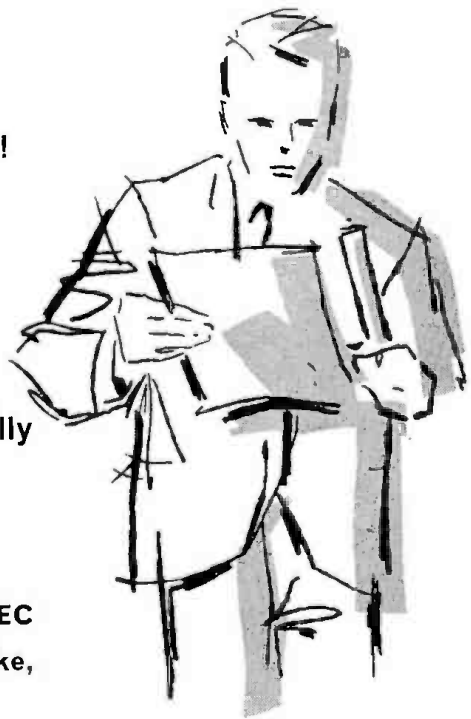
Speaking before a group of 275 col-

No Sooner DONE Than HEARD On WHEC RADIO, Rochester, N.Y.!



- COMPLETE CBS News Facilities!
- A Full-Time SIX-MAN NEWS STAFF!
- Fully-Equipped NEWSMOBILE!
- SIX 15-Minute Newscasts Per DAY!
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These Are SOME Of The Reasons Why WHEC RADIO Is One Of The Nation's Most Wide-Awake, Reliable And Respected Radio Stations!



WHEC

CBS RADIO IN ROCHESTER, N. Y.



Representatives, Inc.

Gross billings at tv networks

	SEPTEMBER			JANUARY-SEPTEMBER		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	\$15,258,660	\$16,601,454	+ 9.0	\$138,676,320	\$149,075,654	+ 7.5
CBS-TV	21,459,225	25,859,009	+21.0	191,864,347	226,065,157	+17.8
NBC-TV	18,737,541	21,405,915	+14.0	182,982,995	204,994,280	+12.0
Total	\$55,455,426	\$63,866,378	+15.2	\$513,523,662	\$580,135,091	+13.0

MONTH BY MONTH 1962

	ABC	CBS	NBC	Total
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106
May	17,227,296	25,380,092	23,494,373	66,101,761
June	16,031,277	25,081,505	22,609,590	63,722,372
July*	15,708,722	25,793,374	22,788,918	64,291,014
August*	16,075,143	24,969,181	23,160,760	64,205,084
September	16,601,454	25,859,009	21,405,915	63,866,378

*July and August 1962 figures revised as of November 9, 1962

NETWORK TELEVISION GROSS TIME BILLINGS

	September			January-September		
	1961	1962	% Change	1961	1962	% Change
Daytime	\$16,263,046	\$20,107,970	+23.6	\$151,289,195	\$179,687,703	+18.8
Mon.-Fri.	12,709,488	15,007,275	+18.1	125,261,398	147,395,579	+17.7
Sat.-Sun.	3,553,558	5,100,695	+43.5	26,027,797	32,292,124	+24.1
Nighttime	39,192,380	43,758,408	+11.7	362,234,467	400,447,388	+10.5
Total	\$55,455,426	\$63,866,378	+15.2	\$513,523,662	\$580,135,091	+13.0

Source: TvB/LNA-BAR

lege women and faculty members Nov. 17 in New York, Mr. McCall said the other qualities she can contribute to a successful advertising career are brains, integrity, idealism and energy.

Mr. McCall was the luncheon speaker at the annual Career Conference sponsored by the Advertising Women of New York Foundation Inc. The conference, whose attendance represented 58 colleges on the eastern seaboard, is designed to interest college women in advertising and to provide students and college placement directors with information on job opportunities in the industry.

Advertiser responsible for ads, says Allport

The responsibility for advertising belongs to the advertiser and nobody else, according to Peter W. Allport, president of the Assn. of National Advertisers.

Addressing the annual convention of the American Bottlers of Carbonated Beverages, held in Atlantic City, Mr. Allport said media, agencies and government have their own responsibilities that may dovetail with the advertiser's. But, he asserted:

"The responsibility for what is said in advertising, for its tastefulness, for its appropriateness to its audience, for its truthfulness, for assurance that the consumer is treated not as a moron, but as your wife, belongs to the adver-

tiser alone."

Mr. Allport cited ANA's "Legal Rules of the Road," the American Assn. of Advertising Agencies' creative code and the Advertising Federation of America's "Advertising Truth Book" as valuable aids in the preparation of tasteful and truthful advertising.

ARB releases report on local tv audiences

The American Research Bureau, Beltsville, Md., announced last week that it has released its new local market tv audience reports. The reports, based on quarter-hour time periods except during prime time, when half-hour periods are used, include a spot-buying guide which estimates the number of viewers during station breaks.

The rating service's new charts break down audience counts into six categories, total men, men 18-39 years of age, total women, women 18-39, teenagers and children; the ARB previously reported only three categories, men, women and children.

Interpublic starts world-wide pr outfit

The establishment by Interpublic Inc. of Infoplan, an international public relations organization with offices in the U. S., Canada, the United Kingdom, West Germany, France, Italy, Brazil,

Mexico and Japan was announced last week by Marion Harper Jr., president and board chairman of Interpublic.

Mr. Harper said this represents the formation of the "first wholly owned world-wide public relations service." He announced the appointment of Sydney Morrell, executive vice president of Interpublic's Communications Affiliates Inc., as board chairman of Infoplan, and Robert I. Elliott, Interpublic general corporate executive, as president. J. L. Deane, a general corporate executive of Interpublic and Richard Azzling, senior vice president of Communications Affiliates, were named executive vice presidents of Infoplan.

Business briefly ...

Minute Maid Corp., Orlando, Fla., through Dancer-Fitzgerald-Sample, has purchased sponsorship of NBC-TV's presentation of *Tournament of Roses Parade*, Jan. 14 (11:30 a.m.-1:45 p.m. NYT). The parade will be sponsored by Quaker Oats Co., Chicago, through Lynn Baker Adv., on CBS-TV.

Savings & Loan Foundation, through McCann-Erickson, New York, has bought "Gary Cooper—Tall American," an NBC-TV *Project 20* program scheduled for Tue., March 26 (7:30-8:30 p.m. EST).

Ford Div., Schlitz Brewing, Carter Products, Bristol-Myers, and P. Lorillard, are the sponsors of *Sunday Sports Spectacular*, weekly 90-minute series on CBS-TV, which begins Sun., Jan. 13 (2:30-4 p.m. EST). Agencies: J. Walter Thompson (Ford); Leo Burnett Co. (Schlitz); Sullivan, Stauffer, Colwell & Bayles (Carter); Doherty, Clifford, Steers & Shenfield (Bristol-Myers), and Grey Adv. (P. Lorillard).

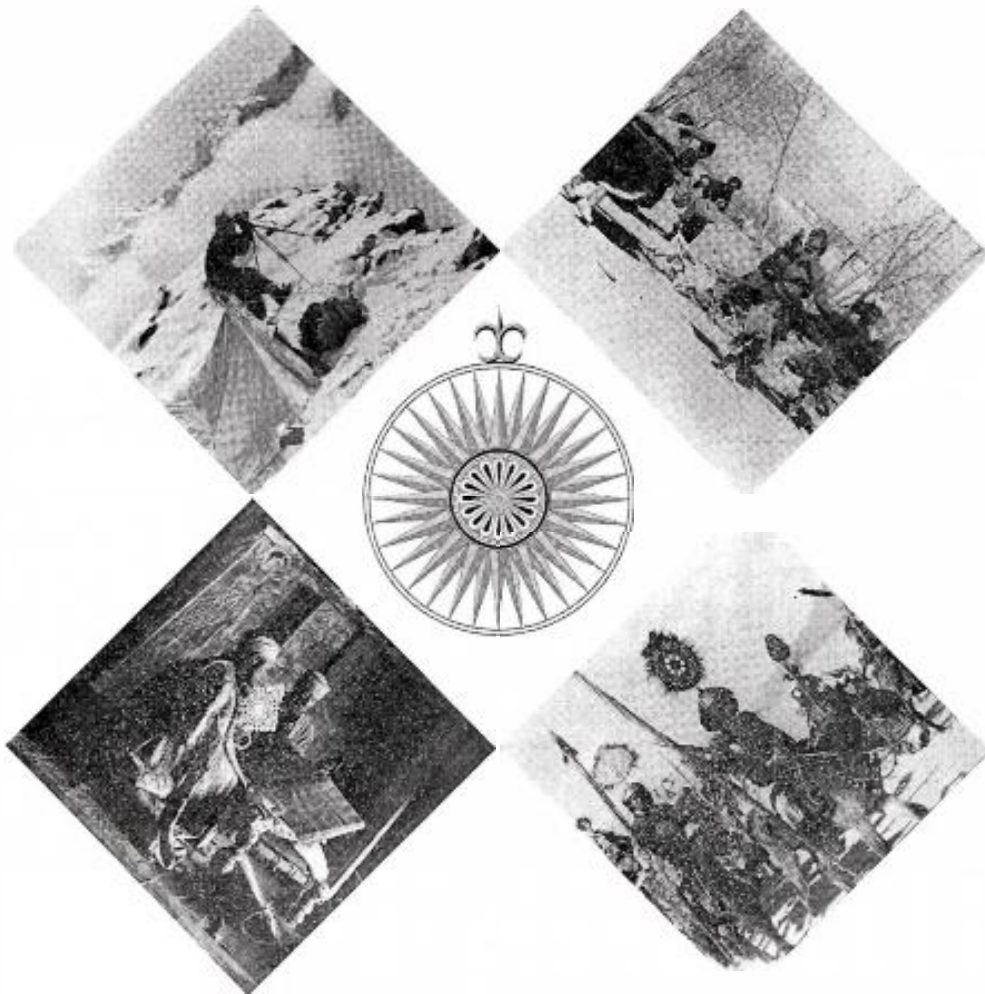
Rep appointments...

■ WAEZ (FM) Miami Beach, Fla.: Herbert E. Groskin & Co., New York, as national representative.

■ Spanish International Network [KMEX (TV) Los Angeles, KWEK (TV) San Antonio, Tex.; and five Mexican border stations: XEFE-TV Nueva Laredo-Laredo; XEJ-TV Ciudad Juarez-El Paso; XHFA-TV Nogales (Sonora and Arizona); XHBC-TV Mexicali-Imperial Valley, Calif., XEWT-TV Tijuana-San Diego]: Gates/Hall as west coast representative.

■ WSET Glens Falls, N. Y.; KWRE Warrenton, Mo., and WNAK Wilkes-Barre, Pa.: Prestige Representation Organization, New York, as national representative.

■ WERE Cleveland: H-R Representatives Inc., New York, as national sales representative.



From the four quarters of the world
BBC tv brings you
 "ADVENTURE"

The romance and mystery of the Earth's remote regions brilliantly presented in a series of 30-minute programmes of travel and exploration.

From Lhasa to the headwaters of the Amazon . . . from Dawson City to the headhunters of Borneo . . . by balloon from Zanzibar to the mainland of Africa, BBC tv reveals the wonder and excitement of the world's forgotten regions in "Adventure". Prepared by the BBC Travel and Exploration Unit, each programme employs unique and often historic material never seen before, gathered from both BBC-supported expeditions and independent travellers. Edited and presented by David Attenborough and Brian Branston, "Adventure" is a brilliant and fascinating series with an irresistible appeal to every type of viewer.

"Adventure" and the Press.

"Every week, when I watch the BBC's 'Adventure' series, I think they can't possibly do it again. Every week I'm forced to admit they have!" "... a dramatic experience with moments of great beauty." "... 'Adventure' on BBC tv will always score." "... I could have done with an hour of it."



THE BRITISH BROADCASTING CORPORATION
 TELEVISION CENTRE, LONDON, W.12
 • 630 FIFTH AVENUE, NEW YORK 20, N.Y.
 NATIONAL BUILDING, 250 PITT STREET,
 SYDNEY • VICTORIA BUILDING, 140
 WELLINGTON STREET, OTTAWA 4

Roslow predicts changes in ratings systems

SEES EMPHASIS SHIFT FROM HOMES TO INDIVIDUALS

The late 60's and 70's will see "a lot less irresponsible nit-pickings at ratings and a lot greater appreciation of their true role and limitations," Dr. Sydney Roslow, director, The Pulse Inc., told the Hollywood Ad Club in a speech last Monday (Nov. 19).

He and his research colleagues, Dr. Roslow stated, "have been quite upset"—by those who try to blame the ratings for the "frustrations" they feel "as if not having ratings would really enable advertisers to buy better programs and really enable sellers to program better. It's a tribute to the common sense of people in and out of the industry that they did not permit ratings to be stampeded into regimentation, or out of existence, to satisfy people angry about something else."

Looking ahead 10 or 15 years, Dr. Roslow expressed the belief that "the whole structure of the rating report will change; broader time periods will be rated, maybe three-hour segments" with three-hour audience composition blocks and cumulative audience reports.

"The emphasis will be on persons rather than homes," he predicted, noting that the transistor radio has already done much to make radio listening an individual activity. "The same transition will take place in television with the advent of the truly small portable tv set," he went on. "Persons will constitute the target for the advertiser. He will be pinpointing his advertising messages rather than employing the buckshot approach on rooftops."

Fm Study ■ In fm, ratings for 15-minute and half-hour periods aren't the answer, the Pulse principal declared. Ratings by "broader periods, plus cumulative data, shown by three- or six-hour blocks, daily and weekly, may be the answer." He reported that such a survey has already been produced for six non-duplicating fm stations in Los Angeles and predicted that more research will be done in the future on a



Dr. Roslow

There'll be changes made

cooperative basis.

Qualitative information is going to become increasingly important to broadcasters, advertisers and agencies in the years ahead, Dr. Roslow stated. As a major step, he cited the just-published *Dimension '62*—"a qualitative breakdown of the entire radio audience: by income, education, age, sex, number of children, employment status of housewife, amount of listening, place of listening and kind of radio listened to . . ." He acknowledged his debt to four station representatives—AM Radio Sales, H-R, The Katz Agency and Radio-Tv Reps, who joined Pulse in "underwriting this study as a service to the entire radio-television and advertising industry."

This study shows that three out of four people over 12 years of age listen to the radio on an average weekday, he said, with an average daily listening of 6.4 hours per household, 21% of it

out-of home with a third of the out-of-home listening done in autos. Inside the home, only half the total listening is to fixed radio sets. The data show that families doing the most listening, more than 11 hours a day, include a 25% larger than normal share of high income families (\$7,500 and up) and a 44% above normal number of large families (five or more members). Conversely, the lightest listening homes (1.3 hours a day) are 40% below normal in the big family category and only 9% above normal in the high income group.

Dr. Roslow concluded by noting that "there will be a lot less mis-use and abuse of research as more of us discover that research is not the action. It is not the judgment. It is only an aid to judgment . . . It is a tool to complement all the other tools management needs for its cerebral decisions."

ARF's ratings guide becomes 'best seller'

A booklet that discusses broadcast ratings for the executive who isn't research-oriented, released this fall by the Advertising Research Foundation, is a "best seller."

It is called "The Intelligent Man's Guide to Broadcast Ratings" by Martin Mayer (the author of *Madison Avenue, U.S.A.* and other books and magazine articles). ARF commissioned the report to explain the highly technical field of broadcast research—of which audience measurement, or ratings, is a key indicator—to the layman.

Mr. Mayer based his booklet on the so-called "Madow Report"—an evaluation of broadcast ratings methods submitted to the House Interstate & Foreign Commerce Committee a couple of years ago.

ARF said many readers of the report had "expressed the need for a condensed and simplified version" and that in May 1961 ARF's board of directors commissioned the summary. ABC, CBS and NBC underwrote publication and it was approved by both the ARF board and its technical committee "consultation section."

Second Printing ■ The first printing in September 1962 totaled between 1,400 and 1,500 copies but the demand was so immediate for bulk orders that ARF this month issued a second printing, bringing the total number of booklets to some 3,500.

The Television Information Office has circulated 500 or more booklets to TIO's "sponsors," suggesting broadcasters might find the booklet helpful to those in direct contact with the public. ARF spokesmen said the booklet is the most popular such printing of recent years.

Salada happy with year-long radio honeymoon

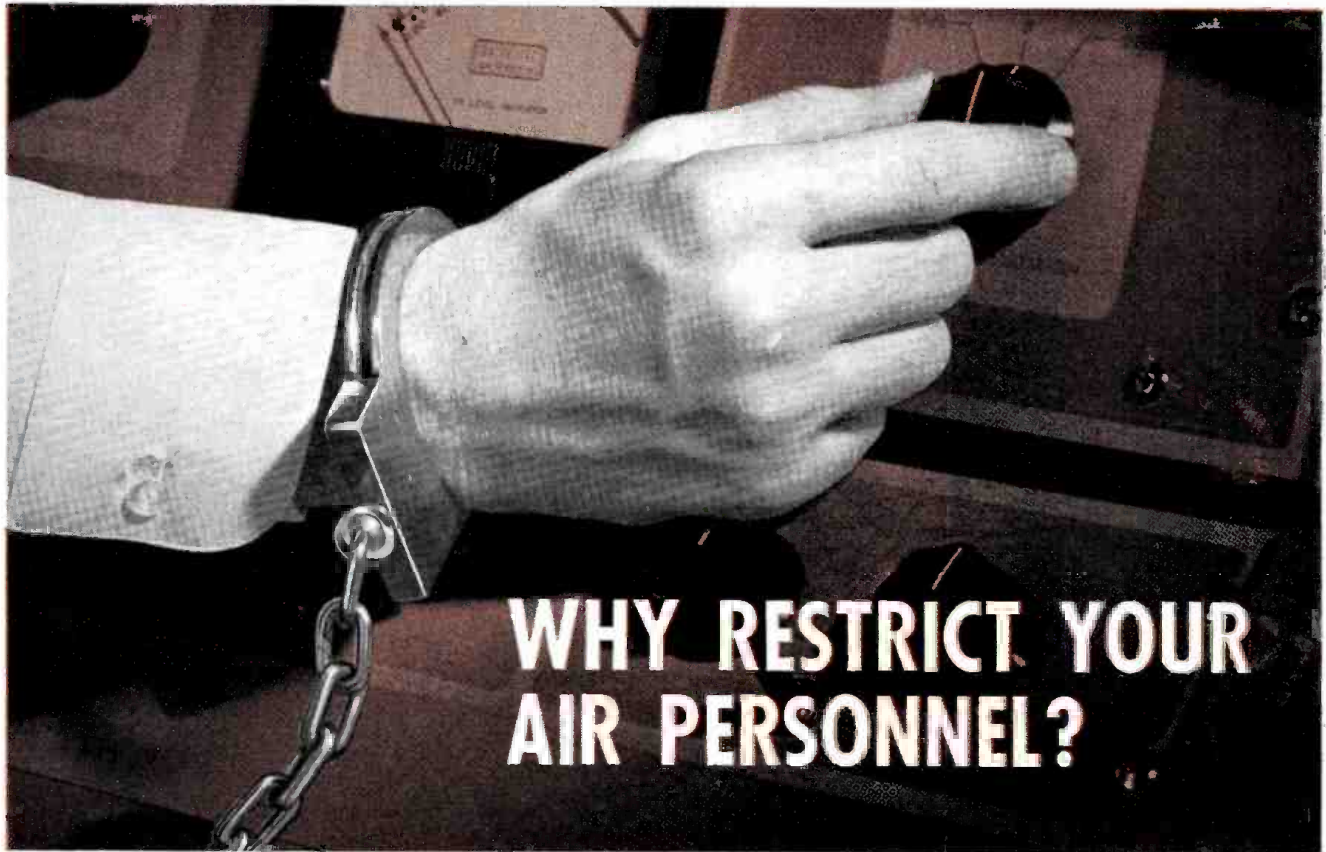
Spot radio is holding its own for one of its happiest customers. Salada Tea, which withdrew all its newspaper advertising and put its entire budget of \$1.5 million in the medium a year ago, (BROADCASTING, Nov. 20, 1961), still uses radio almost exclusively and has increased its markets, stations and frequency.

Salada entered radio in about 20 markets in 1961, and since increased that number to about 26. Its adver-

tising is concentrated on 45-50 stations in the Northeast, with 24 to 150 spots per week per station, according to the market's size.

John W. Colpitts, advertising manager of the Salada-Junket Div. of the Salada Foods Co., indicated the firm was very satisfied with the results of the radio drive, and expected to continue the campaign indefinitely.

Salada's agency is Hoag & Provan Inc., Boston.



WHY RESTRICT YOUR AIR PERSONNEL?

ATC Automatic Programming Components free your announcers from time-consuming control operations

Think of the waste in valuable time and talent when an announcer is restricted to simple control room operation. Wouldn't it be far more efficient and profitable if you could free him for more productive functions . . . in news, continuity, sales, engineering, special events, or more creative and saleable programming? You can accomplish this by the use of ATC equipment which can be adapted to whatever degree of automatic programming you need to achieve your purpose. ATC equipment can easily pay its own way by freeing this valuable air personnel from mechanical chores to full productive pursuits.

FREE BOOKLET EXPLAINS HOW ATC AUTOMATIC PROGRAMMING CAN WORK FOR YOU

This 38-page illustrated booklet explains the automatic programming concept, how it can benefit your operation, and illustrates how ATC equipment can be adapted as an efficient programming system tailor-made to your individual station. Write, wire or phone now for **FREE BOOKLET** plus complete literature on the full line of ATC equipment.



Made by broadcasters for broadcasters

AUTOMATIC TAPE CONTROL, INC.
209 E. Washington St. • Bloomington, Illinois

Overseas Sales (Except Canada) CBS International, 46 E. 52nd St., New York, 22, N. Y. Marketed in Canada by Canadian General Electric, Toronto 4, Ontario.

ATC Automatic Tape Control, Inc.
209 E. Washington St. • Bloomington, Illinois

Rush **FREE BOOKLET** on automatic programming and literature on ATC equipment.

NAME _____ TITLE _____

STATION _____

ADDRESS _____

CITY _____ STATE _____

BBDO'S ON-AIR TESTS

Agency comes up with new data on effectiveness of tv commercials at Erie, Pa., laboratory

BBDO has advanced its on-the-air laboratory testing of tv commercials a few notches since public disclosure of the experiment last spring (BROADCASTING, April 2).

The BBDO project, which uses a commercial station and a syndicated program sponsorship, is known as *Channel One*.

Basically, the laboratory tests commercial effectiveness as well as copy themes, visuals and the like with actual on-the-air tryouts. Film, slides, live action and tape are among the techniques involved.

Initially the experiment was on WKTV (TV) Utica, starting in mid-June of 1961. At first it used an anthology and then in mid-September purchased *The Beachcomber*, syndicated half-hour action-adventure series which is distributed by Independent Television Corp.

Now in Erie ■ But since last September, or one year after initiating this particular program series, BBDO moved its on-the-air laboratory out of Utica and into Erie, Pa., where it is sponsoring another half-hour syndicated show, the off-network *Hennesey* distributed by NBC Films.

BBDO has the usual three commercial minutes within the half hour at its disposal. The typical procedure is for

the agency to run three commercials. Then a telephone squad interviews respondents in the area immediately after the close of the show and up to 10:30 that night. The *Hennesey* series on the Erie station (ch. 13) has the same time period, 7:30-8 p.m., but on a different day of the week, now Thursday, compared to Tuesday in Utica.

A detailed description of the techniques, methodology and conclusions was presented last April 2 in BROADCASTING.

A further check was made last week in an interview with Dr. Clark Wilson, BBDO's director of research.

New Results ■ BBDO researchers at Erie have extended tests which initially indicated that a 30-second tv commercial has a performance value of "two-thirds the 60-second commercial." The further experimenting has underscored this conclusion.

They also have new evidence bearing out that two commercials placed back-to-back and advertising products which are related do not tend to reduce the effectiveness of either commercial.

But the agency has confirmed, through tests, an obvious rub-off expected in certain cases from one commercial onto another. This rub-off comes when one commercial is for a dominant brand name and the other is

adjacent in hopes of building new product identity through association.

BBDO also had found initially that regardless of the product relationship or positioning, the back-to-back airing of commercials again makes no difference in awareness or in effectiveness.

In this area, the agency technicians now find an indication that the lesser "known" commercial usually is in the second position, and that there's a carry-over in "familiarity."

Solo and Duo ■ BBDO's research team in Erie notes that it still appears, from its further testing, that a 30-second commercial run by itself maintains about the same response level as when run back-to-back with another of the same length.

It's also apparent that the agency is getting to a point where it can have measurements on awareness, consumer promise and brand preferences in its commercial tests.

According to Dr. Wilson, copy-theme testing has been continued with "great success," the agency finding it both a relatively inexpensive matter and worthwhile to the client.

There's an approximate \$750 charge to the client for each commercial run in *Channel One*. In the 1½-year project has been continued, "well over" 200 commercials (some repeats) have been tested.

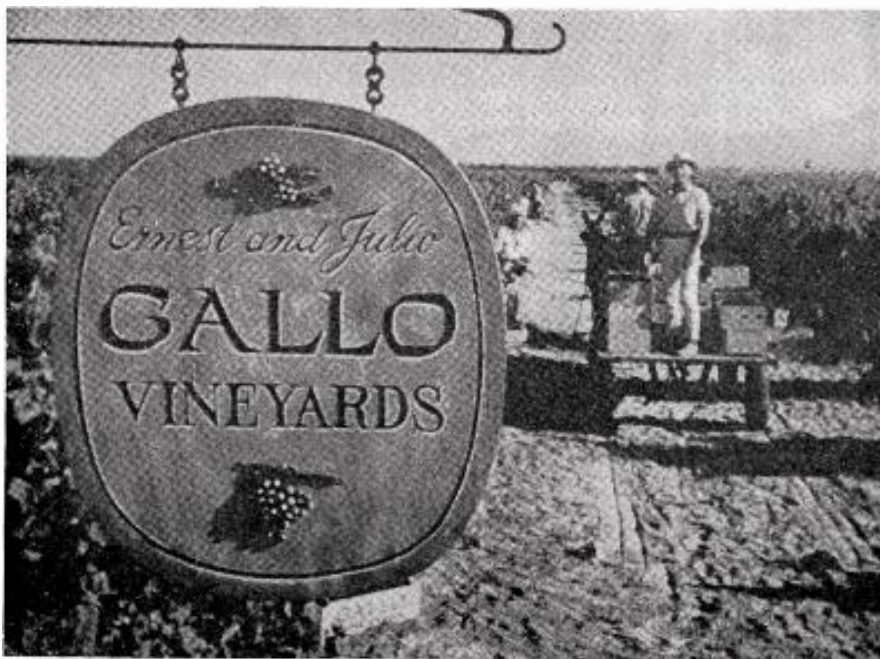
"Some Confidence" ■ The BBDO research department feels now that it is far enough along to "have confidence" in the testing methods used so that its creative people can have "some help."

Also of importance to BBDO: The agency now is beginning to see its way clear as to when possibly a commercial may be "growing thin." Researchers with the agency have been plotting a learning curve on this basis and may extend its probing by applying "literature from the 'learning' field." This could be a "fruitful tie-in," according to Dr. Wilson.

This possible "breakthrough," however, would come in a touchy area of commercial frequency; to wit, when does a commercial's ability to make the viewer aware of its copy and sales points wear thin?

The agency's researchers look forward to determining a set of rules, or guide-posts, for clients. For example, how long should he advertise? How many products can be put on a show? When does he need to change his copy? How long must the advertiser be on the show before he gets results?

BBDO people noted that a good many clients have taken advantage of *Channel One* and that enough data has been accumulated for the agency to circulate periodic reports soon on the research to agency executives and to clients.



This Gallo wine commercial that's known nationally to U. S. audiences is one of many first tested on BBDO's

on-the-air laboratory now located at WICU-TV Erie, Pa. Previously the lab site was at WKTV (TV) Utica, N. Y.



Ear to the ground . . . eye on the ball . . . nose to the grindstone . . . and shoulder to the wheel! An awkward position to maintain at any time, but WOC-TV's sales-coordinating staff does it every day. It's all part of WOC-TV's extra effort to assure the success of advertising schedules through consistent promotions, merchandising, information, and personal contacts.

WOC-TV is more than a member of the community . . . it's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household has an effective buying income of \$6,091* and part of what and why they spend is activated by what they see and hear on WOC-TV.

The image and impact created by WOC-TV is given impetus by an effective sales co-ordinating staff that establishes and maintains constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel... today!

*Sales Management's "Survey of Buying Power - 1962"



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES / DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

Omaha booked as FCC's second stop

SELECTED BECAUSE IT DIFFERS FROM CHICAGO IN PROGRAMMING NEEDS

A sharply-divided FCC voted 4-3 last week to take its local television programming road-show to Omaha, Neb., beginning Jan. 28, 1963.

The FCC majority consisting of Chairman Newton N. Minow and Commissioners Robert E. Lee, Robert T. Bartley and E. William Henry ordered the three Omaha stations to defend their local programming in a public hearing patterned after earlier sessions held in Chicago (BROADCASTING, April 2). Omaha was picked over Buffalo and Baltimore, two other cities considered (CLOSED CIRCUIT, Nov. 19), the commission said, because:

(1) It differs from Chicago in geographical location, population, number of stations and economic and social characteristics. Therefore, Omaha has local programming needs and interests which differ from those in Chicago.

(2) There are three vhf stations in Omaha, all network-affiliated with local, newspaper and multiple ownerships.

(3) All three stations are financially capable of drawing on agricultural, educational and cultural components to meet their local programming needs.

The commission named the following three issues for the Omaha hearing:

- Efforts made by Omaha tv stations to determine the needs and interests of the area for local, live television programming.

- Effectiveness with which the stations have met these needs and interests

for local, live programs.

- Extent of public demand and need for additional or different types of local, live tv programs than those now broadcast by the three Omaha stations.

Dissenting to the FCC hearing order were Commissioners Rosel H. Hyde, Frederick W. Ford and T. A. M. Craven. The pivotal vote was cast by the newest commissioner—Mr. Henry. His predecessor, John S. Cross, had voted for the Chicago hearing but stated publicly that he would not favor a repeat performance (BROADCASTING, Oct. 1).

Henry to Sit ■ Commissioner Henry, also at 33 the youngest of the FCC members, will preside at the Omaha hearing. He joined the FCC just seven weeks ago without prior broadcast experience.

Strongest advocate for a Chicago repeat (although the Omaha hearing issues are shorter and simpler than those for Chicago) was Commissioner Lee, who conducted the hearing last spring. The earlier inquiry served "good and useful purpose," the FCC majority said, and "in the opinion of the presiding commissioner, the inquiry proved to be of mutual benefit to the public, broadcasters and to the commission."

By holding such hearings, the FCC said, it will gain a greater insight into the public interest problems associated with the kind of market under scrutiny.

Churches, civic organizations, educational institutions have been invited to

testify in Omaha. They must so inform the FCC of their intentions to appear by Dec. 19.

Sanction? ■ In dissenting, Commissioner Hyde said that such a hearing operates as a "sanction" against the stations involved. "Such inquiries or hearings are obviously intended to have an impact on programming; otherwise, there would be no interest in undertaking them," he said. Such "intrusions," he said, are not in the public interest and are not provided for by the Communications Act.

"I know of no reason why Omahans should require the assistance of the FCC in seeing that what they look at and hear is what they need," Commissioner Hyde said.

NAB President LeRoy Collins, who condemned the Chicago hearing as "unfair and unwarranted," said the association will offer assistance to the Omaha broadcasters. He charged last spring that such hearings are not well-advised, serve no useful purpose and should by no means be repeated (BROADCASTING, April 9).

Gov. Collins said Wednesday that statement still stands but that he did not know what steps the NAB would take in protest to the Omaha hearing. He raised the possibility that the NAB might ask to be made a party to the proceeding if the Omaha stations do not object.

The Omaha stations and their owner-



A majority of one decided that the FCC should journey to Omaha, Neb., early next year to investigate publicly the local programming efforts of the three tv stations there. Although he voted first, the voice of Commissioner E. William Henry (r) was the deciding factor as the newest

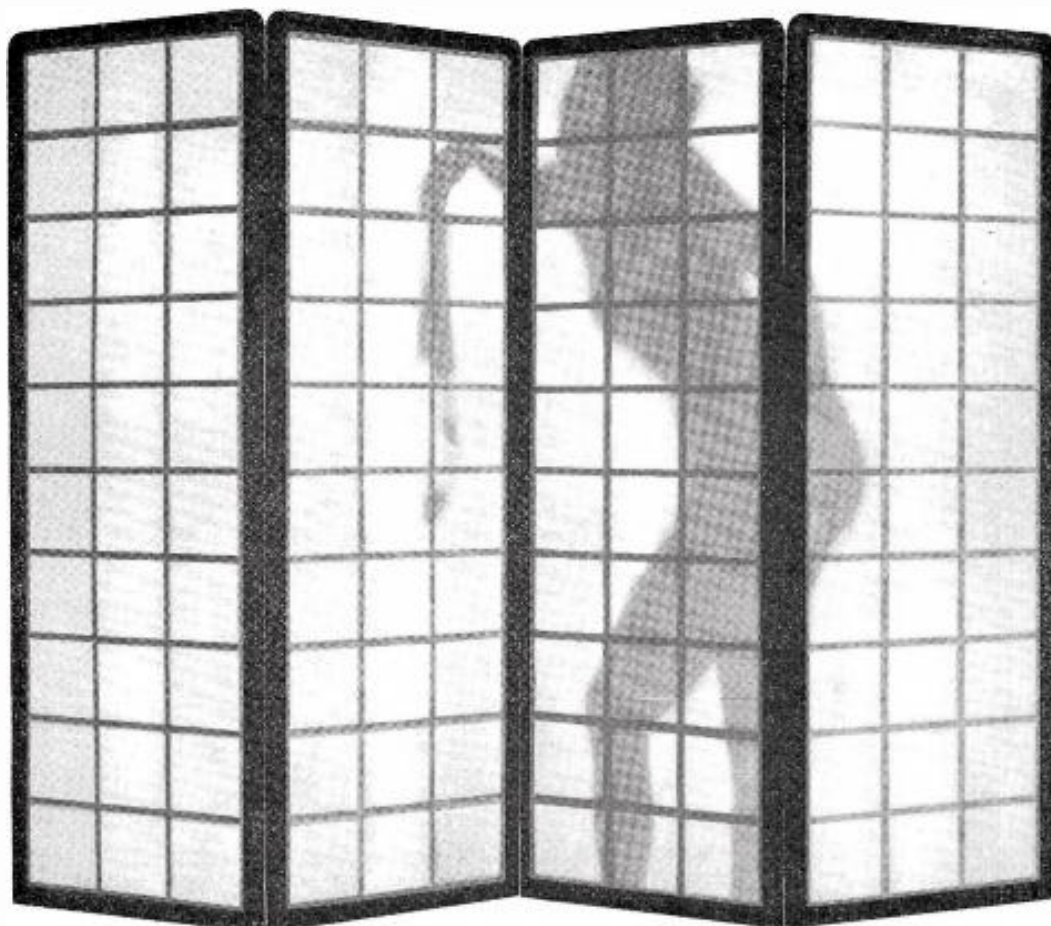
commissioner voted with the majority. Other members (l to r) and their votes: Frederick W. Ford (no), Robert E. Lee (yes), Rosel H. Hyde (no, with a dissenting statement), Chairman Newton N. Minow (yes), Robert T. Bartley (yes) and T. A. M. Craven (no).

Abbe Lane
Lilo
Rona Jaffe
Patrice Munsel

Gloria De Haven
"Suzy"
Betty Comden
Liz Ashley

Anne Zane Shanks
Vera Bacall
Jacqueline Bertrand
Eleanore Harris

Jane Trahey
Susan Strasberg
Gretchen Wyler
Eva Gabor



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"GIRL TALK"

This new, sensational daytime strip half-hour already SOLD in New York, Los Angeles, Chicago, Detroit, San Francisco—65 Half-Hours NOW available—on tape or film—for Local sale

More spice than sugar—that's what little girls are made of. Whether the subject is marriage, morals, momism—or men, each day's famous guests really let their hair down! It's tailor-made to get the women in your market spinning their dials your way.

Don't let your ABC Films' sales rep out the door until he shows you his screening print of Virginia Graham playing hostess to the world's brainiest and brilliantly witty women. Or, for an immediate look-see, get in touch right away with

ABC FILMS, INC., 1501 BROADWAY—NEW YORK 36, N. Y.—LA. 4-5050

President to newsmen: 'I have no apologies . . .'

Voluntary censorship rules laid down by the White House and Pentagon at the time of the Cuban blockade excitement a month ago were lifted Nov. 20, President Kennedy told a news conference that day. The 12-point security policy had been attacked as censorship almost from the day it was issued (BROADCASTING, Oct. 29 et seq.).

The President's remarks were followed the next day by the Dept. of Defense which announced it was studying its news policy in order to ease the flow of news to the public.

At the State Dept., which also tightened security measures to prevent employes from talking freely to newsmen, Robert J. Manning, assistant news director, said that the policy was under study and revisions would be made.

Free Flow ■ Queried by newsmen about restraints on news coverage during the crisis, the President promised a free flow of news. One reporter recalled that NAB President LeRoy Collins had charged Defense and State Dept. officials with censoring information.

President Kennedy conceded details of the discovery of missile bases in Cuba had been kept from the public during the period of policy formation and contacts with diplomatic sources. "I have no apologies for that," he said. "I don't think that there is any doubt it would have been a great mistake and possibly disaster if this news had been dribbled out when we were unsure of extent of the Soviet buildup in Cuba, and when we were unsure of our response, and when we had not consulted with any of our allies, who might themselves have been involved in great difficulties as a result of our action. . . ."



"Now, if the procedures which have been set up, which are really to protect the interest and security of the United States, are being used in a way inimical to the free flow of news, then we would change those procedures. . . ."

"I can assure you that our only interest has been first during this period of crisis and over a longer period to try to not have coming out of the Pentagon information which is highly sensitive, particularly in the intelligence areas, which I can assure you in my own not too distant experience has been extremely inimical to the interests of the United States. That is our only interest. . . ."

"I will say, as an example, that information has not necessarily been cut off, is the fact that Governor Stevenson sent a message on his conversation with U Thant, a report on U Thant's two-day visit to Cuba. It was finally distributed in the Depart-

ment of State at 8 a.m. By 10, before the Secretary of State had seen it, it was on a wire and one of the wire services had it completely, including some of the quotes from it, and it caused Governor Stevenson some pain. So I think that information has been flowing out, but if it isn't, we will get it out."

Reviewing Order ■ In a statement issued Nov. 21, the day after the President announced the lifting of the voluntary censorship rules, the Defense Dept. said that it was reviewing the classification of some of the subjects mentioned in the guidelines, and that "some of the information described in some of the 12 points may become unclassified."

The so-called 12-point guideline prohibited military personnel from discussing with newsmen such subjects as troop, plane and ship movements, weapons, enemy capabilities, and similar information.

"Under situations different from the Cuban crisis of recent weeks" a spokesman for the Defense establishment said, "some of the information may become unclassified. . . . We are seeking to determine whether changes in the situation warrant such action."

Rep. John E. Moss (D-Calif.), chairman of the House Government Information Subcommittee, was to discuss the administration's policy of managed news in San Francisco on Friday in a speech before the California Press Assn.

Rep. Moss, whose subcommittee staff has been investigating administration procedures for disseminating news, is said to be "deeply disturbed" by what the staff investigators have uncovered. The subcommittee is expected to hold hearings on the subject early in the next Congress.

ship are ch. 7 KETV (TV), ABC affiliate owned by the *Omaha World-Herald*; ch. 3 KMTV (TV), NBC affiliate licensed to the May Broadcasting Co., (which also owns KMA Shenandoah, Iowa, and just under 50% of KFAB Omaha), and ch. 6 WOW-TV, CBS affiliate owned by the Meredith Publishing Co. Meredith publishes several periodicals and also owns WOW-AM-FM Omaha, WHEN-AM-TV Syracuse; KCMO-AM-FM-TV Kansas City, and KPHO-AM-TV Phoenix.

KETV and the *World-Herald* are being sold to Peter Kiewit Sons Co., an Omaha-based construction firm, for \$41.4 million (BROADCASTING, Nov. 5).

FCC okays questionnaire on political programs

Final approval was given by the FCC last week to a questionnaire on 1962 political broadcasting to be sent to all licensees (BROADCASTING, Nov. 19, 12). The questions cover both the Nov. 6 general elections and the various state primaries.

Before it can go into the mails, the questionnaire must also be approved by the Budget Bureau—considered only a formality. Sen. John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, had asked the FCC

to supply his committee information on broadcasting coverage of the 1962 campaigns.

The Senator plans hearings next year on Sec. 315 of the Communications Act which states that stations must provide "equal time" to all political candidates, with certain exemptions for news programs adopted in 1959. Commissioner Frederick W. Ford has proposed repeal of the section. (BROADCASTING, Nov. 12). Under Commissioner Ford's proposal, the FCC would rely on a planned new section on fairness for the Communications Act. It would make sure that all candidates were treated fairly in future political campaigns.

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... **ABC-TV**

Our replacement program with EEV tubes in our five o-and-o stations has indicated low noise, greater freedom from secondary re-distribution and increased tube life.

Merle C. Worster, Director
Engineering Operations-TV

"Higher and more uniform
qualities"

... **WTVD**

We have been impressed with the consistently higher and more uniform qualities of the EEV tubes over previous types we used.

Roy Fullen, Chief Engineer

"Unequaled as a picture source"

... **VIDEOTAPE
CENTER**

Improved resolution, higher signal to noise ratio and a more faithful and extended grey scale reproduction have contributed to making the picture quality from all of the seven Videotape Center 4 1/2" EEV type 7389 equipped cameras unequalled as a picture source for quality video recording.

Dan Collins, Chief Engineer

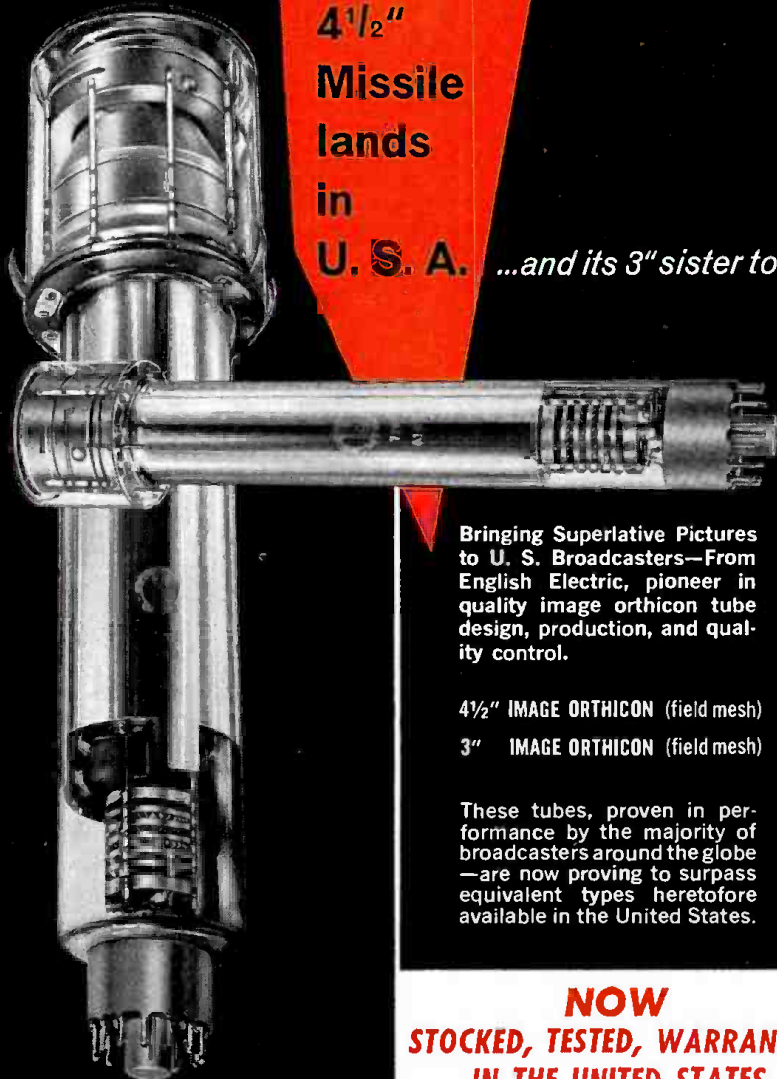
"Rapid delivery"

... **WNEW-TV**

I must compliment you on the rapid shipping and Warranty Service you are providing on the EEV I. O. tubes.

Bill Kelly, Chief Engineer

The advantages of EEV tubes have proven themselves in literally hundreds of installations like theirs . . . like yours! Why not return the coupon at right for complete details.



a
4 1/2"
Missile
lands
in
U. S. A. ...and its 3" sister too!

Bringing Superlative Pictures to U. S. Broadcasters—From English Electric, pioneer in quality image orthicon tube design, production, and quality control.

4 1/2" IMAGE ORTHICON (field mesh)

3" IMAGE ORTHICON (field mesh)

These tubes, proven in performance by the majority of broadcasters around the globe—are now proving to surpass equivalent types heretofore available in the United States.

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- complete testing facilities are established
- the best warranty service... adjustments within 24 hours
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NBC's Philadelphia deadline extended

EX-DEALERS TELL FCC OF FORD ANTI-COMPETITION PRACTICES

A federal judge in Philadelphia last week gave NBC 18 more months to dispose of the network's Philadelphia radio and tv stations (WRCV-AM-TV), pulling the network from the edge of the Dec. 31 deadline cliff where it had teetered for the last month (BROADCASTING, Nov. 12, Oct. 29).

Judge William H. Kirkpatrick, of the U. S. District Court in Philadelphia, granted the 18-month extension after hearing arguments Nov. 20. The NBC request, filed Oct. 23, was opposed by the Dept. of Justice.

Judge Kirkpatrick, ruling from the bench immediately after lawyers completed their arguments, emphasized that his move was a postponement of the effective date contained in the 1959 consent judgment, not a modification of it. Answering one of the Justice Dept.'s arguments, Judge Kirkpatrick declared that additional postponements if requested, would be carefully considered by the court, but that this first extension does not mean other postponements will be granted.

Bernard G. Segal, Philadelphia lawyer, argued in behalf of the NBC motion for a postponement. Bernard Hollander, government antitrust attorney, argued against granting the motion.

Time for FCC ■ The extension permits NBC to carry on its hearing before the FCC involving the transfer of its Philadelphia stations to RKO General in exchange for RKO's WNAC-AM-TV and WRKO (FM) Boston. Also at issue in the hearing is the application by Philco Corp. for the network's Philadelphia outlets.

NBC signed a consent decree in 1959 after the government filed a civil antitrust suit against the network alleging antitrust violations when NBC acquired

the Philadelphia stations from Westinghouse in 1955.

One of the clauses of the consent judgment provides that NBC would dispose of WRCV-AM-TV not later than Dec. 31, 1962.

In arguing before Judge Kirkpatrick last week, NBC claimed that an extension was necessary to permit the FCC to rule on the proposed exchange with RKO General, and on the Philco application. Otherwise, it was argued, NBC would have to surrender its licenses for the Philadelphia stations, at a loss which has been estimated at \$20 million. The consent order did not contemplate forfeiture, NBC claimed.

The Justice Dept. contended that the deadline date is absolute and unequivocal. It also maintained that NBC was attempting to condition compliance on FCC approval of the transfer.

In an effort to comply with the Dec. 31 cutoff date, NBC and RKO General had asked the FCC to permit the exchanges of stations on a temporary basis. The commission denied this request earlier this month (BROADCASTING, Nov. 12), but said that if the court refused to grant an extension of the deadline, both parties could resubmit the petitions for approval of a temporary switch of stations.

Hearing Continues ■ In Washington last week, the hearing continued for three days before Chief Examiner James D. Cunningham. NBC, under an issue whether Philco and its parent Ford Motor Co., have engaged in anti-competitive practices since Jan. 1, 1954, "which reflect adversely on its [Philco] qualifications to own and operate broadcast stations," called several former Ford dealers to the stand.

The ex-Ford dealers testified that

they were forced by the manufacturer to buy more cars than they could sell; to handle trucks which they did not want; to purchase accessories they could not dispose of and were told to meet unrealistic sales quotas. All these requirements were made by Ford under threat of cancellation of their franchises, the former dealers testified.

Alexander Hammond, Ford dealer in New York from 1955-59, said that he was forced to buy accessories based on a percentage of the number of new cars he ordered monthly. The amount he had to buy from Ford exceeded the amount he wanted and could sell, he said. "I was afraid of imminent termination" if the Ford accessories were not ordered, he said.

Among the items Ford required him to buy (from Ford) were Motorola radios which, Mr. Hammond said, he could have purchased \$15-\$20 cheaper in New York.

Remember the Edsel ■ Elwood L. Fabert, a former Lincoln-Mercury dealer in Champaign, Ill., testified that he lost his dealer franchise because he refused to sell the Edsel automobile. In cross-examination, Ford disputed Mr. Fabert's contention and brought out that the Champaign dealer had lost money steadily from 1956 until the account was resigned in 1959.

Mr. Fabert said he was forced to resign when he refused to sell the Edsel and that he got a better settlement by signing a termination agreement than by letting Ford cancel.

Messrs. Hammond and Fabert have filed court suits against Ford Motor Co. charging unfair practices.

Arthur J. Robinson, a Philadelphia Ford dealer from 1950-1959, said that he was given a quota of new Fords to sell each month based on the number of Chevrolets his competitor (located across the street) sold. "Let us say my Chevrolet competitor . . . did [sold] 300 cars a month. They [Ford] told me I had to do 300 . . . I could not compete with that Chevrolet dealer," he told the hearing examiner.

Because of threats of cancellation by Ford officials, Mr. Robinson said that he was forced to buy more cars and trucks than he could sell. He was required, he charged, to purchase parts and accessories that he did not want and could not sell. Ford required him to contribute \$13 to \$20 for advertising, he charged, but under cross-examination admitted that this money went to the local dealers' association.

Describing a series of conflicts with

The motor was optional on this Ford

Ford Motor Co. attorneys wasted little time Tuesday in their efforts to destroy the credibility of a former Ford dealer from Philadelphia.

He had been called by NBC to lend weight to the network's charges that Ford had engaged in anti-competitive practices, one of the issues in the current hearing (see story, this page).

During Ford's cross examination of one-time-Ford-dealer Arthur J. Robinson the witness revealed that

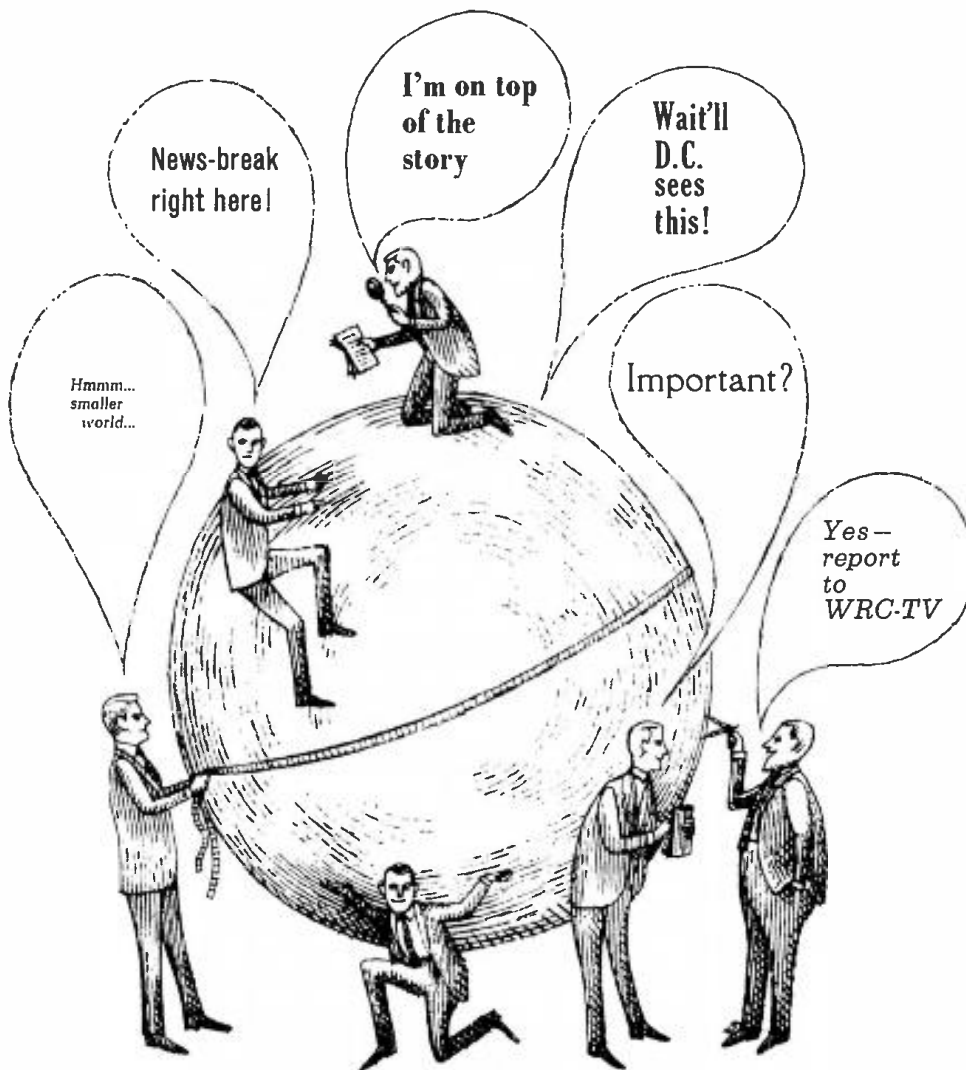
he has a long history of disagreement with the auto maker.

In an especially frank exchange Mr. Robinson was asked if he had advertised a new 1956 Ford for \$995 with the phrase "all extras and power features optional."

Yes, he had, the former dealer told the FCC examiner.

Was one of the "optional" power features an engine? Mr. Robinson was asked.

The witness admitted it was.



“News 4, Washington” reports the way the day shaped the world. In Washington, the hour before midnight belongs to WRC-TV Monday through Friday. A corps of the most respected news-pros in broadcasting—Sander Vanocur, Martin Agronsky, Robert McCormick, Ray Scherer, Elie Abel, Peter Hackes, and other distinguished Washington based NBC News Correspondents—report directly to WRC-TV on News 4, Washington. Each takes a turn to measure and analyze the impact of world events on the nightly “Situation Report.” They join WRC-TV’s early and late evening favorites—Richard Harkness, Bryson Rash, Howard Streeter, Frank Forrester, Jim Simpson and Jim Gibbons, who summarize world and local news, weather and sports. And the day passes by in brisk review. News 4, Washington is still another good reason why Washington’s adult, discerning audiences rely on...

WRC-TV 

IN WASHINGTON CHANNEL 4
NBC OWNED
REPRESENTED BY NBC SPOT SALES

Ford, Mr. Robinson said that he finally was asked "Are you going to do what we want you to do . . . ?" I said 'I am not,' "the witness related," whereupon they said 'all right we are going to terminate you.'"

More Thunderbirds ■ Another witness, Maurice H. Brodsky, said that he could not get as many Thunderbirds as he could sell at his suburban Philadelphia agency. Operating in Jenkinstown, Pa., he said he was forced to take trucks which he could not sell.

Mr. Brodsky got into a dispute with Ford over the advertising of 1960 models just before the '61 cars were introduced and charged he was threatened with "physical violence" by a Ford official. Ford, he said, wanted him to advertise cars at below cost and he refused.

Following testimony last Wednesday (Nov. 21), the hearing adjourned until

VOA HELPERS FIGURING UP THE COST

Will visit Washington to discuss reimbursement by U.S.

The managers of 10 radio stations were adding up advertising-revenue losses and pondering less calculable costs last week to determine how much it cost them to participate in the Voice of America's all-out effort to broadcast into Cuba during the crisis.

Although their bookkeeping chores were still incomplete, initial figures indicated the total cost to the 10 stations would range between \$175,000 and \$225,000.

The eight standard-wave and two short-wave stations went on the air for the VOA the week of Oct. 22, with most of the standard-wave outlets broadcasting Spanish-language programs from dusk to dawn. Five of the stations were still carrying some VOA programming last week. The remainder were released during the week of Nov. 12.

Representatives of the 10 stations will be invited to Washington—possibly this week—to receive the thanks of government officials for their cooperation, as well as to discuss reimbursement for those stations that wish it.

Making Plans ■ Henry Loomis, VOA director, was working out arrangements for the meeting last week. He had not yet set a firm date, but said he expected Edward R. Murrow, director of the U. S. Information Agency, to attend. He also hoped FCC Chairman Newton N. Minow and Pierre Salinger, White House news secretary, would be present.

Mr. Loomis, who throughout the period the VOA network was in full operation gave assurances the stations would be treated fairly by the government, said the meeting would provide an opportunity for finding out "who owes what to whom."

The stations involved are WGBS,

Dec. 10. Beginning today (Monday) Examiner Cunningham will sit for a hearing in Chicago on the revocation of WCLM-FM that city.

With the NBC-RKO hearing now in the second of some 20 issues, the record already exceeds 5,000 pages of testimony, exhibits, stipulations and related matter.

To date, 27 attorneys have entered appearances with the promise of more yet to come. One party to the proceeding, the National Assn. of Broadcast Employees & Technicians, has not as yet put in an appearance (BROADCASTING, Nov. 12).

Telford Taylor, former FCC general counsel and chief counsel for war crimes in the Office of Military Government (1946-49), appeared last week as counsel for Mr. Hammond. Mr. Taylor was chief legal officer of the FCC prior to World War II.

WMIE and WCKR, all Miami; WKWF Key West; KAAY Little Rock; WCKY Cincinnati; WWL New Orleans; WSB Atlanta; and the two short-wave stations WRUL New York and KGEI Belmont, Calif.

Once agreement is reached on how much the stations are to be reimbursed, Mr. Loomis will be faced with the problem of finding the money. The VOA doesn't have anything in its budget to cover such costs. But Mr. Loomis appeared confident last week the necessary funds could be located.

Nine of the stations became part of the unprecedented VOA operation when they agreed to a White House request on Oct. 22 to carry President Kennedy's quarantine speech in English and Spanish for the VOA, and then to stay on the air, as needed, to broadcast the agency's programs aimed at Cuba. Two days later KAAY volunteered its services.

The estimated total cost to the stations of between \$175,000 and \$225,000 is a projection based only on advertising-revenue losses sustained by six of the stations between Oct. 22 and Nov. 16, when the network was reduced to five stations.

Stations Reticent ■ Most of the stations last week were reluctant to discuss their losses in any detail. Many said there were a number of complex problems that had to be resolved before a realistic figure on costs could be determined.

For instance, how much of the expense involved in winning back lost audiences could be charged to the VOA operation? Some, though not all, of the stations appeared worried by this problem. Another question bothering some

of the stations was how much business that they had to refuse, or couldn't go after, because of the VOA preemptions, could be counted as part of their losses. Some of the stations also had out-of-pocket expenses which would have to be included.

In terms of the advertising-revenue losses, which could be determined from the rate card, the figures varied widely. WMIE, WSB and WCKY appeared to have suffered the heaviest losses. WMIE's general manager, Jack Nobles, estimated his station's loss at \$1,500 a night, or a total of some \$36,000.

Frank Gaither, general manager of WSB, declined to be specific. "We don't want to put a price on our efforts to cooperate with the government," he said. But he put the station's revenue losses "in the thousands" each night.

Mrs. Jeanette Heinz, vice president and general manager of WCKY, said her station's figures were still being compiled, but indicated they would show the losses to be substantial.

At the other end of the scale were KAAY and WCKR, which reported their losses as "nominal." William A. Dean, general manager of WWL, said he would "guess" his station's losses as \$600 a night during its period of dusk-to-dawn broadcasting.

WGBS, WKWF, WRUL and KGEI said they still had not arrived at any estimate of expenses.

Two Decline Compensation ■ Two of the stations have indicated they don't expect to be repaid. Leonard Reinsch, executive director of the Cox stations, owner of WSB, said last month that station wouldn't seek reimbursement. Last week, Frederick Gregg, president of LIN Broadcasting Co., owner of KAAY, wired Mr. Loomis that since the station volunteered its services, it doesn't expect to be compensated.

The stations still broadcasting for VOA are WWL, WGBS, WMIE, WKWF and WRUL. The standard-wave stations are carrying VOA programming during some of the hours they normally fill with Spanish-language programs, to take advantage of what Mr. Loomis regards as a "built-in Cuban audience." WRUL is broadcasting 11 hours of VOA programming daily, a reduction from the 20-hour schedule it originally carried.

The VOA was able to cut back on its use of the commercial stations after it installed two mobile 50 kw transmitters in the Florida Keys (BROADCASTING, Nov. 19.) Mr. Loomis said the transmitters, which are relaying VOA Spanish-language programs 24 hours daily, are being heard clearly in Cuba.

The Voice is also continuing to use Radio Americas, located on Swan Island, off the coast of Honduras. (CLOSED CIRCUIT, Oct. 29).



RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices



Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices

capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. OD-22, Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

Court reverses 'sandpaper' decision

FTC SAID TOO SWEEPING, AMBIGUOUS; AGENCY LIABILITY QUESTIONED

A federal court set aside the Federal Trade Commission's famous "sandpaper shaving decision" last week, holding that it went too far in outlawing all uses of props in television commercials.

The court also expressed doubts about the legal liability of an advertising agency in false advertising cases where the agency is not aware of the falsity. But the court did not pass finally on this question, although it appeared to leave the way clear for a ruling after FTC drafts its new order in the sandpaper case.

The decision, by Judge Bailey Aldrich of the U. S. First Circuit Court of Appeals in Boston, did not challenge FTC's conclusion that three Colgate-Palmolive Co. commercials were misleading in seeming to claim that sandpaper could be shaved "forthwith" after being wet with Colgate Rapid Shave lather (BROADCASTING, Jan. 8).

But it said FTC's order was "quite ambiguous" and over-stepped by forbidding the use of mock-ups and props generally and by imposing too stringent

a prohibition on the future advertising of Colgate and of Ted Bates & Co., its agency in the sandpaper case.

Intentions Good ■ The court said a close reading of the FTC ruling indicated that the commission intended to forbid the use of artificial substances in making commercials, even though some products—tea, coffee and orange juice, for instance—seem to change color in photographs and others, such as ice cream, melt under lights.

The court held:

"We of course agree with the commission that there is a misrepresentation, of a sort, in any substitution case. But we are unable to see how a viewer is misled in any material particular if the only untruth is one the sole purpose of which is to compensate for deficiencies in the photographic process.

"The commission has put the shoe on the wrong foot. What the viewers are interested in and moved by is what they see, not by the means. . . .

"The commission properly said that

the customer is entitled to get what he is led to believe he will get . . . but where the only untruth is that the substance he sees on the screen is artificial, and visual appearance is otherwise a correct and accurate representation of the product itself, he is not injured.

"The viewer is not buying the particular substance he sees in the studio, he is buying the product. By hypothesis, when he receives the product it will be exactly as he understood it would be. There has been no material deceit."

Court's 'Suggestions' ■ In setting aside FTC's order and calling for the commission to issue a new one, the court offered two "suggestions":

"The commission has directed this part of its order to every kind of product that Colgate may hereafter advertise, and, in the case of Bates, with regard to every customer. If mock-ups . . . that are not genuine were illegal *per se*, then it might be appropriate (although we need not decide) to enter a broad order forbidding such demonstrations [mock-ups] *en masse*.

"We have undercut the basis for any such order. . . . Respondents' only offense was the making of a single misrepresentation about a single product. The fact that this was accomplished by a 'demonstration' did not warrant a broad order against all future misrepresentations of any kind by demonstration any more than the fact that a misrepresentation was made in print would justify an order against all future misrepresentations of any kind by printing. . . ."

On its second "suggestion" the court said, "We think there may well be a distinction between a principal and an agent in the permissible scope of an order." The principal—the advertiser—may well be held responsible for an ad whether he knows it is false or not, the court indicated. But "we have reservations as to how far it is appropriate to go in the case of an agent, in the absence, at least, of any suspicion on its part that the advertising is false."

Sympathy Limited ■ The court said it was sympathetic "within limits" but could not fully accept the advertiser and agency argument that the sandpaper device was "mere metaphysical puffing." Judge Aldrich wrote:

"We see no objection to obvious fancy provided there is no underlying misrepresentation, but respondents' difficulty is that they do not come under any such principle. They went far beyond generalities and eye-catching de-

Minow wants commercials toned down

The audio level of television commercials soon will be the subject of FCC rulemaking if Chairman Newton N. Minow has his way. Chairman Minow, speaking to a joint luncheon in his honor of the Harvard, Yale and Princeton clubs in Washington, said that he personally feels commercials are louder than the audio of surrounding programs and has asked the commission to do something about it.

Noting that an FCC study two years ago determined that commercials are not louder than their adjacent programs, the chairman said his ears tell him the engineers might have made a mistake.

Chairman Minow disclosed the proposed rule-making in answer to a question about the statements a week before by Marion Harper Jr. before the American Assn. of Advertising Agencies. Mr. Harper had warned the media that unless they keep their messages toned down as to noise level, a ceiling would be placed on the permissible volume by others (BROADCASTING, Nov. 19).

In answer to other questions, Chairman Minow made these points:

■ He doesn't know if pay tv will help to improve the level of program-

ming on free tv. He noted that subscription services are being tested, or will soon be, in several markets.

■ His two greatest disappointments at the FCC have been the required administrative processes in FCC activities, which causes the agency to bog down, and the difficulty of communicating the commission role in programming because of immediate cries of censorship.

■ He is not sold on Commissioner Frederick W. Ford's plea for repeal of Sec. 315 of the Communications Act and FCC reliance on the fairness doctrine to make sure all candidates are treated equally. He admitted that the equal time law had many drawbacks but questioned all the alternatives that have been suggested to date.

In his prepared text, Chairman Minow spoke on the promises of space communications and the planned satellite corporation to own and operate a space communications system. He defended the law establishing the corporation with government help and said it is designed to maintain national policy on a level with technical development. The big problem will be cooperation among various nations that will participate,

IMPORTANT ANSWERS FROM WASHINGTON, D.C. TRENDEX SURVEY

Q.

**Which station
are you
listening to/
have
listened to?**

A.

WWDC... 21.4%
Station A 17.2%
Station B 16.9%
Station C 16.3%
Station D 14.0%
Station E 9.7%

Q.

**Which station
comes closest
to playing the
kind of music
you like?**

A.

WWDC... 18.4%
Station F 12.6%
Station C 12.5%
Station D 9.5%
Station B 8.4%
Station A 7.6%

Q.

**Which station
do you
FIRST tune
to for
the news?**

A.

WWDC... 20.7%
Station B 17.7%
Station A 17.4%
Station D 12.2%
Station C 9.3%
Station E 5.0%

Based on completed interviews in 2,598 homes, September 9 to 20, 1962.
Additional demographic material from this Trendex survey available.
Contact WWDC, 1627 K St. N.W., Washington 6, D.C. or your John Blair man.



... the station that keeps people in mind

WWDC RADIO

WASHINGTON, D. C.

represented nationally by John Blair & Co.



VICES into asserting as a fact that the cream enables sandpaper to be shaved forthwith and that this fact 'proved' the cream's properties when it is used for shaving humans.

"They cannot now suggest that ability to shave sandpaper forthwith was an irrelevant fact and an irrelevant representation.

OK employes deny plotting against WMOZ

AFFIDAVITS ANSWER STATEMENT ALLEGING CONSPIRACY

Charges by Edwin Estes, owner of WMOZ Mobile, Ala., that the OK Group (Jules Paglin & Stanley W. Ray Jr.) entered into a "plot or conspiracy" to acquire WMOZ's facilities illegally were labeled false by three affidavits filed at the FCC last week.

The affidavits were submitted by Robert I. Grimes, general manager of WGOK Mobile, an OK station; Arthur J. Crawford, a former employe of WMOZ who now works for WGOK; and Lester Foster, now employed by WBOK New Orleans (another OK Group station), but previously associated with WMOZ. All supported OK's claim that it is innocent of any illegal action against WMOZ.

Mr. Estes charged conspiracy a fortnight ago (BROADCASTING, Nov. 19) in

"It may well be that little injury was done to the public by respondents' representations. We suggested in our opening sentence that we consider this a rather trivial case. Nevertheless, we could not possibly say that it was not within the province of the commission to conclude that such conduct should be forbidden."

asking the commission to reopen the record in the WMOZ renewal proceeding. Hearing Examiner Herbert Sharfman last May in an initial decision (BROADCASTING, June 4) recommended that the renewal be denied on the ground Mr. Estes had submitted forged, false program logs to the FCC. Mr. Sharfman also recommended that Mr. Estes' license for WPFA Pensacola, Fla., be revoked.

Mr. Estes based his plea for a reopening of the record primarily on an affidavit by Jordon Ray Jr. (no relation to Stanley Ray), who charged that he had been offered \$1,000 and a \$125 weekly job by Mr. Grimes to testify falsely against Mr. Estes.

Counter Charges ■ The three affidavits submitted in behalf of the OK Group last week answered Mr. Ray's statement with counter-charges:

■ Mr. Grimes denied Mr. Ray's claims Mr. Grimes offered him a job. Mr. Grimes denied he offered Mr. Ray a job or money.

Mr. Ray, the affidavit charged, last February asked for a job and was declined.

Mr. Ray, according to Mr. Grimes, finally came to WGOK and asked sales manager Carl Welch about employment at WLOK. Mr. Grimes says that at the request of the WLOK station manager he gave Mr. Ray \$50 for travelling money to Memphis, but never induced Mr. Ray "to testify falsely in any proceeding."

■ Mr. Crawford's affidavit stated that he asked for and received a job from Mr. Grimes immediately prior to the 1961 renewal hearing on WMOZ. He said Mr. Ray telephoned him in seeking a job, accused Mr. Estes of not paying him and called Mr. Estes "crazy." Mr. Crawford charged that Mr. Ray's account was untrue.

■ Lester Foster, a former WMOZ employe now working for WBOK New Orleans, an OK Group station, said in his affidavit that he introduced Mr. Grimes to Mr. Ray, that they spoke only a few brief words and nothing about jobs or money.

■ A fourth affidavit, which will shortly be submitted to the FCC, is from Jules Paglin, half-owner of the OK Group. His attorney said last week Mr.

'Visit our library'

All broadcast licensees would be required to maintain a "public reference room" under rule-making which was proposed by the FCC last week.

The commission invited comments on a proposal which would make it mandatory for stations to retain in their studios copies of applications filed with the commission. These would include requests for renewal of licenses, major changes in facilities and ownership changes.

Stations would be required to keep the applications on file until approval by the FCC and, in the case of renewals, for three years and to announce locally that they are available for inspection by the public.

Paglin denies WGOK entered into any conspiracy against WMOZ.

The OK Group stations are WGOK, WLOK Memphis, Tenn., WBOK New Orleans, WXOW Baton Rouge & KAOK Lake Charles, all Louisiana, and KYOK Houston, Tex.

WHHM says Vic-Tran not party in sale

"Vindictiveness rather than concern for the public interest," motivated a complaint against the proposed transfer of WHHM Memphis, the station and the prospective buyer told the FCC last week in asking that the protest of Vic-Tran Co. be denied.

Vic-Tran, which claims to be a minority stockholder in WHHM, lodged its protest on the grounds its rights were being violated by the proposed sale to Thomas W. Shipp (BROADCASTING, Nov. 12). In its reply last week, WHHM said the protest should be denied because Vic-Tran is not a party of interest, it was not timely filed and charged that the complaint is an abuse of FCC processes.

WHHM (owned by William Grumbles and Marie Copp according to FCC records) and Mr. Shipp said the transfer is necessary to salvage the station from a "precarious" financial position. Negotiations for the purchase of WHHM by Vic-Tran (Joseph P. Trantino and Victor Muscat) were conducted last spring and "ill-feeling apparently developed," the station told the FCC.

According to WHHM, Vic-Tran does not own any stock in the Memphis station. Messrs. Trantino and Muscat attempted to purchase 24 shares from Mrs. Copp for \$24 last summer but no steps have been taken to effect this

KTVH
IS KANSAS TV
MORE KANSANS VIEW KTVH
THAN ANY OTHER KANSAS TV*



BIG COVERAGE

The BIG UNDUPLICATED 100% CBS COVERAGE of KTVH dominates this rich Central Kansas area where industry, oil, cattle, and agriculture assure a stable, diversified BIG MARKET! To sell Kansas... buy KTVH!

* Nielsen, February 1961



transfer of stock, WHHM told the FCC.

A breach of contract suit is pending in U. S. District Court in Arkansas charging that Messrs. Muscat and Trantino have failed to live up to commitments to purchase KAAB Hot Springs, Ark. H. I. Moseley, KAAB owner, has filed suit to recover the \$55,000 purchase price and \$31,000 in losses sustained by the station "caused solely by the failure of defendants to perform their said contracts."

Mr. Moseley also said that Messrs. Muscat and Trantino agreed to employ him for three months at \$150 per week.

'Birth control' session postponed until January

The National Assn. of Broadcasters and FCC conference on radio growth problems has been postponed until January 7-8, the commission announced last week.

The radio overpopulation session (BROADCASTING, Oct. 1) was previously set for Dec. 5-6. Sitting *en banc* and flanked by staff people, the FCC will hear witnesses selected by NAB to present many aspects of the problem.

The delay was requested by the NAB (BROADCASTING, Nov. 12) because its special committees had not had time to prepare their research and engineering studies.

FCC won't change its mind on clear channels

RETURNS FOUR REQUESTS FOR SUPER-POWER STATIONS

A 14-month-old decision to duplicate at night 13 of the 25 Class I-A clear channels will not be reversed, the FCC ruled last week in denying two dozen petitions to reconsider the 1961 action (BROADCASTING, Sept. 18, 1961).

At the same time, the commission returned as unacceptable four tendered applications by clear channel stations for powers of 750 kw. The FCC noted the superpower bids violate an existing freeze against applications for new am stations or major changes in facilities and are contrary to a Senate resolution against powers in excess of 50 kw. Also outstanding is a subsequent House resolution urging the FCC not to break down the clear channels and to authorize superpowers.

Pending applications for duplicate fulltime stations on the 13 clear channels will not be granted until July 1963, first anniversary of the House resolution, to give Congress time to act.

Following are the 13 clear channels which will be duplicated, stations presently occupying the frequencies and the states where new Class II stations may be located:

670 kc: WMAQ Chicago in Idaho.
720 kc: WGN Chicago in Nevada or Idaho.

750 kc: WSB Atlanta (to go to KFQD Anchorage, Alaska, which was required to shift from Mexican clear 730 kc).

760 kc: WJR Detroit (to KFMB San Diego shifting from Mexican clear 730 kc).

780 kc: WBBM Chicago in Nevada.
880 kc: WCBS New York in North Dakota, South Dakota or Nebraska.

890 kc: WLS Chicago in Utah.
1020 kc: KDKA Pittsburgh in New Mexico.

1030 kc: WBZ Boston in Wyoming.
1100 kc: KYW Cleveland in Colorado.

1120 kc: KMOX St. Louis in California or Oregon.

1180 kc: WHAM Rochester, N. Y., in Montana.

1210 kc: WCAU Philadelphia in Kansas, Nebraska or Oklahoma.

Clear channel stations which had asked for 750 kw included WGN, WJR, WSM (650 kc) Nashville and WLW (700 kc) Cincinnati.

Spotmaster

CARTRIDGE RECORDER WITH BUILT-IN EXTRAS

- Compact models for flexibility
- Rack mounted models with chassis slides
- Sealed plug in relays
- Plug in tape decks
- Unitized amplifiers
- Heavy Duty Hysteresis Synchronous Motor
- Rated for continuous duty
- Field tested—field proven
- Guaranteed for one year!

BROADCAST ELECTRONICS

8800 Brookville Road, Silver Spring, Maryland, JU 8-4983

Sold Nationally by:

VISUAL ELECTRONICS CORP.,
356 W. 40th St., N.Y., N.Y.

CANADA: Northern Electric Co., Ltd.,
250 Sidney St., Belleville, Ontario.

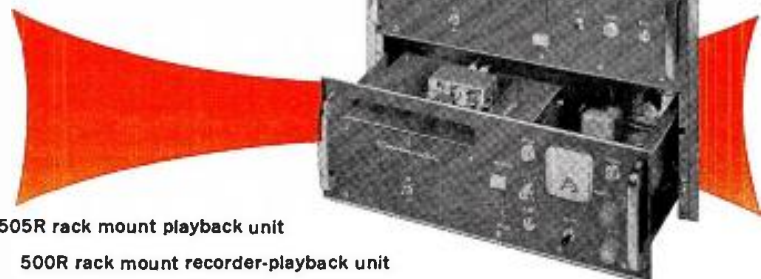


500 compact recorder-playback unit



505 compact playback unit

500 compact recorder-playback unit



505R rack mount playback unit

500R rack mount recorder-playback unit

Minow backs up ABC-TV's Nixon program

PROMISES NO 'BUSHWHACKING' FOR EDITORIALS; HAGERTY GIVES VIEWS

The heat of early reaction to the provocative ABC-TV program "The Political Obituary of Richard Nixon," broadcast Nov. 11, has simmered down.

FCC Chairman Newton N. Minow and the American Civil Liberties Union supported ABC-TV and its news vice president, James C. Hagerty, in exercising the right to include a provocative personality, Alger Hiss, in the program (BROADCASTING, Nov. 19).

Mr. Hagerty went on the same ABC-TV program a week after the broadcast to assert the right to cover the news.

The former vice president confirmed the obituary theme last week when he said he had made his "last campaign for public office."

No Bushwhacking ■ Chairman Minow said he agrees "most emphatically" with Mr. Hagerty's Nov. 18 comments on freedom of broadcasting. Last March 1 the chairman told a NAB editorializing conference the commission would stand behind the right of its licensees to express opinions, adding it would not "bushwhack" a station that becomes involved in a controversy through editorializing. He commended the networks for their documentaries.

In his comment on the Nov. 11 Nixon program Chairman Minow said:

"By law, Congress wisely prohibits government censorship of broadcasting.

The sole concern of the government under the law is that controversial issues be presented fairly on the air, with reasonable opportunity for the presentation of opposing views. If there was unfairness in the controversial program here involved, ABC has offered time and facilities to correct it.

"Whether this particular program was in good taste is for the public to decide. The real issue transcends this particular program. The basic issue is the freedom and responsibility of broadcast journalism. To be responsible, broadcast journalism on all the networks and stations must be free. This means freedom not only from government censorship, but also from threatening pressure groups and from those few, fearful advertisers who seek through commercial reprisals to influence the professional judgment of broadcast newsmen.

"The right and duty of broadcasters to present all sides of controversial issues freely and courageously must be kept secure."

Same Audience ■ Mr. Hagerty explained on the air Nov. 18 that he had delayed making his statement until he could talk to the same audience which had watched the Nixon-Hiss program a week earlier. The program had drawn both support and unfavorable criticism, he said.

"In addition to the program itself—a more fundamental issue, in my opinion, is presented," he said. "That issue deals with the basic American principle of freedom of the press, of the exchange of free ideas, free speech, free assent and dissent.

"Let me first briefly discuss the principle charges made against the program.

"Some objected because it replaced a previously announced program on "The American Fighting Man." But Howard Smith's program is a news and commentary program. We are in the news business. We have made substitutions before. We made one last week. We will make them again whenever we believe the news warrants. In our judgment, the defeat of Richard Nixon in California was the main story of the week.

"Some objected to the title, 'The Political Obituary of Richard Nixon.' It was based on Mr. Nixon's own words, 'This is my last press conference,' and on statements of his advisors that it was unlikely that Mr. Nixon would seek elective office again. Some thought the title too harsh, that it was a personal affront. No affront was intended. The title was selected to fit the occasion—nothing more, nothing less.

"And finally, many have assailed us for including Alger Hiss, the convicted perjurer, in the program.

"Let's get one thing straight: I'm against Hiss and everything he stands for. I have no use for him—never have had, never will have.

"But, that doesn't alter the fact that he did play an important part in the political career of Richard Nixon.

"Perfectly aware of the background of Hiss, we sought neither to glorify him nor give him a forum to debate. Representing a chapter in Mr. Nixon's history, it seemed natural to put him on the program in historical context, visually as only television can. We couldn't ignore or rewrite history and we presented him in his true light, properly identified as a convicted perjurer.

"Hiss was on the program for about two minutes out of the half hour. The appearance of Hiss, brief as it was, is debatable. Some of you may feel that his appearance was a mistake and I accept this as an honest and sincere position.

"By the same token, I cannot accept the charge that we used him deliberately to blacken or smear the patriotism and the integrity of Richard Nixon.

"To me it is just unthinkable that Hiss, a convicted perjurer, could possi-

Italian-American group keeps eye on Elliot Ness

The national chairman of an Italian-American group last week urged Lucille Ball, who has succeeded Desi Arnaz as president of Desilu Inc., to "continue . . . avoiding distasteful stereotypes" in *The Untouchables*, a Desilu series on ABC-TV.

In a letter to Miss Ball, Surrogate Judge S. Samuel DiFalco, national chairman of the National Italian-American League to Combat Defamation, New York, referred to a meeting in March 1961 when he advised Mr. Arnaz that the league had been "very much concerned and disturbed with the tendencies of *The Untouchables* to place undue emphasis on the use of Italian names as fictional characters in criminal roles and depicting them in an unwholesome fashion" (BROADCASTING, March 20, 1961).

Judge DiFalco expressed the hope to Miss Ball that "we can look forward to a more meaningful agreement in the interest of fair play for

all decent Americans of Italian origin." Offering "best wishes" to Miss Ball in her new post, he added: "In assuming this leadership I am confident that you do so with a complete awareness of the responsibilities which this role embraces."

The issues of violence and gangster portrayals in the series had diminished along with a corresponding drop in ratings since the series' confrontation with boycott threats in March 1961 and a general reduction of violence in tv programming this season. Mr. Arnaz, however, touched hard on the violence issue before leaving Desilu. He said the series would return to the use of gangsters and machine guns in an attempt to regain former high ratings (AT DEADLINE, Nov. 5).

Miss Ball, when asked last week if she planned to eliminate watered-down scripts and increase the violence in *The Untouchables*, replied: "I'm not that brave."

cuban crisis

bly damage Richard Nixon, whose credentials for public service and patriotism have national recognition. If I believed that—if I had any doubt as to that—I would never have permitted Hiss to appear on the program.

“From the very outset, however, certain fundamental principles were at stake that are not debatable. Issues were raised which are far larger than the points I have just discussed.

“I am concerned with maintaining and strengthening a free press in a free society, and so is everyone at ABC.

“In this situation the principle of a free press has come under attack. To a certain degree it is obscured by the uproar over the program. But others in industry, in the press and in broadcasting, have realized the danger and have issued public statements against it.

“Any individual, any group, any company has the right to agree or disagree with anything that is presented on the air or printed in the press.

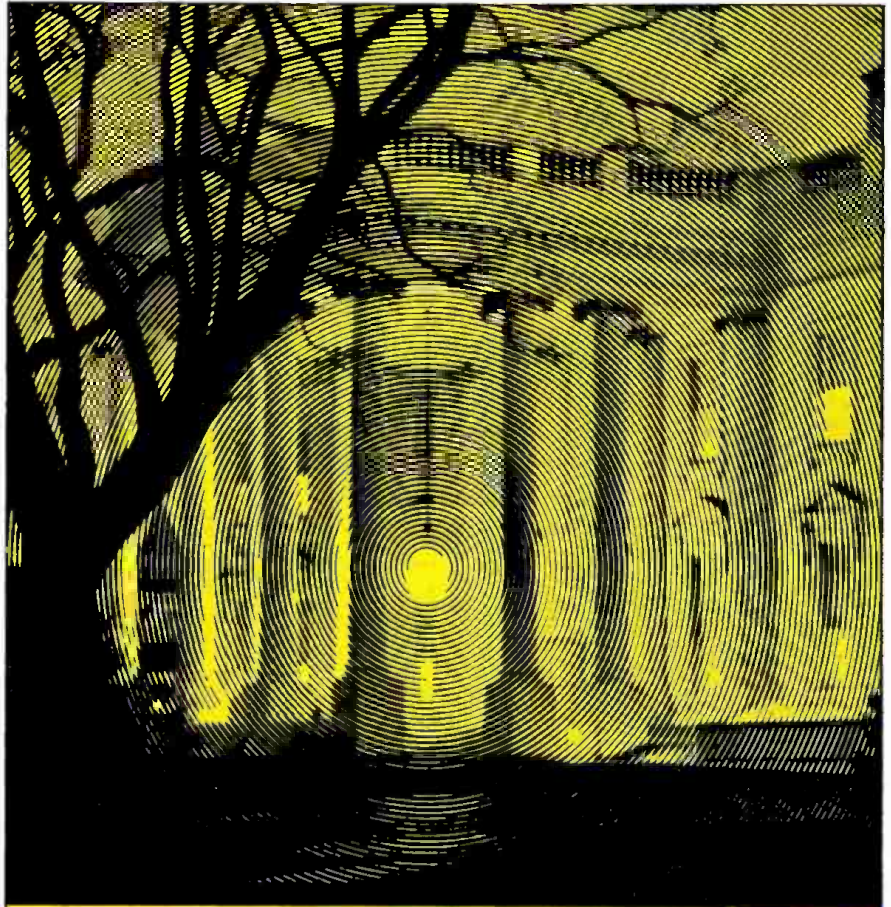
“But pressure in advance to force the cancellation of a program and pressure after it by economic means to punish or intimidate is another matter. It threatens not only the very existence of freedom of the press, but free enterprise as well. It must be resisted.

“During this past week, I am prouder than I can possibly say of the support I have received from my colleagues at ABC, from our affiliated stations, and from our sponsor of that program. They are standing firm because they believe in the priceless inheritance of a free press in a free society. They believe that the vital principles of freedom and integrity for a news department should not be abridged or weakened.

“To yield to prior censorship and the pressures of personal attack and economic boycott is to surrender the basic right of freedom of the press. This right we will never surrender or compromise. To do so would be to betray our responsibility as a news medium.

“If we are weakened, you are weakened, for if through fear or intimidation we fail to provide all the news—good or bad, favorable or unfavorable—then you, the citizens of the nation, cannot be properly informed.”

ACLU Defends ABC-TV ■ American Civil Liberties Union disclosed the text of a letter it had sent to Chairman Minow outlining its views on the controversy. ACLU said it agrees with ABC-TV that freedom of the press is an issue in the tv program, and at the same time, the union defended the right of ABC-TV to include remarks by Mr. Hiss. ACLU noted that the FCC on “numerous occasions” has pointed out that “the presentation of controversy is an essential ingredient of the public interest clause of the com-



designer: lee storck

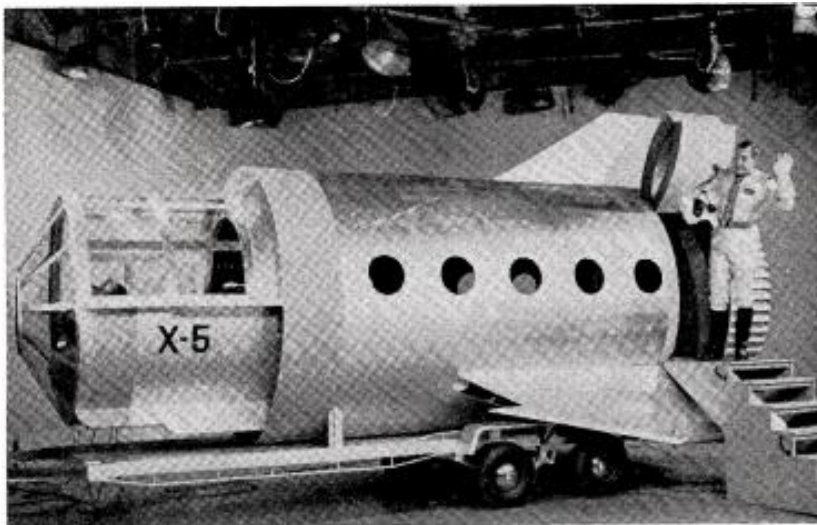
the white house – oct. 22, 1962

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WRAL-TV gives youngsters simulated 'lift'

The "X-5," an unusual studio space ship created at WRAL-TV Raleigh, N. C., is featured daily on *Space Harbor with Cap'n 5*, a locally produced afternoon children's program, and accommodates up to 10 astronauts, each seated in his own bucket seat with an individual control panel.

Cap'n 5 (Herb Marks) skips the craft during simulated space

flights and animated cartoon adventures. The X-5's design (by station artist Bill Pugh) permits cameras to peer into the vehicle from the rear during "flight." The 21-foot space-ship was constructed in six weeks by station craftsmen (projectionists, cameramen and floormen). Its 110 working switches and more than a hundred colorful, flashing lights add to the youngsters' flight simulations.

munications law."

The union also asserted that the decisions of WNHC-TV New Haven and WFIL-TV Philadelphia not to carry the program was "within the right of stations to determine the contents of their news programs.

"We believe the FCC has the right and the obligation to review the overall programming performance of a licensee to determine if the licensee is observing the public interest clause," ACLU declared. "But we disagree this includes the right to require that a program be put on or taken off the air."

The Kemper Insurance Co., Chicago, clung to its position that it is withdrawing as the Wednesday sponsor of the Ron Cochran Monday-Friday early evening news program. The program went on the air last Wednesday without Kemper's commercials. ABC-TV earlier had notified Kemper, which had sought to cancel its sponsorship of the Ron Cochran news show because of Mr. Hiss's appearance, that the network considered the agreement as "firm and non-cancellable." The Kemper sponsorship was for 26 weeks and began Oct. 27.

Among the stations which broadcast on-the-air editorials on the controversy were WMCA New York and WJZ, Newark, N. J. Both stations supported ABC-TV's right to carry comment on

the news according to its own professional judgment. WJZ told its listeners it "would not countenance any interference by sponsors in the range, scope or content of [editorial] comments."

Shadowvision plans 'Let's Pretend' series

The fairy tale series, *Let's Pretend*, which filled a Saturday morning half-hour on the CBS Radio network for more than 20 years, is being readied for television. Maurissa Jaffe has acquired the tv rights to the radio series created and presented by the late Nila Mack, along with more than 200 of Miss Mack's original scripts and has formed Shadowvision Inc. to produce the tv series. Headquarters will be established in Hollywood.

A half-hour pilot film of *Let's Pretend* has been made, employing what Mrs. Jaffe describes as "a magic lantern technique," with the characters silhouetted in jet black against a colored background. "This permits the viewer the enjoyable privilege of using his own imagination," she said. "He may picture Cinderella's fairy godmother, for example, as dressed in a jeweled gown or in the drab garb of a witch.

"This was the secret of the success of *Let's Pretend* on radio, responsible for

the 59 awards it won during its long stay on CBS and for its 20-year sponsorship by Cream of Wheat. We believe that the Shadowvision production process will enable the series to enjoy equal success on television."

WNYC-TV sets series on medical education

A weekly medical-education series for physicians will start early next year on WNYC-TV New York, the Municipal Broadcasting System's newly acquired uhf station on ch. 31. Aimed at the more than 25,500 physicians in the station's 25-mile broadcast radius, the New York Academy of Medicine's program also can be viewed by laymen who have uhf sets or converters.

The new series, entitled *Correlated Clinical Science Course*, will be telecast on Tuesdays from 9 to 10 p.m., for 16 weeks starting Jan. 8.

Dr. Howard Reid Craig, director of the academy, and Seymour N. Siegel, director of Municipal Broadcasting, announced that the telecasts would be resumed in the fall of 1963 if the first series of lectures brings a favorable reaction.

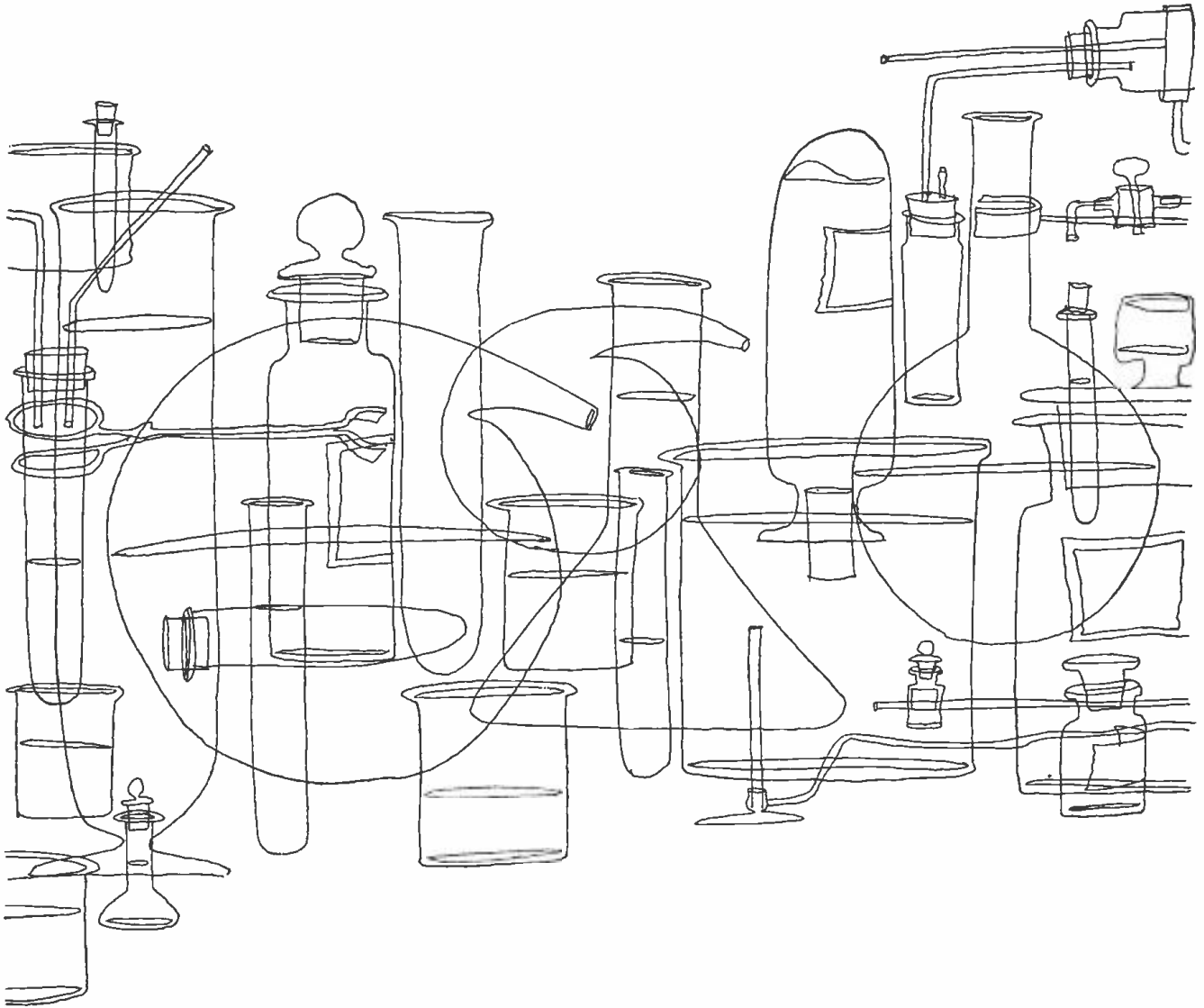
KTTV (TV) buys movies to beef up New Year sales

To stimulate viewer-advertiser interest in television during the first two weeks of the new year, traditionally the duller segment of the tv calendar, KTTV (TV) Los Angeles went shopping for some unusually attractive program material. The search produced two top motion pictures, "Duel in the Sun," and "Ruby Gentry," both produced by Selznick Productions, both starring Jennifer Jones. KTTV declined to reveal the price it paid for the Los Angeles tv rights to these pictures, but said it believes it is the largest ever paid for single movies in that city and described a published estimate of \$20,000 each as "ridiculously low."

KTTV is scheduling these movies to run at 7:30-10 p.m. for a solid week each, starting on Friday (Jan. 4 for "Ruby Gentry," Jan. 11 "Duel in the Sun" (as the *Colgate Theatre Show*, sponsored each Friday by Colgate-Palmolive Co. The other 12 broadcasts are being offered to advertisers for participating sponsorship at a price of \$5,400 for the package of a single spot in each broadcast, with the spots rotated throughout the 12-day period.

Fm drama-discussion series

Canadian Broadcasting Corp's series of recorded dramatizations of de Tocqueville's *Democracy in America* provide the basis for new drama-discussion programs to be aired this winter by



A new kind of alchemy revives a ghost town

Atlantic City, Wyoming, was founded in 1867 by prospectors who had struck gold in the rugged Wind River Mountains. During the next few years they dug some \$5 million in gold out of the earth near Atlantic City (ignoring a body of low grade taconite iron ore in the same area); and the little mining camp became one of the liveliest boom towns in the West. When the gold ran out, Atlantic City died. Almost 90 years later, U. S. Steel decided that Atlantic City's half-forgotten taconite represented a potentially vital natural resource, and it invested millions of dollars in a new mine and beneficiation plant to turn into iron-rich ore the once

worthless red rock the gold miners had ignored. Now, hundreds of men are working at a new installation that mines the taconite, crushes it, separates the iron-bearing rock from waste, and reforms it into useful chunks of iron ore. And U. S. Steel is shipping the beneficiated ore direct to its Utah steel mills.

The Atlantic City project has breathed new life into an almost deserted section of Wyoming. But more important . . . since almost 95% of the metal America uses is steel . . . U. S. Steel projects like that at Atlantic City are assuring a steady supply of iron ore for years to come. America grows with steel.

United States Steel



TRADEMARK

TvQ's top ten for October by age

Rank	Program	Total Audience TvQ*	Age Groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Beverly Hillbillies (CBS)	55	79	68	55	46	41
2	Bonanza (NBC)	54	49	62	55	55	49
3	Red Skelton Hour (CBS)	50	65	56	46	49	44
4	Ben Casey (ABC)	46	45	49	53	42	39
5	Dr. Kildare (NBC)	45	50	49	46	37	47
6	Hazel (NBC)	44	66	40	35	39	50
7	World of Color (NBC)	43	69	54	34	33	41
8	Sat. Night Movies (NBC)	42	60	50	47	36	31
9	Andy Griffith (CBS)	41	54	42	37	35	44
10	Gunsmoke (CBS)	39	44	37	32	38	45

*Percentage of viewers familiar with a show who consider it "one of my favorites."
Copyright Home Testing Institute Inc., 1962

KFMQ (FM) Lincoln, Neb.

The programs, which will deal with various aspects of American democracy in historical perspective, will include live audience participation from the Bennett Martin Library in Lincoln.

Half-hour episodes of the de Tocqueville series will be followed by discussions based on audience reaction and moderated by state officials, educational authorities, business leaders and others selected for their familiarity with the subject that the particular program of the CBC series suggests.

Film Sales . . .

Leave It To The Girls (United Artists Tv): Sold to KTVU (TV) San Francisco; WSB-TV Atlanta; WTVJ (TV) Miami; KGUN-TV Tucson, Ariz.; KOMO-TV Seattle; WFGA-TV Jacksonville, Fla.; WSAZ-TV Huntington, W. Va.; KSD-TV St. Louis, and KTTV (TV) Los Angeles. Program is now in 20 markets.

20th Century-Fox, post-48's (National Telefilm Assoc. Inc.): Sold to WFMY-TV Greensboro, N. C. and WSFA-TV Montgomery, Ala. Now sold to 157 stations.

Tin Tin (National Telefilm Assoc.): Sold to WIAF-TV Marion, Ind.; WNYS-TV Syracuse, N. Y.; KOIN-TV Portland, Ore.; KHJ-TV Los Angeles.

Cavalcade of the 60's Group 1 Features (Allied Artists Tv): Sold to KVAL-TV Eugene, Ore.; KHQ-TV Spokane, Wash.; WRDW-TV Augusta, Ga.; KENS-TV San Antonio, and KONA-TV Honolulu. Program is now in 59 markets.

The Detectives (Four Star): Sold to KTLA (TV) Los Angeles; WTEV (TV) New Bedford, Mass.; KWTX-TV Waco, Tex., and KBTV (TV) Denver. Now in 17 markets.

The Story of . . . (United Artists Tv): Sold to KTVU (TV) San Francisco; WJZ-TV Baltimore; WLWI (TV) Indianapolis; WTVO (TV) Rockford,

Ill.; WLOF-TV Orlando, Fla., and WTOK-TV Meridian, Miss. Also, Consumers Cooperative Assn., through Potts, Woodbury Inc., has added eighth market, KHOL-TV Hastings-Kearney, Neb. Now in 116 markets.

The Law and Mr. Jones (Four Star): Sold to KTLA (TV) Los Angeles; KOLO-TV Reno, Nev., and WCCA-TV Columbia, S. C. Now in 6 markets.

Dick Powell's Zane Grey Theatre (Four Star): Sold to KTLA (TV) Los Angeles; KWTX-TV Waco, Tex., and KOLO-TV Reno, Nev. Program is now in 6 markets.

Target: The Corruptors (Four Star): Sold to WTEV-TV New Bedford, Mass. Now in 7 markets.

Program notes . . .

White House tour rebroadcast ■ CBS-TV will rebroadcast "A Tour of the White House with Mrs. John F. Kennedy" Sunday, Jan. 13, from 4 to 5 p.m. EST. The program was first broadcast Feb. 14 and rebroadcast March 25. It was also telecast on ABC-TV and NBC-TV.

Dj aid ■ Columbia Record Productions has introduced a new shipping carton which supplies quick and simple identification of records for disc jockeys. The carton is a bright red box with the legend "D. J. Records" written across each side.

Proposed tv pilot ■ Morga Productions, owned by comedian Mort Sahl in partnership with his manager, Milton Ebbs, has purchased "Away On Leave," an original comedy by Warren Johnson about two young army draftees, and plans to produce a tv pilot sometime early in 1963.

Christmas package ■ A new Christmas program series, *Christmas Is the Day*, has been released by SESAC Inc., New York. Included in the series are four record albums with more than 40 selections of Christmas music, a special recording with 16 one-minute tunes and

13 five-minute scripts highlighting interesting Christmas Day customs around the world. The package is being offered to broadcasters for \$19.95 complete by SESAC.

Director assigned ■ WCBS-TV New York staff director Merrill Brockway has been assigned to direct the first two WCBS-TV productions of the projected *Repertoire Workshop* series, a combined effort of the CBS-owned tv stations in New York, Philadelphia, Chicago, St. Louis and Los Angeles.

Secretary Rusk's hour ■ Secretary of State Dean Rusk will talk about his office and its relationship to the Presidency, his life and career, and his role in current world crises in a one-hour tv conversation on CBS-TV's "CBS Reports: An Hour With the Secretary of State," Nov. 28 (Wed., 7:30-8:30 p.m. EST).


At no cost ■ *The Wave Trap*, the story of developments in scientific circles where waves are trapped off shore to prevent damage to coastal areas, has been made available to radio stations in coastal and Great Lakes areas as a public service of U. S. Rubber Co. The 15 minute program is being distributed at no cost by Empire Broadcasting Corp., 480 Lexington Ave., New York 17.

For free-loan ■ "Synthesis: A Method for Miracles," a 16mm half-hour film produced by Fred A. Niles Productions, is available on a free-loan basis to tv stations through Sterling Movies U. S. A. Inc., New York. The feature traces the advance of civilization as it relates to synthesis.

Radio Russian ■ The Educational Radio Network, a division of the National Educational Tv Network, will broadcast a Russian language course, beginning in January, on its eight stations on the eastern seaboard. The 40 half-hour programs will be heard three times a week. The programs are being produced for ERN by the Western Mass. Broadcasting Council Inc., which operates WFCR-FM Amherst, Mass.

Motion picture or tv series? ■ Warner Bros. Studios has acquired *The Federal Investigators*, written by Miriam Ottenberg, *Washington Star* news reporter, about the many branches of the federal government's crime-fighting facilities. Whether the book will be used as a basis for a tv series or a theatrical motion picture has not been decided.

Soviet saga ■ A one-hour documentary, *The Rise of Soviet Power*, which details the growth of Communism from the time of Czar Nicholas II until the present day, was carried on WNEW-TV New York on Oct. 30 (8-9 p.m.). It was repeated on Nov. 4 (9-10 p.m.) and was



...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...

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also presented on five other Metropolitan Broadcasting stations—WTTG (TV) Washington; KMBC-TV Kansas City, Mo.; KOVR (TV) Sacramento-Stockton, Calif.; WTVH (TV) Peoria, Ill.; and WTVP (TV) Decatur, Ill. The film was produced by the BBC and was both written and narrated by Malcolm Muggeridge.

KFS' trio ■ King Features Syndicate-TV is starting to sell three new cartoon series, *Beetle Bailey*, *Barney Google* and *Snuffy Smith*, and *Krazy Kat*, but they will not be available for tv showing before the fall of 1963. KFS-TV will produce 50 episodes in each of the three series, with each segment 5½ minutes long, except for nine longer subjects (8½ minutes) that will be released theatrically over the next year.

Songfest to Norway ■ A tape of the 34th biennial Sangerfest of the Nor-

wegian Singers Assn. of America, recorded by KSOO-AM-TV Sioux Falls, S. D., last summer has been presented by South Dakota Senators Karl Mundt and Joe Bottum to Rolf Jerving, charge d'affaires of the Norwegian Embassy. Mr. Jerving said the tape would be presented to the Norwegian Broadcasting Corp.

Self-analysis ■ In an effort to explain its programming policy to its listeners, WNOX Knoxville, Tenn., ran a ten-minute "profile" tape of the station on alternate days. The tape, originally devised for the station's national rep (Blair, New York), contained bits and pieces from its regular program format and commented on all aspects of its programming policy.

At sea on ABC-TV ■ Production of a pilot has started in Seattle for *Mr. Kingston*, a new ABC-TV adventure series starring Walter Pidgeon as captain

of an ocean liner, and Peter Graves as the ship's first officer. Leslie Stevens, series creator, will be producer director at Daystar Productions. The *Dominion Monarch*, a 26,462-ton liner, will be used in the series, Mr. Stevens said.

Hoover's address ■ American Freedom Network is distributing tapes of J. Edgar Hoover's 30-minute address to the American Legion convention in Las Vegas to its subscribing stations, as a "message all Americans should hear."

New company—new series ■ Producer Jules Bricken has formed his own tv production organization in New York. His first project is an hour film dramatic series, still untitled and starring George C. Scott as a Pulitzer Prize columnist. The series is being produced by Mr. Bricken for United Artists Television, and is scheduled for showing on CBS-TV next season, according to a UA-TV spokesman.

EQUIPMENT & ENGINEERING

AMST SEES FCC REPORT PRO-V

Claims New York test proves vhf is better than uhf; commission adopts standards for all-channel tv sets

The Assn. of Maximum Service Telecasters, a group of vhf television stations, has looked at the FCC report on the New York uhf test and found it good; it upholds the AMST contention, the association told its members last week, that vhf is superior to uhf.

The needle was given to uhf adherents, joyously pointing to the New York test as proving uhf's parity with vhf in large cities, by AMST Executive Director Lester W. Lindow in a Nov. 21 letter to his members.

The FCC report, Mr. Lindow stated, shows that "vhf picture quality within 25 miles of the Empire State Bldg. is superior to uhf picture quality."

Also last week these two further developments on the uhf front took place: (1) The FCC issued a First Report and Order adopting rules on technical qualities of all-channel receivers, proposed last September, and including an April 30, 1964 cutoff date for the manufacture of vhf-only receivers, and (2) The Electric Institute of Washington (D. C.) held a symposium for receiver distributors and retailers on uhf and the all-channel set.

Obviously nettled by the assumption that the FCC report finds uhf generally equal to vhf in the New York area (BROADCASTING, Nov. 19), the AMST letter calls attention to portions of the document justifying its conclusion that the study results in a contrary conclu-

sion—or draws conclusions from incorrect or unbalanced data:

Based on an analysis by its consulting engineer, Howard Head, of the A. D. Ring & Co., Washington AMST makes these points:

- Vhf superiority over uhf ranges from 10% to 50%. This is based on the grades given picture quality by technicians (resulting in the 10% figure) and evaluations made by householders (which show a 50% difference).

- Picture quality ratings are based in many instances on the use of an outdoor receiving antenna ever where it was not permissible to install a permanent outside antenna. "This has the effect of minimizing the superiority of vhf in comparison with uhf."

- The receivers used in the FCC test were heavily concentrated close to the Empire State Bldg.—78% were within 10 miles and more than 90% were within 15 miles of the transmitters. "This distribution of receivers was out of proportion to population distribution within the 25-mile circle. For example, approximately half of the receivers were located in Manhattan alone, although the population of Manhattan is only about 17% of the population within the area studied."

- The FCC report does not give statistics which permit an analysis of the comparative picture quality between vhf

and uhf as distance from the transmitting antennas increases.

Preliminary data from AMST's own New York study, the letter says, "indicates that by the time the 25-mile circle is reached, uhf performance has become decidedly inferior to vhf performance."

Still Testing ■ AMST is amplifying the FCC's tests which were confined to a 25-mile radius from the Empire State Bldg. by taking measurements outside this area. Using 100 RCA receivers, the same as those used by the FCC in its survey, AMST has placed them in homes from 25 miles out to 65 miles from mid-Manhattan. The receivers, which include 10 color models, are kept at one location for a full year. AMST hopes to have its report ready by next spring. It is spending an estimated \$100,000 for these tests.

Notwithstanding its criticism of the FCC report, AMST maintains that the report does show that uhf is capable of providing "a substantial amount of tv service in a large canyon-like city such as New York."

The AMST letter concludes:

"The FCC's report thus underscores the fact that television requires the use of vhf and uhf side by side with each other in the same communities and areas . . ." AMST has maintained this position over the years.

The N. Y. report was written by

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

Jules Deitz, an FCC engineer who coordinated receiver installations and picture quality evaluations in New York during the year-long test. In referring to the differences found between uhf and vhf where only indoor antennas are used, Mr. Deitz concluded that, "The difference almost disappears completely when outside antennas are brought into use."

Based on tests at 768 locations, the FCC document also found that there is little difference in installation costs between uhf and vhf except for the time needed to select the best position for the uhf antenna; that at most locations good vhf and uhf reception was found through the use of a single, double V antenna favoring uhf; that there are no differences between uhf and vhf for color reception; that ghosting differences were too insignificant to be counted.

The tests, underwritten with a \$2 million appropriation by Congress, used WCBS-TV on ch. 2, WABC-TV on ch. 7 and WUHF (TV) on ch. 31. All transmitted from the Empire State Bldg., the antenna home of all of New York's tv stations.

A final report, including field intensity statistics, is due to be issued by the FCC early next year.

All Channel Sets ■ In adopting largely without change the proposed rules it issued three months ago, the FCC last week stated that it would give further consideration to requests for exemptions from the all-channel requirement for receivers to be used by schools, hospitals, hotels and other institutions where central antenna systems are used.

Master distribution systems convert uhf signals to unused vhf channels at

the antenna, and an all-band receiver is unnecessary in this instance.

The commission also said that it was extending the present radiation limit for tv receivers to April 30, 1964, because it cannot determine whether the proposed lower limitation on tv set radiation would have any effect on the conversion to all-channel sets. The present radiation limit is 1,000 uv/m; the proposed reduction to 500 uv/m was to have become effective Jan. 1, 1963.

Technical Standards ■ The standards adopted by the FCC last week require that the noise factor for any of the uhf channels shall not exceed 18 db, and that the peak picture sensitivity, averaged for all uhf channels, shall be not more than 8 db larger than the peak picture sensitivity averaged for all of the vhf channels.

These are minimum standards. The FCC expressed hope that competitive factors will lead to improvement in uhf set capability and in ease of tuning.

The requirement that all tv receivers made for interstate commerce be capable of receiving both vhf and uhf channels stems from legislation passed at the last Congress. The law gives the FCC the responsibility of setting standards. The commission's proposed standards, adopted last week, are basically the same as those recommended by Electronic Industries Assn. and tv set makers earlier in the year.

The new all-band receivers will require certification that they comply with the FCC standards. This will be shown on a seal or label attached to the television receivers.

If a tv set is made before the April 30, 1964, date, this must be noted on

the carton; it can then be shipped in interstate commerce after the April 30 deadline even though it does not conform to the all-channel rules.

Any set made on May 1, 1964, or thereafter, however, must be an all-channel receiver and must comply with the FCC's standards.

The commission emphasized that there is nothing in the law prohibiting the public from operating "non-conforming" sets as long as they wish.

Grass Roots Told ■ The Electric Institute seminar in Washington took place Nov. 20, with about 75 Washington distributors and retailers attending. Background on uhf and the New York test was given by Commissioner Robert E. Lee. He used an electrified map of the United States to display graphically the usage of vhf and uhf channels.

Mr. Lee's main point was that there are 1,440 unused uhf channels, and that technical problems which existed for the use of uhf largely have been "dissipated."

A panel answer prepared and extemporaneous questions from the audience. It consisted of Jerry Peake and Edward F. Paulson, representing local set-servicing firms, and Harris O. Wood of Philco and Robert G. Weston of the FCC.

Among the high points of the panel discussion:

■ Mr. Wood reported that the transition tv set between now and the April 30, 1964, cutoff date will be a "convertible." This is a receiver engineered to accept a uhf tuner which manufacturers will have available for purchase separately at a price of from \$20-\$30.

■ Mr. Wood allayed fears that uhf tuners would be more difficult than vhf tuners. Uhf tuners today, he said, are actually more trouble free than vhf tuners. He also cited advances in the uhf oscillator tube which at one time deteriorated quickly. The new uhf tubes, he declared, are four times better than the tube that was previously used in uhf tuners.

Mr. Weston expressed his belief that the FCC does not intend to place the maximum number of uhf channels in any one city or cities. Although there is the technical possibility of putting 12 uhf channels in a single city, this is not FCC policy, he said.

Mr. Peake and Mr. Paulson reported mainly on experiences in converting Washington receivers to uhf for ch. 26. This is now occupied by WETA (TV), the Washington etv station.

The audience was handed a list of brand tv sets with comments from manufacturers on how to convert them for uhf reception.

A transcript of the seminar was made by EIA, which will have them available for use in other cities for the same kind of distributor-retailer meeting.

IRE medal winners

John Hayes Hammond Jr., president of Hammond Research Corp., Gloucester, Mass., and George Clark Southworth, consultant, Chatham, N. J., have been named recipients of the Institute of Radio Engineers' Medal of Honor, highest annual technical award in the electronics field.

Named by the IRE board of directors, the Medals of Honor and other awards will be presented at the 1963 Institute of Electrical & Electronic Engineers International Convention banquet next March 27 in New York. (IRE and the American Institute of Electrical Engineers are scheduled to be merged on Jan. 1, 1963, to form the IEEE).

Mr. Hammond was cited "for pioneering contributions to circuit theory and practice, radio control of missiles and basic communications methods." Mr. Southworth, formerly

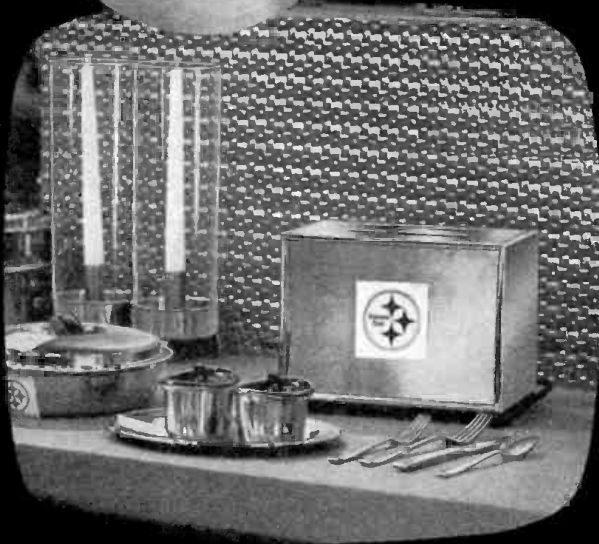
with Bell Telephone Labs, was honored for pioneering contributions to microwave radio physics, radio astronomy and also to wave-guide transmission.

Winners of the Vladimir K. Zworykin prize award for technical contributions to electronic television are: Philip J. Rice Jr. and William E. Evans, "for the development of techniques and equipment for fixing televised images on paper." Mr. Rice is with Stanford Research Institute, Menlo Park, Calif., and Mr. Evans is with A. B. Dick Co., Palo Alto, Calif.

IRE also announced Fellow Awards to 76 leading electronics engineers and scientists from the U. S. and five other countries. The grade of Fellow is the highest membership classification which can be offered by IRE.



Any way you look at it...



Seeing is believing where the housewife's concerned. She responds warmly to the glow of stainless steel in this video taped "U.S. Steel" commercial.



Make-believe gains conviction and added enchantment from the video taped picture that brings the "Shari Lewis Show" to life for millions on NBC.

Picture stories come to life on SCOTCH® BRAND Live-Action Video Tape!

The same vivid sense of "it's happening now" that makes a video taped drama grip the viewer's attention, works for added believability in commercials carried on "SCOTCH" BRAND Video Tape! The reason for this exceptional sense of "presence": *compatibility* of picture source and the picture itself. Both are electronic and give the viewer an image that involves no compromise.

For black and white tv, "SCOTCH" Video Tape provides a wide, expanded gray scale for gradual transitions from absolute black to absolute white. For color, the superior picture quality of video tape is even greater. Highest fidelity sound adds to the true-to-life impression. And the sharp video tape original can be duplicated with excellent copies or with kines made from the master tape.

Tape has many favorable facets for the producer of network shows, for the advertiser and agency making commercials, for local programming and closed circuit applications. Immediate playback means mistakes can be spotted and corrected at once. An almost limitless number of special effects can be achieved instantly by push-button; others are done relatively easily, and never involve lab work and the long wait.

"Techniques of Editing Video Tape" is the name of a booklet that offers a sampling of ideas used by video tape editors to build shows from tapes, create special effects . . . tells of techniques that make editing easier. It's free . . . just write, Magnetic Products Division, 3M Company, Dept. MBX-112, St. Paul 1, Minn.

"SCOTCH" AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 1, MINNESOTA. EXPORT: 99 PARK AVENUE, NEW YORK, N. Y. IN CANADA: LONDON, ONTARIO. ©1962, 3M CO.

Magnetic Products Division **3M** COMPANY

NEW TOWER

NEW
COVERAGE
WPBN-TV
Traverse City, Mich.

You Also Buy
WTOM-TV
Cheboygan, Mich.

TOWER - 1,129 feet
LOCATION - 35 miles
south of Traverse City

EQUALS - More TV
Homes.

LOWER COST PER
THOUSAND.

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

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

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



Paul Bunyan Network

LES BIEDERMAN President
SOREN MUNKHOF General Manager
national representatives
VENARD, PINTOUL & MCCONNELL

Ampex sets record for second-quarter

Ampex Corp. had record second quarter sales, net earnings and incoming orders for the 1962 fiscal quarter ended Oct. 31, President W. E. Roberts announced last week.

Sales totaled \$21,607,000, compared with \$19,125,000 for the same quarter of fiscal 1962. Net earnings after taxes were \$1,291,000 (17 cents a share), up from \$421,000 (five cents a share), in the like period a year ago. Incoming orders totaled \$23,848,000 versus \$20,384,000 in the second quarter of last fiscal year.

For the six months ended Oct. 31, Ampex had sales of \$43,120,000, up 18%; net earnings of \$2,197,000 (28 cents a share), up 347%, and incoming orders of \$50,148,000, up 32% from the first half of fiscal 1962.

During the first half of fiscal 1963, Ampex introduced 13 new products and put approximately \$4,250,000 into research and new product development. Mr. Roberts reported the company will spend more than \$9 million for research and development before the end of the fiscal year.

Speaker standardization furthered at EIA meet

Efforts to standardize methods and language for measuring and rating the performance of loudspeakers used in radio-tv sets and other applications took another step toward fruition at the fourth Loudspeaker Conference of the Electronic Industries Assn. in Chicago.

The study has been under way for two years now and is still not near completion because of the complexities of the acoustical arts. The meeting, however, heard suggestions on standard methods for measuring loudspeaker qualities as well as new ideas on rating techniques and signs which would be understandable to both the industry and the consumer public.

The system of color symbols for rating loudspeakers proposed at the meeting last June by Lincoln Walsh of Walsh Engineering Co., Millington, N. J., was demonstrated.

Another specification system was presented also by Adolore F. Petrie of General Electric's audio products department, Decatur, Ill., which would provide six measures. These would include: size, rating impedance, maximum input, type, efficiency and test voltage. Brune Staffen, senior engineer of the Hammond Organ Co., demonstrated a number rating system already in use by the manufacturer which he said showed good correlation with the proposed Walsh system.

A highly technical paper by Richard

E. Liebich, acoustics coordinator for Clevite Ordnance Div., Cleveland, discussed a method of testing sound quality which could eliminate such subjective factors as the listener's personal preferences and which would augment and modify certain aspects of the quality rating proposals of the Walsh rating system.

General Precision's net income unchanged

General Precision Equipment Corp., Tarrytown, N.Y., reported net income for the third quarter ended Sept. 30 of \$1,105,579—equal to 61 cents a share after deducting \$99,212 paid out in dividends on preferred and preference stocks. This compares to net income of \$1,122,037 (61 cents a share for the comparable period in 1961. Consolidated net sales for the July-September quarter totaled \$55,085,045. This compares to \$52,292,533 for the same period last year.

Net income for first nine months of 1962 reached \$3,002,789 (\$1.63 a share after deducting \$326,130 paid out in dividends on preferred and preference shares), based on consolidated net sales of \$163,020,970. This compares to \$4,189,040 net income (\$2.11 a share after deducting special dividends but including a special credit), on \$171,196,090 consolidated net sales for the same nine months last year.

Color slows down Admiral

Unusual expansion of color tv production facilities to meet the rising consumer demand was the reason given last week by Admiral Corp. President Vincent Barreca for his firm's third-quarter net loss of over \$300,000 on sales of nearly \$50.4 million. The net income for the nine-month period also was below a year ago. He said Admiral will now be able to produce 100,000 color sets annually.

Technical topics...

Sales up ■ Entron Inc., Silver Spring, Md., manufacturer of television systems and equipment, reports Oct. 1962 sales were highest for any month in the company's history and represented a 48% increase over Oct. 1961. The business pick-up was attributed to increased interest in the company's tv cable tapoff as well as its "Adaband," a system which permits an increase in the number of channels that can be carried on community tv systems.

New lenses ■ The Elgeet Optical Co., Rochester, N. Y., has announced the introduction of the Elgeet Zoom Navitar lenses for tv and 16 mm cameras. The 14-element lens features a zoom range from 20mm to 80mm and a maximum speed of f1.8.



First thing in the morning . . .

. . . you'll have confidence in knowing that an ARB Overnight Survey team was on the job the night before. The audience estimates you need will be on hand, ready for those all-important decisions you'll face today.

ARB Overnight Surveys truly build this confidence. More and more regular clients prove it. Telephone coincidentals are designed to give fast information to aid in the solutions of your most pressing audience problems . . . such as checking the audience to a new program or spotting an audience trend since the last regular ARB report. And they provide this information quickly, because on short notice a large staff of trained and experienced telephone interviewers is available. Whether it's a current program rating or a timely share of audience index, an ARB Overnight Survey is equally adept at providing answers for key decisions in any U.S. television market.

Consistently reliable audience estimates at a practical price is an offer worth investigating. Call your ARB representative and discuss it today.



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

If you can't join 'em, move next door

A so-called "iron curtain" failed to prevent WCNL Newport, N. H., from covering a key high school football game on the schedule of Towle High School, whose games the station had been reporting regularly during the season.

When Plymouth High School demanded a rights fee for the Towle game there (60 miles away), WCNL said the costs were in excess of the net remaining to the station after deductions for remote expenses. Leasing farm land adjacent to the field,

WCNL reported the play-by-play from a point just 30 feet from the 20-yard line.

Arch Mountain, WCNL sportscaster, interviewed the opposing coaches across a barbed-wire fence after the football game. The Plymouth school was the only member of the Granite State League demanding a rights fee, reported Dick Carlson, WCNL co-owner. The gate for the contest was the "biggest to date," with "hundreds of Towle fans on hand," Mr. Carlson said.

WEZN-sponsored quartet wins U.S. championship

When a local female quartet needed financing for transportation to a national singing contest, WEZN Elizabethtown, Pa., chipped in with the first contribution and launched a successful fund-raising campaign which sent the girls to the contest and the national championship.

The girls, known as "The Etonettes," and sponsored by a local American Legion Post, had won the Pennsylvania

State Legion title for barbershop quartet singing, but they needed help to get to the championships in Las Vegas.

Ira H. Kaplan, president and owner of WEZN, made the initial contribution. Then his station began an intensive spot schedule which brought forth the cash.

The girls went to Nevada and returned with the national championship.

Radio gifts for school marms

The James B. Childress Radio Stations of North Carolina and Tennessee gave special attention to teachers during National Education Week (Nov. 11-17) by distributing apples on each teachers desk in the respective listening areas of Childress stations. Each piece of fruit was tagged "Fruit for thought, thanks to our teachers."

The Childress group includes: WMSJ Sylva, WKRK Murphy, WKSK West Jefferson, WKJK Granite Falls (not on the air but a participant nonetheless), all North Carolina and WLAF La Follette, Tenn.

Taboo here, but ok in Canada

U. S. broadcasters puzzling over the FCC's public notice warning them not to broadcast advertisements for lotteries (BROADCASTING, Nov. 19) might be teased by promotions being conducted by CKY Winnipeg, Man.

"Several times each morning, on the air, we play a complete game of Bingo . . ." says Dave Lyman, program director of the station.

"The CKY Sweepstakes is a current afternoon feature," Mr. Lyman reports. Listeners place bets on a series of eight fictitious races using names of CKY personalities as jockeys.

Drumbeats . . .

Spectacle(s) = Eyeglasses—3,000 pairs of them—piled up at KYW Cleveland in response to a plea from that station's all-night personality, Tom Griffiths. They will be taken to Columbus where

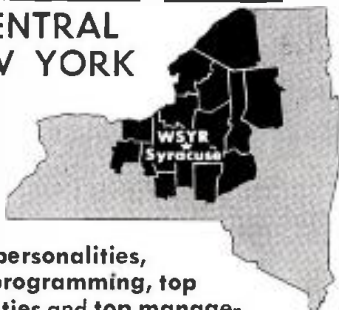
the old lens will be removed and used in making glasses for the needy.

Sales film = A sales team from WPIX (TV) New York is touring the U. S. and showing a sales promotion film, "The One-Station Network," before clients and agencies. A sales-oriented *WPIX Coloring Book* summarizing the film also is being presented. Making the trip are John A. Patterson, vice president in charge of sales; Jack F. A. Flynn, national sales and business manager; and Frank X. Tuoti, advertising director.

Police call = Mrs. Theodore Porter, wife of a Kansas City, Mo., policeman, won a \$5,000 redwood timberlodge, grand prize in a KMBC-TV Kansas City *Free for All* program contest, when her mother-in-law observed Mrs. Porter's post card had been selected on the morning tv program and telephoned her daughter that she should call the station to collect her prize.

Measured campaign = Radio stations in the A-Buy group are trying to reach timebuyers with a gold-colored steel roll-up yardstick called "The Golden Rule for Radio Advertising in California."

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK



Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area. WSYR's big margin of superiority is confirmed by all recognized market coverage studies.



Represented Nationally by THE HENRY I. CHRISTAL CO., INC. New York • Boston • Chicago • Detroit • San Francisco



KGO Jr.'s debut

A tiny radio transmitter was used to tell radio's story last month with an unusual presentation before the San Francisco chapter of the Sales Promotion Executives Assn. Advertising and sales promotion managers at the meeting were surprised when six transistor radios, placed around their luncheon table, suddenly came alive with "The Three R's of Bay Area Radio."

After the luncheon Ron Wren (see cut), advertising and promotion manager of KGO-AM-FM San Francisco, explained the strange broadcast. Concealed behind a screen in the room was a tape recorder which piped the story into a tiny two-tube transmitter. The miniature station was built by Mr. Wren, a former radio engineer.



What compact can do everything a console recorder can?

AMPEX PR-10

The Ampex PR-10 gives you all the features, all the performance of a console recorder. Even remote control. And it's all wrapped up in a suitcase-sized package. That means you can take a complete recording studio out into the field, into the school, the church, industry—anywhere you need it. The PR-10 features positive push-button controls; record-safe switch; and separate erase, record and playback heads. And there's room for an optional 4-track stereo or additional playback head. There's also a new

electro-dynamic clutch system to give you fast, gentle starts and lower braking tension. If you want to monitor on-the-spot, the PR-10 has A-B switches, VU meters, phone jacks, output circuits. Moreover, electrical alignment controls are accessible through the front panel. You get all this plus a new Ampex "FourStar" one year warranty. For data write the only company with recorders, tape & memory devices for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.



FATES & FORTUNES

BROADCAST ADVERTISING

John Matthews, vp and member of executive committee of Leo Burnett Co., Chicago, appointed creative director. He will head group of copywriters and artists who will create all-media advertising for large part of agency's business, in line with changes in creative services division made over month ago when Don Tennant was made division head.



Mr. Matthews

William H. Lowe Jr., vp and assistant to president of Hydrometals Inc., joins Foote, Cone & Belding, New York, as copy group head. Prior to joining Hydrometals, Mr. Lowe was editor-in-chief of *House & Garden* magazine; assistant to president of Ogilvy, Benson & Mather, and executive and managing editor of *Look* magazine.

George M. Glazier, former advertising and sales promotion manager and assistant general manager of sales for American Oil Co. in Baltimore and New York, joins Newhoff-Blumberg, Baltimore advertising agency, as vp in charge of newly created automotive division. New division will specialize in advertising, marketing and sales promotion for automotive and products in allied fields.

John M. McEvoy, account executive at Ted Bates & Co., New York, elected vp. Mr. McEvoy was with Buchanan & Co. as vp and director before joining Bates in 1958.

Robert Liddel, associate media director of Compton Adv., New York, elected vp. Mr. Liddel, with Compton's media department for past 10 years, served as head timebuyer prior to being named to his present post.



Mr. Liddel

Joseph C. Gusky, former senior vp of Lando Adv. Agency, Pittsburgh, becomes principal and creative director of AD & PR, newly created advertising and pr consulting firm, located at Carlton House, Pittsburgh. Appointment is result of merger of Joseph C. Gusky Assoc. with Advertising & Public Relations Consultants Inc.

Warren Donahue, former associate creative director of Donahue & Coe, joins Morse International, New York, as vp and copy director.

Freeman Fulbright, former executive

editor for national affairs of *New York Herald Tribune*, joins Selva & Lee, New York pr firm, as vp and assistant to president, Morris M. Lee. Prior to joining *Tribune*, Mr. Fullbright was general editor of *Newsweek* magazine.

Chester L. Posey, senior vp of McCann-Erickson, named director of creative division of New York office. Mr. Posey was manager of Chicago office.

Jack Wyatt, president of The Jack Wyatt Co., Dallas-based advertising and pr firm, elected to board of directors of Wallace Clark & Co., New York-based management counseling firm.

Kenneth B. Hawthorne, former general product manager for U. S. Royal Div. of U. S. Rubber Co., New York, joins John H. Breck Inc. (hair care preparations), Springfield, Mass., as director of marketing-



Mr. Hawthorne

consumer products, newly created position. Mr. Hawthorne's responsibilities will include advertising, sales promotion, product management and market research. **Douglas M. Shaylor**, advertising staff assistant for hair preparation firm, promoted to newly created position of advertising services manager. Mr. Shaylor joined Breck's advertising department in 1954 as copywriter.

Fred R. Jones, former vp and creative director of John W. Forney Co. and before that creative supervisor at Campbell-Mithun, Minneapolis, joins Lilienfeld & Co., Chicago, as account supervisor.

James C. Campbell, director of research services for Marplan Inc. (division of Communications Affiliates Inc., subsidiary of Interpublic Inc.), Los Angeles, appointed manager of marketing research for 20 Mule Team Products Dept. of U. S. Borax & Chemical Corp., that city.

Marlene S. Pohn, director of radio-tv department of Mohr & Eicoff, Chicago, joins Gourfain-Loeff, that city, in similar capacity.

Howard Potter, account executive with Compton Adv., joins Sullivan, Stauffer, Colwell & Bayles, New York, in similar capacity.

Audrey Heaney named senior account executive of The Softness Group, New York pr firm. **Diana Wallach** joins firm as administrative assistant.

Richard T. Houghton, Carson Roberts, joins New York office of N. W. Ayer & Son, Philadelphia, as account representative. Other new Ayer ap-

pointments are **Robert L. Ray**, Edward Dalton Co., as account representative in San Francisco office, and **Ruth Simpson** as public relations representative in New York.

Mina Moret joins Mann Scharf & Co., Los Angeles pr firm, as associate.

Frances Calandro, former timebuyer for Potts-Woodbury, Kansas City, joins Winfield Adv. Agency, St. Louis, in similar capacity.

Sheldon R. Axler, former production and assistant advertising manager of Cormac Photocopy Corp., manufacturers of office copy machines and supplies, New York, appointed administrative manager of Newman-Martin, Bloomfield, N. J., advertising agency.

Leonard M. Nohr joins Tracy-Locke Co., Dallas agency, as copywriter.

Fred Tamke, Foote, Cone & Belding; **Marcie Hans**, North Adv., and **William Johnston**, Campbell-Mithun, join Chicago copy staff of McCann-Erickson.

Francis L. Monaco, Kudner Agency, joins Dancer-Fitzgerald-Sample, New York, as type director.

THE MEDIA



Mr. McLean



Mr. Crane

James J. (Steve) Crane elected vp and general manager of Crosley Broadcasting Corp.-owned WLW Cincinnati, newly created post, and **P. Scott McLean** elected vp in charge of eastern tv sales, with headquarters in Crosley's New York office. Mr. McLean, who moves up from post of general manager for eastern tv sales, joined organization's New York sales staff in 1950. Mr. Crane joined Crosley in 1952 after programming and sales experience with WZIP Covington, Ky. After several years on Crosley sales staff for both radio and tv, Mr. Crane was named sales manager of WLW year ago.

Milton H. Klein, member of sales department of KHJ-TV Los Angeles since April 1961, named general manager of KHJ-AM-FM. Prior to joining KHJ-TV, Mr. Klein served as general manager of KEWB San Francisco.

Eric S. Bremner, researcher-writer for special features department of KING-TV Seattle, Wash., named as-

sistant to vp of broadcast division of King Broadcasting Co., licensee of KING-AM-FM-TV Seattle; KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane, Wash. He succeeds Alexander P. Hunter, who assumes managership of KREM-AM-FM-TV, effective Dec. 3.



Mr. Norins

Mr. Norins began his broadcast career with KTTV (TV) Los Angeles, soon after its inauguration in 1949. He was appointed KTTV local sales manager in 1953. Subsequent appointments include post of general sales manager of KFRE-AM-TV, KRFM (FM) Fresno, Calif., prior to joining Santa Barbara outlet.

Arnold Becker, media research manager of Lennen & Newell, New York, rejoins CBS-TV network research department as manager of coverage and research analysis. Mr. Becker originally joined CBS-TV network research department in May 1959 as assistant ratings manager. He was named manager of coverage and research analysis in February 1961 and left network early in 1962 to join L&N.

Elaine M. Pappas, media supervisor at North Adv., joins Metro Broadcast Sales, New York, as director of sales development.

Tom Papich, former general manager of KITO San Bernardino, Calif., joins KRNO, that city, in similar post.

Walter C. Newton Jr., member of tv sales department of The Bolling Co., New York, appointed to newly created post of director of market and sales development. Other appointments at Bolling are: Phil Benblatt, formerly with American Research Bureau, to rep

OAB elects officers

James C. Hanrahan, general manager of WEWS (TV) Cleveland, elected president of Ohio Assn. of Broadcasters. Other new officers elected are Mrs. Marianne B. Campbell, WJRH-AM-FM Gallipolis, first vp; Walter E. Bartlett, WLWC (TV) Columbus, second vp; Harry Dennis, WERE-AM-FM Cleveland, and Allan Land, WHIZ-TV Zanesville, directors.



Mr. Hanrahan

firm's research and promotion department; and Peter J. Griffin, formerly of Dancer-Fitzgerald-Sample, to Bolling's tv sales staff.

Col. Lester W. Lindow (U. S. Army-Res.), executive director of Assn. of Maximum Service Telecasters, Washington, D. C., returned Nov. 9 from two-week assignment in West Germany as mobilizing designee of Chief of Office of Information, Department of the Army. Mr. Lindow's mission was to coordinate with officials of French, British, West German and U. S. forces in taping of new series of radio programs to be distributed world-wide. The series, not yet in production, will be aired on U. S. stations via facilities of Mutual Broadcasting System.



Mr. Conway

Francis H. Conway, general sales manager of WDAU-TV, WGBI-AM-FM Scranton, Pa., joins WTEV (TV) New Bedford, Mass., in similar capacity. Mr. Conway joined WDAU-TV sales department in 1953. He has been general sales manager for last 4½ years in addition to serving in same capacity for WGBI since 1961. Prior to broadcast experience, Mr. Conway was with sales staff of Corn Products Sales Co. WTEV (TV) is new ABC-TV network affiliate scheduled to go on air in January.

Sam J. Slate, vp of CBS Radio and general manager of WCBS-AM-FM New York, named to New York Board of Trade.

Paul E. Van Hook, formerly with ABC-TV National Spot Sales, joins Philadelphia office of Blair Television Assoc. as sales specialist.

Phil Bondelli, producer-director at WBBM-TV Chicago, named producer of *Panorama Pacific*, weekly morning

program on KNXT (TV) Los Angeles. He succeeds Harve Bennet, who resigned to become program development director for ABC-TV. Carmen P. Phillips, production coordinator for *Panorama Pacific*, promoted to associate producer of daily show.

Ken DeVaney, general counsel and managing director of California Broadcasters Assn., joins Crowell-Collier Broadcasting Corp., effective Dec. 1, as administrative assistant to Joseph Drilling, CCBC president. In addition to current operation of three Crowell-Collier radio stations (KFWB Los Angeles, KEWB Oakland-San Francisco, KDWB Minneapolis-St. Paul), Mr. DeVaney will head research program to study all phases of tv, especially pay-tv, and make recommendations for possible CCBC expansion into those areas.

James W. Wesley appointed assistant sales manager of WSB-AM-FM Atlanta, Ga. Mr. Wesley joined WSB in 1955 as announcer-producer and was transferred to station's sales department in 1958 where he has been account executive on local sales staff.



Mr. Wesley

Gene Myers, formerly with CBS Radio Spot Sales in St. Louis, transfers to

for your tower requirements check **ROHN SYSTEMS**

A complete tower erection service that has these special advantages:

- ✓ DEPENDABILITY
- ✓ RELIABILITY
- ✓ COMPLETE ENGINEERING
- ✓ COAST TO COAST SERVICE

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.



ROHN SYSTEMS, INC.
6718 W. Plank Road Peoria, Illinois



In the Radio-TV Publishing Field only BROADCASTING qualifies for membership in Audit Bureau of Circulations and Associated Business Publications

rep firm's New York headquarters as account executive in charge of Philadelphia-Baltimore-Washington territory.

C. Wylie Calder, formerly with NBC and Ziv-UA, joins WJBF (TV) Augusta, Ga., as regional account executive.

Harvey Schulman, former media director for Monroe Greenthal Agency, joins WNBC-AM-FM New York as account executive.

Bill Goff, news director of KVI Seattle, Wash., now operations director.

Ward L. Quaal, executive vp and general manager of WGN Inc., Chicago, elected chairman of Chicago Better Business Bureau, succeeding **Frank H. Yarnall**, president of Yarnall Chevrolet. **Gabe Joseph**, Field Enterprises Inc., Fairfax Cone, Foote, Cone & Belding, and **Edward R. Taylor**, Motorola, were elected vice chairmen.



Mr. Hess

Karl Hess, for past year editor of *World*, weekly newspaper published in Washington, D. C., appointed Washington correspondent for Taft Broadcasting Co. (WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT (TV) Lexington, Ky.) and advisor-contributor to Taft editorial board. Prior to joining *World*, Mr. Hess was assistant to president of Champion Papers Inc. and member of editorial board of Taft Broadcasting.

Grant Wolfkill, NBC News cameraman who was prisoner of Laos communist forces for 15 months, has been assigned to cover border warfare in China-India area. Mr. Wolfkill was captured May 1961 and released August 1962. In new assignment he will be based in Hong Kong.

Abner A. Layne, former technical pr

Md.-D.C. broadcasters



Mr. Goodfellow

Joseph Goodfellow, vp and general manager of WRC-AM-FM-TV Washington, elected president of Maryland-D. C. Broadcasters Assn. at its meeting in Baltimore Nov. 20. Other officers: **Thomas S. Carr**, vp and general manager of WBAL-AM-FM Baltimore, vp; and **Morris H. Blum**, vp and general manager of WANN, WXTC (FM) Annapolis, secretary-treasurer. Directors are: **Mrs. Virginia Pate**, WASA-AM-FM Havre de Grace; **Robert Howard**, WPGC-AM-FM Morningside; **Sam Cannon**, WCEM Cambridge; **Herbert Cahan**, WJZ-TV and **George Roder**, WCBM-AM-FM, both Baltimore; **Fred Houwink**, WMAL-AM-FM-TV and **Ben Strouse**, WWDC-AM-FM, both Washington.

manager for American Machine & Foundry Co., joins CBS Labs, Stamford, Conn., as manager of information services.

Frank J. Little, assistant director of advertising and publicity for WBKB (TV) Chicago, joins WABC-TV New York as director of publicity and press information. Both stations are licensed to American Broadcasting-Paramount Theatres.

Ted Schneider, traffic and continuity director of WHN New York, appointed director of news, public affairs and broadcast standards.

Barclay Powers, traffic manager of WLBW-TV Miami, Fla., promoted to publicity director, succeeding **Patricia**

Alter, who takes leave of absence, effective today (Nov. 19). **Russell Heberling**, assistant traffic manager, elevated to traffic manager.

Don Baird, formerly with news department of WPLO-AM-FM Atlanta, Ga., joins WSB-AM-FM, that city, as staff announcer.



Mr. Curran

Don B. Curran, director of advertising and publicity for ABC-owned tv stations, appointed general manager of KGO-AM-FM San Francisco (ABC-owned outlet). Mr. Curran joined ABC in 1961 as director of publicity and promotion for network's owned radio stations. He also served as sales manager of KTVI (TV) St. Louis, promotion director of KOMA Oklahoma City and announcer and salesman for KGWA Enid, Okla.

Rod Rogers appointed news director of WABW Annapolis, Md.

PROGRAMMING

Joseph Bein, president of Pan-American Broadcasting of Los Angeles, elected chairman of newly created National Assn. of Background Music Operators. Other officers elected: **Edward Davis**, Sundial Broadcasting Corp. of San Francisco, vice chairman; **Richard Williams**, WGLM (FM) Richmond, Ind., secretary, and **Leslie Cooper**, Musicast of New York, treasurer.

Roy L. Townshend, studio operations manager of Robert Lawrence Productions, New York, and **Doris Reichbart**, firm's production coordinator, elected vps. **Bert Stern**, free-lance photographer, joins production company.

William E. Gephart Jr., president of General Film Laboratories, Hollywood, elected to board of governors of Society of Motion Picture & Television Engineers, and also elected vp of Assn. of Cinema Laboratories.

Allan Clark, special market representative for RCA Victor Records, appointed manager of radio-tv relations and field promotion. Mr. Clark joined RCA in 1954.

Clayton Fox, assistant to vp for business affairs at Desilu Productions and previously in same capacity at CBS, elected vp in charge of business affairs, Glen Glenn Sound, Los Angeles.

Jack Brodsky appointed director of advertising and publicity of Filmways Inc., New York, in theatrical film area. During production of "Cleopatra" motion picture at 20th Century-Fox, Mr. Brodsky was advertising-publicity co-

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* Occupation Required

ordinator. He joined 20th in 1956.

Jack Horton, former free-lance cameraman, joins Filmex Inc., New York, as director of photography.

Chuck Connors, who last week completed production on fifth season of MGM's *Rifleman* tv series, has been signed to exclusive contract by Universal Pictures.

EQUIPMENT & ENGINEERING

Lyle S. Garlock, vp-government and community relations for Eastern Airlines and former assistant secretary of U. S. Air Force, elected to board of directors of Melpar Inc., subsidiary of Westinghouse Air Brake Co., Falls Church, Va., electronics and aerospace firm. Mr. Garlock joined Eastern in Oct. 1961 after 27 years in government service. His election raises number of Melpar's board of directors to six.



Mr. Garlock

Thomas R. Maher appointed general manager of electronics division of The Magnavox Co. of Tennessee. Prior to joining Magnavox organization, Mr. Maher was director of manufacturing for Packard Bell Electronics.

James A. Stark, phonograph product engineering manager for General Electric Co., appointed engineering manager for audio products department of GE.



Mr. Wilson

Haddon S. Wilson promoted to engineering manager of RCA's microwave department, with headquarters in Camden, N. J. Before assuming new post, Mr. Wilson was manager of microwave project operations, responsible for contract administration and installation of RCA equipment in Western Union's transcontinental microwave beam system. Prior to joining RCA in 1953, he was with Canadian General Electric Co. Ltd., Toronto.

INTERNATIONAL

Henri Audet, CKTM-TV Three Rivers, Que., re-elected president of French-language Broadcasters Assn., at annual meeting in Montreal. Also re-elected were **Aurele Pelletier**, CHRC Quebec City, as vp, and **Marcel Leboeuf**, CKCV Quebec City, as secretary-treasurer.

B. J. (Bernie) Le Maitre, for past two-and-one-half years national sales manager of CFTO-TV Toronto, joins CTV Television Network Ltd., that

Collins elected trustee

LeRoy Collins, NAB president, was elected to board of trustees of Episcopal Radio-Tv Foundation, headquartered at Cathedral of St. Philip, Atlanta, producers and distributors of Episcopal series of *The Protestant Hour*. As trustee, Gov. Collins joins thirty other Episcopal leaders in directing the production of other films in the tv series. The Foundation has in production the *One Reach One* 30-minute tv series.

city, in similar capacity. Prior to joining CFTO-TV, Mr. Le Maitre was seven years with Transcontinent Television Corp. and WGR-TV Buffalo, N. Y., as sales representative and regional sales manager.

Wayne Cullum, operations manager of CKSO-TV Sudbury, Ont., promoted to national sales manager. **James Smith**, production manager, succeeds Mr. Cullum as operations manager.

James D. McLennan named manager of Montreal office of Radio & Television Sales Inc., Toronto, succeeding **F. W. Brock**, who has been moved to Toronto.

Don Insley appointed manager of CFRB-FM Toronto.

Jack R. Kennedy, formerly with CFRB-FM Toronto, appointed director of fm sales for Standard Broadcast Sales Ltd., station rep firm, that city.

James Louks, formerly with CKXL Calgary, Alta., named national sales director of CJME Regina, Sask.

Wally Kirk, client service writer-producer of CFRN Edmonton, Alta., appointed sales director of CFCN Calgary, Alta.

D. M. McAughtrie, former commercial manager of CKCW-TV Moncton,

N. B., to tv division of Stovin-Byles Ltd., Toronto station rep firm.

Robert Leslie, former general manager of National Broadcast Sales Ltd., Toronto, joins Air-Time Sales Ltd., station rep firm, that city.

Ted Reynolds, CBU Vancouver, B. C., and **Don Wittman**, CBW Winnipeg, Man., have been sent by Canadian Broadcasting Corp. to Perth, Australia, to cover British Commonwealth Games from Nov. 22 to Dec. 1. They report daily by radio and will do film interviews for CBC television coverage.

ALLIED FIELDS

John P. Cole Jr., who for last year has been acting as legal assistant to Rep. Jack Flynt (D-Ga.), resumes law practice as partner in Washington, D. C., communications law firm of Smith & Pepper. Mr. Cole received his law degree from George Washington U., Washington, D. C., in 1956, was attorney with FCC for two years, and in 1958 joined Smith & Pepper.

Dr. James B. Tintera appointed director of research and development for Wayne State U., Detroit. Mr. Tintera's duties will include development of instructional radio and tv programs.

DEATHS

Harold Stephenson, 60, former president of Assn. of Canadian Advertisers and director of Bureau of Broadcast Measurement, died on November 14.

John Trevor Adams, 71, broadcast pioneer and concert impresario, died Nov. 19 in Florida of coronary thrombosis. Mr. Adams formed Judson Radio in 1928, after association with his father in concert booking business. He later served as director of radio for Erwin Wasey Adv. and president of Texas State Radio Network. With Elliot Roosevelt, Mr. Adams founded Transcontinental Broadcasting Co., and at one time served as general manager of WMCA New York. He returned to concert management in

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1946, and retired in 1955. Mr. Adams is survived by his wife, Alice, son Robert, sales director of WBKB (TV) Chicago, and daughter, Patricia Adams Lent. Another son, the late John T. Adams Jr., was general manager of WABC-TV New York.

John Pershing Chase, 43, program director and sales manager of WHFB-AM-FM Benton Harbor-St. Joseph, Mich., and vp of National Radio & TV Farm Directors Assn., died Nov. 12 of heart attack. Mr. Chase had been employed by station since its inception in September 1947.

Alfred L. Dupuis, 52, member of sales staff of WSYR-TV Syracuse, N. Y., died Nov. 15 at Memorial Hospital, that city. Mr. Dupuis joined WSYR-TV in 1954.

Bill Carle, 57, one-time radio actor-singer who was first "daddy" of Baby Snooks, radio character portrayed by Fanny Brice, died Nov. 16 of heart attack in St. Louis. He was representing Greater Los Angeles Youth for Christ at musical program sponsored by Teen World International.

Jacob Riley Colvin, 33, since 1956 sales representative for KTBC-TV Austin, Tex., died Oct. 28 in automobile accident ten miles north of that city.



Mr. Lown

Bert Lown, 59, western manager for affiliate relations of CBS-TV network, New York, died Nov. 20 of heart attack at NAB regional meeting in Portland, Ore. Mr. Lown joined CBS-TV's affiliate relations in New York in Nov. 1951 and moved to Hollywood as western manager three years later. Prior to joining CBS, he was vp and sales manager for radio-tv division of Muzak Corp., from 1946 to 1951, and regional field manager of Committee for Economic Development, from 1944 to 1946. Mr. Lown was also known as songwriter and band leader during 1930's. Among songs he wrote was "Bye Bye Blues."

Theodore W. Knauth, 76, former banker, radio broadcaster and American military government aid, died Nov.

14 at his home in New York City. Mr. Knauth became one of first Berlin, Germany, radio broadcasters for NBC, serving from 1938 to 1941.

Robert Varien Fancett, 34, publicist at BBDO, Detroit, died Nov. 11 at Cottage Hospital, Grosse Point, Mich., following recent operation. He had been seriously ill for past year. He leaves wife Charlotte, former copywriter at Maxon Inc., and three-year-old daughter Susan.

William C. Peterson, 52, prop maker on NBC-TV's *Bonanza* series, died Nov. 15 of apparent heart attack while working on show at Paramount Studios, Hollywood. Mr. Peterson had been employed at Paramount since February 1946 and had been regular member of *Bonanza* crew since series began four years ago.

Sid Tomack, 55, film and tv actor, died of heart ailment Nov. 12 at his home in Palm Springs, Calif. Mr. Tomack was "Al" in Marie Wilson tv series, *My Friend Irma*, and played "Gillis" early in William Bendix series, *Life of Riley*.

INTERNATIONAL

CBC, BBG at odds over football telecast

NETWORK TOLD TO CARRY PROGRAM FROM ITS RIVAL

Last week Canadian viewers still did not know whether they would be able to see the Grey Cup championship football game on Dec. 1. The Canadian Broadcasting Corp. refused to accept a ruling of the Board of Broadcast Governors that it must carry on its full national network the classic football game originating with its competitor, CTV Television Network Ltd., and also carry all the commercials at regular rates.

The CBC board of directors met at Ottawa on Nov. 15 and stated that "the

CBC intends to telecast the Grey Cup game as produced by CTV or its associate CFTO-TV (Toronto). The CBC does not intend to accept the advertising messages which will be in the CTV production. The CBC does not intend to allow CTV or any other unauthorized person or organization, either directly or indirectly, to use the national broadcasting service as a sales tool."

Since Oct. 1, the tv rights to the Grey Cup game have been bought by James Lovick & Co. Ltd., Toronto advertising agency, for use by its clients

Nabob Foods Ltd., British American Oil Co. Ltd., and Labatts Breweries Ltd. The agency announced that the game will not be telecast by CBC without commercials of these advertisers.

CBC's legal experts and those of the deputy attorney-general of Canada claim that the BBG has overstepped its powers in making the regulation requiring CBC to carry the Grey Cup game with commercials supplied by CTV network. CBC is prepared to use its full national network for the game without commercials. The CTV network has stations only in nine major markets.

Color tv for Canada subject of BBG hearing

First inquiries into the possibilities of starting color television broadcasting in Canada will open at Ottawa on Jan. 15, 1963 the Board of Broadcast Governors has announced. The BBG has received representations from stations and manufacturing industry organizations that color tv be allowed to start in Canada.

To date, the stumbling block has been the financial inability of the government's Canadian Broadcasting Corp. to enter color telecasting.

The BBG has announced that it "wishes to receive the views of licensees and other interested persons with respect to the possible introduction and licensing of color television broadcasting in Canada."



Members' wives surveyed

The listening and viewing habits of familiar people is the best way to bring home the advertising value of radio and television, Andy McDermott, general manager of Radio & Television Sales Inc., Toronto, decided before addressing a Lions Club luncheon on Nov. 14.

To this end he phoned the wives of all the members of the club, and came up with these facts, which he reported to the club meeting:

The club members' wives listen on an average of 15 hours a week to radio, with morning and supper hours the favorite listening times. CFRB Toronto was named the most popular station with these ladies, music and news being their favorite programs.

The ladies reported an average of one hour a day viewing favorite tv shows with no station preference. Those who watched daytime tv preferred soap operas. In case of a disaster 65% said they would turn to radio for additional information.

Tv given green light by Jamaican government

The Jamaica Broadcasting Corp., a publicly owned organization responsible for radio broadcasting in that Caribbean country, has been granted a franchise to provide television service there, the government announced Nov. 8.

Programs will not be sponsored, but commercials will be shown in special time periods. About four hours a day will be devoted to broadcasts in addition to the time which the government will use for instructional programming.

Roy Thomson, owner of newspapers, magazines and broadcasting stations worldwide, is understood to be financing Jamaican television through Scottish Television, which he owns.

Service would start Aug. 1 on a 625-line system.

Tv planned for Bombay, says Indian spokesman

The government of India has appropriated \$840,000 for the introduction of television to the city of Bombay, according to an announcement by B. Gopala Reddi, minister of information. No date has been set but the minister indicated the move is expected soon. Mr. Reddi hopes the city will have about 40,000 receivers in the next three years. Some may be manufactured in Bangalore, he said.

Ad revenue increase predicted in Canada

Radio and television advertising this year are expected to show an increase, according to the research division of Maclean-Hunter Pub. Co., Toronto, Ont. For 1962 the estimates show radio advertising at \$55 million, up from \$53 million in 1961, and television advertising at \$65 million, up from \$55 million last year.

National radio advertising for the first eight months of this year, according to Elliott-Haynes Ltd., Toronto market research firm, as published in *Marketing*, Toronto advertising weekly, amounted to \$13,098,328, up from \$11,848,717 last year, while national television advertising in the period amounted to \$33,292,140 as against \$27,854,516 in last year's first eight months.

European talent agents tied to New York firm

The newly formed Ashley-Steiner-Famous Artists talent agency combine has announced reciprocal agreements with an associated group of four European agencies, calling for representation of its clients in England on the European continent.

The agreements also provide that the European agencies, which are bound by common financial interests, will have their clients exclusively represented in the U. S. by Ashley-Steiner Inc.-Famous Artists Inc.

The overseas agencies involved are The Grade Organization, London Artists and London Management, all with headquarters in London, and Kaufman-Lerner Assoc., Rome. The European group is represented in France by Olga Horstig Primuz, and in Germany by Steffi Jovanovich.

Canadian station fined \$25

CFPL London, Ont., is the first Canadian radio station fined in court for breach of regulations under the Canada Broadcasting Act.

The Board of Broadcast Governors charged in London magistrate's court that CFPL had broadcast 64 minutes of commercials more than the permitted weekly total of 1,500 minutes in one calendar week. The station was fined \$25 and costs on Nov. 15.

Canadian set sales up

Sales of television receivers and domestic-made radios are up for the first nine months of this year in Canada, according to reports of the official Dominion Bureau of Statistics, Ottawa. Made-in-Canada radios this year, January-September, totalled 430,873 units compared with 402,975 in last

year's period. Sales of domestic-made television sets in the period totalled 288,952 against 239,412 in the 1961 period. A total of 321,115 radios, mostly transistorized, were imported in the first five months of this year along with 8,522 television sets.

Higher music fees ahead for Canadian radio-tv

Canadian radio and television stations will probably have to pay higher fees next year for use of copyright music. Both Broadcast Music Inc., Canada, and the Composers, Authors, Publishers Assn. of Canada (CAPAC) have filed requests for higher fees with the Canadian government in the official *Canada Gazette*, Ottawa.

The Canadian Copyright Appeal Board will hold public hearings on the requests, and announce its decision early next year.

CAPAC wants a substantial increase from the Canadian Broadcasting Corp., a change in the basis of assessment of independent stations and a new fee to cover the CTV Television Network. It also wants to levy a special fee on broadcast stations which provide a music service to subscribers such as shopping centers.

BMI Canada Ltd. wants to increase fees collected from tv stations.

A Message from



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and

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THE NATIONAL
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"American Pageant
of the Arts"

November 29, 1962
IN YOUR CITY

DATELINE: Japan

by Charles Vanda, president, Tele-Ventures International, Tokyo

An American likes what he sees on Nippon tv

Television is no stranger in the Japanese household, though the two-set home is still a rarity and the three-set home is almost non-existent. Few Japanese have the accidental willingness to "go-in-hock" for luxuries of living. A home, yes; a tv set, sure; a car, perhaps; a geisha, well, it depends (on the guy and the geisha). But three tv sets? Only Bob Kintner [NBC president] admits to viewing three sets at one time.

Vital statistics show that there were 10,222,116 sets licensed by the government during 1962. In a country where honesty and cleanliness go hand-in-hand, it is estimated that there are many more. About 20% of the set owners avoid the registration (and the not-so-incidental taxation). Therefore one could say there are more than 12 million sets in use. In fact I will say it. Only the non-licensed set owners might get worried enough to dispute this with me (anonymously, of course!).

Japan is smaller than Montana, and there aren't many plans for geographical expansion on the drawing boards of today's Japan. Japan's total area is limited, by treaties as well as oceans, to 142,164 square miles.

Of possible amazement then, to those who measure progress by the acre, is the fact that Japan has 81 commercial stations, in addition to the 36 non-commercial stations operated by the government. This huge tv operation is a tribute to Japanese diligence and curiosity.

Much Yen ■ Last year, all advertising revenue, including newspaper, tv, radio, Japan's multitudinous magazines, etc., totaled two hundred and eleven thousand million yen (Ed. Note: at the rate of Y360 to the dollar—about \$585 million). Out of this, tv captured Y53,900 million. And that's a lot of yen when you realize that commercial

tv has been in business only nine years—and there is, as yet, not one real network in operation!

It is said that a network is a guarantee that tv mediocrity can reach from coast to coast. Maybe in America, but not so here. At least it doesn't happen with frequency on a Japanese frequency. You see, a Nippon network is expanded as wide as a client opens his pocketbook if the outlying stations feel like carrying his program and if there is sufficient microwave clearance to do so. There is no rigid control of hundreds of stations such as CBS, NBC and ABC enjoy in the United States. Furthermore, outside of cities like Tokyo and Osaka, the general principle is that in each of Japan's prefectures (like states in the United States) only one station carries commercials. It's like Ohio being limited to one commercial station. It follows, then, that Tokyo's key stations—TBS, NTV, Fuji-TV and NET have quite a problem in the competitive construction of network shows.

Dentsu, one of the largest agencies in the world, has more clients than has the NAM, and they serve well the darndest collection of competitors. It's like P&G and Lever Bros. being lathered by the same hands! Of course, Dentsu's TV Rating Sources are tailored to their fashion. Of the top 15, by a strange coincidence, Dentsu services 15.

A rating service that could be considered impartial, if or no other reason than that his company handles none of the top 15 in their own survey, is the product of one Dr. Saito. He labors for J. Walter Thompson Japan and is recognized as one of the best research experts in the world. In view of the fact that the tv operations of JWTJ are comparatively insignificant, he has no axe to grind—and even if his agency was tops in tv billing, the gifted doctor

wouldn't be scared by an axe! His surveys are available for the asking and, more and more, people ask for them.

However, Japan is more inclined to judge good programming by good sales instead of good ratings. An occasional Phil Wrigley in the States measures his shows in this manner but, unfortunately, too many American telecasters and their programs are wedded by shot-gun statistics.

Survey Buried ■ Two of Japan's top agencies and stations engaged a renowned American pollster to do a comprehensive survey. When completed, it was studied—then buried. And that was over a year ago. Neither party liked what they saw but, of equal import, they'd have to pay the pollster's full fee if they published it!

At the moment, Tokyo stations tolerate little interference from advertisers—and they are right, because the advertiser knows very little about the medium. In Japan there are, as yet, no Glenn Gundells of Sealtest or Sam Thurms of Lever Bros. . . . and there are only a couple of agency men who know what it's all about.

However, as the advertisers become more particular participators in programming, and they and the station owners combine to bring to their nation the best in programming, networks will surely emerge. This must happen if or no other reason than that it is essential to the amortizing of higher costs of better programming. Presently, there is still too much local pride and prejudice, and not enough national interest, to achieve this economic unity—but it's coming!

Japanese live programming is more imaginative, tasteful and professional than most live American tv. Their suspense shows are exquisitely executed and you don't have to understand their language to understand their development and denouement. In "live" areas they surpass our work in every way but budget!

Working energetically on "live" programming, they hope to get "creating-quantity" from the many people working on "creative-quality." Once this phase of artistry is developed to its fullest you will see the disappearance of much of the American tv films. Only the good ones will survive.

Some of the film distributors insist that Japan does not pay enough for the U. S. product. Many of us, who have watched the diminishing quality of American tv, might well suggest they pay too much.

Charles Vanda, as president of Tele-Ventures International in Tokyo, is reportedly the only American producer with a Japanese labor permit who works with Japanese nationals on Japanese tv programming. Before going to Japan, Mr. Vanda was tv vice president of the "Philadelphia Bulletin" and was program chief for CBS Hollywood for 12 years. Future plans include a one-hour color action-adventure series to be "made in Japan" for American television. Tele-Ventures produces and distributes programs in the Far East.



STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 15 through Nov. 20 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

APPLICATIONS

*Rincon, N. Mex.—Regents of N. Mex. State U. Vhf ch. 12 (204-210 mcs); ERP 74.25 kw vis., 37.13 kw aur. Ant. height above average terrain 2033 ft., above ground 354 ft. P. O. address c/o Dr. F. Claude Hempen, 1801 Roma NE, Albuquerque, N. Mex. Estimated construction cost \$299,001; first year operating cost \$110,000. Studio location University Park, trans. location 12 miles south of Hatch, both New Mexico. Geographic coordinates 32° 29' 28" N. Lat., 107° 09' 57" W. Long. Type trans. GE 4TT32B, type ant. GE TY-70-G. Consulting engineer Melvin F. Berstler, Albuquerque, N. Mex. Principals: Regents of N. Mex. State U. Ann. Nov. 15.

Eugene, Ore.—New Horizon Studios. Uhf ch. 20 (506-512 mcs); ERP 3.996 kw vis., 1.89 kw aur. Ant. height above average terrain 503 ft., above ground 213 ft. P. O. address Box 5256, Eugene. Estimated construction cost \$66,183; first year operating cost \$25,000; revenue \$35,000. Studio and trans. location both in Eugene. Geographic coordinates 44° 1' 25" N. Lat., 123° 3' 30" W. Long. Type trans. RCA TTU-1B; type ant. RCA TFU-6A. Legal counsel Roy Dwyer, consulting engineer Errol Pederson, both Eugene. Principal: LeeRoy McCourry is sole owner. Mr. McCourry is commercial designer. Ann. Nov. 15.

New am stations

CP FORFEITED

KPBR El Paso, Tex.—Cp forfeited for new am on 1530 kc, 1 kw-D and call letters deleted. Edward H. Heller and John J. Holwerda, d/b as Pacific Bcstg. Assoc. Ann. Nov. 15.

APPLICATIONS

Millinocket, Me.—Millinocket Bcstg. Co. 1240 kc, 1 kw-D, 250 w-N. P.O. address Lauren A. Colby, 945 Pennsylvania Ave. NW, Washington 4, D. C. Estimated construction cost \$17,036; first year operating cost \$45,000; revenue \$55,000. Principals: Lauren A. Colby (66%) and William DeCesare (33%). Mr. Colby is attorney; Mr. DeCesare is mgr. of WBZY Torrington, Conn. Ann. Nov. 15.

Lebanon, Va.—Alfred B. Dickenson Jr. 1380 kc, 500 w-D. P. O. address Box 66, Lebanon. Estimated construction cost \$14,795; first year operating cost \$35,000; revenue \$40,000. Mr. Dickenson is sole owner; presently Fuller Brush salesman. Ann. Nov. 19.

Oshkosh, Wis.—Radio Oshkosh Inc. 690 kc, 1 kw, DA-D. P. O. address c/o David L. Nelson, Box 559, Appleton, Wis. Estimated construction cost \$63,425; first year operating cost \$70,000; revenue \$75,000. Principals: V. I. Minahan, John B. Torinus & Mary M. Walter (voting trustees for 21.03%) and more than 25 others (stockholders in Post Bcstg. Corp., owner of Radio Oshkosh). Post owns WEAU-TV Eau Claire, Wis.; Messrs. Minahan & Torinus and M. M. Walter are voting

trustees for minority ownership of WJDG Green Bay, Wis. Ann. Nov. 15.

Existing am stations

CP FORFEITED

KGPO-FM Grants Pass, Ore.—Forfeited cp to increase ERP and ant. height above average terrain, change ant-trans. location, install new type trans. and change to 99.9 mc. Ann. Nov. 19.

APPLICATION

WGN Chicago, Ill.—Cp to increase power from 50 kw to 750 kw and install new trans. Petition for waiver of rules and for acceptance of application. Ann. Nov. 15.

New fm stations

ACTION BY FCC

Robinson, Ill.—Ann Bcstg. Corp. Granted cp for new class A fm to operate on 101.7 mc, 2.8 kw. Ant. height above average terrain 165 ft. P. O. address Box 266, Robinson. Estimated construction cost \$12,170; first year operating cost \$6,000; revenue \$11,000. Principals: Kathryn A. Duncan (97%) and Mary D. Patton, Laura L. Nolen & Ernest W. Patton (each 1%). Ann Bcstg. also owns WTAY Robinson. Action Nov. 15.

APPLICATIONS

*San Francisco, Calif.—Simpson Bible College. 90.3 mc, ch. 212, 10 w. Ant. height above average terrain 100 ft. P. O. address 801 Silver Ave. San Francisco 24. Estimated construction cost \$300; first year operating cost \$2,000. Principals: board of trustees. Ann. Nov. 15.

London, Ohio—Paul D. Ford & J. T. Winchester. 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 62 ft. P. O. address Mr. Winchester, 122 N. Main St., London. Estimated construction cost \$6,368; first year operating cost \$6,250; revenue \$7,250. Principals: Messrs. Ford & Winchester (each 50%). Mr. Ford is sole owner of WPFM-FM Terre Haute, Ind.; Mr. Winchester is employed by WBNS-TV Columbus, Ohio. Ann. Nov. 15.

*Hampton, Va.—Hampton Institute. 88.3 mc, ch. 202, 10 w. Ant. height above average terrain 200 ft. P. O. address End of E. Queen St. Estimated construction cost \$10,444; first year operating cost \$3,000. Principals: board of trustees. Ann. Nov. 15.

Ownership changes

APPLICATIONS

KOBY Tucson, Ariz.—Seeks transfer of control of permittee corporation, Grabet Inc. Radio Enterprises, from Thomas B. Friedman (33½%) to Fred L. Vance (33 1/3% before transfer, 66½% after). Consideration \$7,500. Mr. Vance is gen. mgr. of KOAT-TV & KVOA-TV, both Albuquerque, New Mexico. Ann. Nov. 15.

KERN-AM-FM Bakersfield, Calif.—Seeks assignment of license from Eleanor McClatchy (33½%) and more than 50 others

d/b as McClatchy Newspapers, to Roger Stoner, J. Ward Wilkinson and Ray V. Hamilton, tr/as Radio KERN Inc. (no stock issued pending ruling of Calif. Commissioner of Corporations). Consideration \$145,000. Mr. Stoner until recently was sales mgr. of KYA San Francisco; Mr. Wilkinson owns ad agency; Mr. Hamilton is 50% owner of brokerage firm. Ann. Nov. 20.

KVEC-AM-FM San Luis Obispo, Calif.—Seeks assignment of license from John C. Cohan (100%) individually to same person d/b as San Luis Obispo Bcstg. Corp. No financial consideration involved. Mr. Cohan is majority stockholder in KSBW-AM-FM-TV Salinas and KNGS Hanford, both California. Ann. Nov. 19.


KRCW (FM) Santa Barbara, Calif.—Seeks assignment of license and SCA from Cameron A. Warren (74%), Dorothy A. Warren (13%), Roger A. Clarke (8%) and Andrew H. Burnett (5%), d/b as Channel Bcstg. Inc., to Richard W. Johnston (100%). Consideration \$50,000. Mr. Johnston owns theatrical production company. Ann. Nov. 20.

WDEE-AM-FM Hamden, Conn.—Seeks transfer of control of licensee corporation, Southern New England Bcstg. Corp., by sale of all outstanding stock from Vincent DeLaurentis (386 shares), Aldo DeDominicis (373 shares) and Phyllis DeLaurentis (2 shares) to Richard S. Greene and Stuart M. Cadan (each 50%), d/b as C-G Assoc. Inc. Consideration \$200,000. Mr. Greene is employed by garment-making firm; Mr. Cadan is insurance consultant. Ann. Nov. 15.

WCKR-AM-FM Miami, Fla.—Seeks assignment of am license and fm cp and license from Niles Trammell (15%), John S. Knight (17.5%), James M. Cox Jr. (29%) and others, d/b as Biscayne Tv Corp., to Miami Valley Bcstg. Corp., large corporation partly owned by Mr. Cox. Consideration \$500,000. Miami Valley owns WHIO-AM-FM-TV Dayton, Ohio. Ann. Nov. 20.

WEND-AM-FM Ebensburg, Pa.—Seeks assignment of license from Gary H. Simpson (100%), d/b as Cambria County Bcstg. Co., to Mr. Simpson (99%) and John W. Eschbach & John P. Knorr (each .5% to qualify as directors), tr/as Cambria County Bcstg. Inc. No financial consideration involved. Mr. Simpson is sole owner of WTRN Tyrone, WBLF Bellefonte, WGMR(FM) Tyrone, all Pennsylvania; majority owner of WFRM Coudersport & WNBT Wellsboro, both Pennsylvania; and 50% owner of WKBI St. Marys, Pa. Mr. Eschbach is gen. mgr. of WTRN, WBLF, WGMR(FM), all above, and WEND-AM-FM. Mr. Knorr is program dir. of WTRN & WGMR(FM), both above. Ann. Nov. 15.

WERI-AM-FM Westerly, R. I.—Seeks assignment of license from Augustine L. Cavallaro (62½%) and Augustine L. Cavallaro Jr. (37½%), d/b as Rhode Island-Connecticut Radio Corp., to William E. Matthews (60%), Louise M. Matthews (30%) and Joan M. Russell & Christopher B. Russell (each 5%), tr/as Westerly Bcstg. Co. Consideration \$185,000. Mr. Matthews formerly was associated with Young & Rubicam Inc., N. Y.; Mr. Russell is employed by Y&R; Mrs. Russell is medical records librarian for psychiatric foundation. This ap-



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plication previously reported inaccurately in Nov. 12 issue. Ann. Nov. 7.

KMCO Conroe, Tex.—Seeks acquisition of positive control of licensee corporation, Montgomery County Bcstg. Inc., from Fred Petty Sr. (43%) to Reagan Smith (43% before transfer, 86% after). Consideration \$25,000. Ann. Nov. 15.

KCTV-TV San Angelo, Tex.—Seeks acquisition of positive control of licensee corporation, Westex Tv Co., by Big Spring Bcstg. Co. (49.42% before transfer, 98.84% after) through purchase of stock of B. P. Bludworth and Roy Simmons (each 25%). Houston H. & Edward H. Harte (each 48.32%) and A. L. Hall (3.36%) own Big Spring Bcstg., and Messrs. Harte individually own remaining shares of stock in Westex (each .29%). Consideration \$226,000. Ann. Nov. 16.

KCPX-AM-FM-TV Salt Lake City, Utah—Seeks transfer of control of licensee corporation, Columbia Pictures Electronics Inc., from Columbia Pictures Corp. to Screen Gems Inc.; both are large corporations with more than 50 stockholders; Abe Schneider is pres. of both, and owns 4.16% of Columbia & 3% of Screen Gems; Columbia owns 89% of Screen Gems. Consideration \$179,476. Screen Gems is sole owner of WAPA-TV San Juan, P. R., and 1/3 owner of WOLE-TV Aguadilla, P. R. Ann. Nov. 20.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of KFNF Bcstg. Corp. to move station KFNF from Shenandoah, Iowa, to Council Bluffs, and increase power on 920 kc from 500 w-N, 1 kw-LS, to 1 kw-N, 5 kw-LS, DA-2; condition, including pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419 and final action on application to be withheld until dispositive action is taken in doc. 14528 involving application for new station in Chisholm, Minn. Action Nov. 15.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Gastonia Bcstg. Service Inc. to increase power of station WLTC Gastonia, N. C., on 1370 kc, D, from 1 kw to 5 kw; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419. Action Nov. 15.

OTHER ACTION

■ Granted motion by American Bcstg.-Paramount Theatres Inc. and allowed each party 30 minutes for oral argument in proceeding on its application for renewal of license of station WABC New York, N. Y., and Hubbard Bcstg. Inc. for mod. of cp of station KOB Albuquerque, N. Mex. Comr. Bartley dissented. Action Nov. 15.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in proceeding on applications of Cabrillo Bcstg. Co. and Helix Bcstg. Co. for new am stations in San Diego and La Mesa, both California, respectively, in docs. 14700-1, (1) denied motion by Cabrillo to enlarge issues with respect to applicant Helix; and (2) dismissed latter's motion to strike Cabrillo's reply pleading. Board Member Nelson not participating. Action Nov. 19.

■ By memorandum opinion & order in proceeding on applications for new am stations of Semo Bcstg. Corp., Sikeston, Mo., and Brownsville Bcstg. Co., Brownsville, Tenn., (1) granted petition by Semo to enlarge issues to include staffing proposal of Brownsville and (2) on own motion, included same issue as to Semo proposal. Action Nov. 16.

■ Granted petition by WIVY Inc., Jacksonville, Fla., and extended to Nov. 19 time to file exceptions to initial decision on its application. Action Nov. 16.

■ Granted petition by Cherokee Bcstg. Co., Pawhuska, Okla., and extended to Dec. 3 time to respond to petition by Osage Programers, Bartlesville, Okla., to enlarge issues in proceeding on their am applications. Action Nov. 16.

■ Granted petition by Pinellas Radio Co. and extended to Nov. 26 time to file opposition to motion by WDBO Orlando, Fla., to enlarge issues in proceeding on application of Pinellas for new am station in Pinellas Park, Fla. Action Nov. 16.

■ Granted petition by Broadcast Bureau and extended to Dec. 20 time to file exceptions to initial decision on applications of Catskills Bcstg. Co., Ellenville Bcstg. Co., and Ulster County Bcstg. Co. for new am stations in Ellenville, N. Y. Action Nov. 16.

■ Granted petition by Broadcast Bureau and extended to Dec. 12 time to file exceptions to initial decision in proceeding on revocation of license of KWK Radio Inc. for am station KWK St. Louis, Mo. Action Nov. 16.

■ By order, made effective initial decision, as modified to include engineering condition to station WCEF, and granted applications for new daytime am stations to operate on 1050 kc of Oakland Radio Station Corp. with 500 w in Oakland, Md., and Dennis A. Sleighter and Willard D. Sleighter with 250 w in Everett, Pa., and Franklin Bcstg. Inc. to increase power of station WCEF Parkersburg, W. Va., on 1050 kc, D, from 1 to 5 kw; conditions, and pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419. Action Nov. 15.

■ Granted petition by Smith Radio Inc. for waiver of requirements of Sec. 1.362 of rules and accepted publication made by it regarding hearing on its application to change facilities of station WNUE Fort Walton Beach, Fla., from 950 kc, 1 kw, D, to 1400 kc, 250 w-N, 1 kw-LS. Action Nov. 14.

■ Granted petition by WIDU Bcstg. Inc. to extent of extending to Nov. 14 time to file oppositions to petition by Al-Or Bcstg. Co. to reopen record and enlarge issues and for further hearing in proceeding on their applications for new am stations in Asheboro and Mebane, N. C., respectively. Action Nov. 14.

■ Granted petition by Broadcast Bureau and extended to Nov. 23 time to reply to joint request by Eastern Bcstg. System Inc., Colonial Bcstg. Co., George F. O'Brien and Fairfield Bcstg. Co., for approval of agreement in proceeding on their applications for new am stations in Brookfield, New Milford and Easton, all Connecticut, respectively. Action Nov. 14.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Scheduled prehearing conference for Dec. 21 and hearing for Jan. 16, 1963, in proceeding on am applications of Tri-County Bcstg. Inc. (WIFM), Elkin, N. C., and Ressie M. Shelton, Pilot Mountain, N. C. Action Nov. 19.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Dec. 14 and Jan. 9, 1963: Verne M. Miller, Crystal Bay, Nev., Mitchell Bcstg. Co., Estherville, Iowa; Dec. 18 and Jan. 17, 1963: Southwestern Bcstg. Co. of Mississippi (WAPF), McComb, Miss. Action Nov. 14.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau and continued from Nov. 9 to Nov. 15 date to file proposed findings in proceeding on application of Stuart W. Epperson for new am station in Winston-Salem, N. C. Action Nov. 19.

■ Scheduled further hearing for Dec. 20 in proceeding on am applications of York-Clover Bcstg. Inc. (WYCL), York, S. C., and Ridsen Allen Lyon, Charlotte, N. C. Action Nov. 19.

By Hearing Examiner James D. Cunningham

■ Granted requests by National Bcstg. Co., Philco Bcstg. Co. and RKO General Inc. and corrected to extent proposed transcripts of prehearing conferences held in proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al. Action Nov. 14.

By Hearing Examiner Charles J. Frederick

■ As result of agreements reached at Nov. 19 prehearing conference, scheduled certain procedural dates, and continued Dec. 11 hearing to Jan. 15, 1963, in proceeding on applications of Osage Programers and Cherokee Bcstg. Co. for new am stations in Bartlesville and Pawhuska, both Oklahoma, respectively. Action Nov. 19.

By Hearing Examiner Millard F. French

■ Granted request by applicant and cancelled its notice to take depositions in proceeding on am application of Wright and

Maltz Inc. (WBRB), Mt. Clemens, Mich. Action Nov. 14.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Service Bcstg. Corp. for leave to amend its application for new am station in Kenosha, Wis., to show withdrawal of Charles R. Dickoff as officer, director and stockholder of corporation and substitution of certain other persons in his place; application is consolidated for hearing in docs. 14794-5. Action Nov. 19.

■ Upon request of all parties, continued Nov. 26 prehearing conference to Dec. 18 in proceeding on application of Tipton County Bcstrs. for renewal of license of WKBL Covington, Tenn., et al. Action Nov. 15.

■ Cancelled Nov. 16 prehearing conference and Dec. 19 hearing in proceeding on applications of Franklin County Bcstg. Inc. for new am station in Owensville, Mo., et al; held in abeyance further matters. Action Nov. 15.

By Hearing Examiner Annie Neal Hunting

■ Continued without date Nov. 23 prehearing conference and Dec. 17 hearing in proceeding on application of Richard Tuck Enterprises for new am station in Arlington, Tex., pending action on applicant's petition to dismiss without prejudice. Action Nov. 19.

■ Upon request of applicant, continued Dec. 18 prehearing conference to Jan. 4, 1963, in proceeding on am application of Southwestern Bcstg. Co. of Mississippi (WAPF), McComb, Miss. Action Nov. 19.

By Hearing Examiner H. Gifford Irion

■ Granted request by Broadcast Bureau and further extended time to Nov. 21 to file proposed findings in proceeding on application of New Mexico Bcstg. Inc. for new tv station to operate on ch. 2, in Santa Fe, N. Mex. Action Nov. 15.

By Hearing Examiner Forest L. McClenning

■ Upon receipt of certain exhibits which have been provided reporting service and parties, closed record in Grand Rapids, Mich., tv ch. 13 proceeding. Action Nov. 13.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Broadcast Bureau and continued from Nov. 16 to Nov. 30 date to file proposed findings and from Nov. 30 to Dec. 14 for replies in proceeding on am application of Birch Bay Bcstg. Inc. (KARI), Blaine, Wash. Action Nov. 19.

■ Upon request by Denver Area Bcstrs. (KDAB), Arvada, Colo., continued Nov. 19 prehearing conference to Nov. 20 in proceeding on its am application, et al. Action Nov. 15.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement of parties at Nov. 16 prehearing conference, continued Dec. 19 hearing to Feb. 11, 1963 in proceeding on applications of Valparaiso Bcstg. Co., et al, for new am stations in Valparaiso, Ind. Action Nov. 16.

■ Granted petition by Valparaiso Bcstg. Co. for leave to amend its application for new am station in Valparaiso, Ind., to show additional sources of funds available for construction and operation of its proposed station; application is consolidated for hearing in docs. 14806, et al. Action Nov. 15.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Nov. 19

KREO Indio, Calif.—Rescinded Nov. 8 grant of renewal of license, pending further study.

K74BT Granite Falls, Minn.—Granted license for uhf tv translator station.

KTTS Springfield, Mo.—Granted license covering use of old main trans. as aux. trans.

WNBS Murray, Ky.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WHHM Memphis, Tenn.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

WRYT Pittsburgh, Pa.—Waived Sec. 3.30 (a) of rules and granted mod. of licenses to extent of permitting establishment of main studio beyond corporate limits of Pittsburgh, at 400 Ardmore Blvd., Wilkinsburg, Pa. (main and aux. trans.)
K04BX, K05BP, K07DQ, K09DU, K11EA,

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 20

	ON AIR		CPS		TOTAL APPLICATIONS For new stations
	Lic.	Cps.	Not on air		
AM	3,733	61	126		549
FM	1,028	34	149		166
TV	523	54	79		118

OPERATING TELEVISION STATIONS

Compiled by FCC, Sept. 30

	VHF		UHF		TOTAL TV
Commercial	471		86		557
Non-Commercial	47		21		68 ¹

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)	205	13	61
Applications for new stations (in hearing)	298	152	48
Total applications for new stations	503	165	109
Applications for major changes (not in hearing)	59	3	10
Applications for major changes (in hearing)	345	98	45
Total applications for major changes	404	101	55
Licenses deleted	0	0	0
Cps deleted	1	0	2

¹Includes 3 stations operating on unreserved channels.

■ Granted licenses covering installation of new trans. for following stations: WORK-FM Madison, Ind.; WCCC-FM Hartford, Conn.; and WKUR-FM Media, Pa.
Central California Communications Corp., Carmel and San Ardo, Calif.—Granted cps for new vhf tv translator stations, on ch. 13, to translate programs of KSBW-TV (ch. 8) Salinas, Calif.

K04BY, K02CA Victor, Colo.—Granted cps to replace expired permits for new vhf tv translator stations.

WLAG-FM La Grange, Ga.—Granted cp to install new trans.

K05BT Kimberly, Ore.—Granted extension of completion date to May 16, 1963.

Actions of Nov. 15

K03AB, Northern Television Inc., Delta Junction, Alaska—Granted license for vhf tv translator station; condition.

WNDA(FM) Huntsville, Ala.—Granted license covering change in frequency.

WVBR-FM Ithaca, N. Y.—Granted license covering change in aux. trans. location and remote control point.

WLOL-FM Minneapolis, Minn.—Granted license covering change in ERP and ant. height, installation of new ant., and changes in ant. system and transmitting equipment.

WSB-FM Atlanta, Ga.—Granted license covering installation of new ant. and decrease in ant. height.

WOPA-FM Oak Park, Ill.—Granted license covering increase in ERP, decrease in ant. height and installation of new ant.

WLOA-FM Braddock, Pa.—Granted license covering use of old main trans. as aux. trans.

WSBC-FM Chicago, Ill.—Granted license covering increase in ERP and installation of new trans.

WRBL-FM Columbus, Ga.—Granted license covering changes in ERP, ant. height and ant. system.

WVCG-FM Coral Gables, Fla.—Granted license covering installation of new trans. and ant., changes in ERP and ant. height and change in ant.-trans. location.

KLAY-FM Tacoma, Wash.—Granted license covering change in ant.-trans. and main studio locations and changes in ant. system, ERP and ant. height.

KBCA (FM) Los Angeles, Calif.—Granted license covering changes in ERP and ant. system and installation of new ant. and trans.

*KTXT-FM Lubbock, Texas—Granted cp to move ant.-trans. location (KTXT-TV tower), change type ant. and make changes in ant. system; remote control permitted.

K76AY Florence, Ore.—Granted cp to change primary tv station to KEZI-TV (ch. 9) Eugene, Ore., and type trans. for uhf tv translator station.

KCND-TV Pembina, N. D.—Granted cp to change ERP to 288 kw vis. and 144 kw aur. and make other equipment changes.

KEEZ(FM) San Antonio, Texas—Granted mod. of cp to increase ERP to 63 kw and change type trans.

KXEW Tucson, Ariz.—Granted mod. of cp to change type trans. and trans. site and specify main studio location.

WMTD Hinton, W. Va.—Granted mod. of cp to change type trans., studio location and remote control point.

*WHAD(FM) Delafield, Wis.—Granted mod. of cp to change type ant., ERP to 72 kw and make changes in ant. system.

*WHCL-FM Clinton, N. Y.—Granted mod. of cp to move ant.-trans. location and establish remote control point from main studio location.

K77BE Lakeport, Calif.—Granted mod. of cp to change primary station to KOVR(TV) (ch. 13) Stockton, Calif., and make changes in ant. system for uhf tv translator station; condition.

KPRS Kansas City, Mo.—Granted request and cancelled cp to change ant.-trans. location and install new trans.

■ Granted licenses for following fm stations: WJIG-FM Tullahoma, Tenn.; WRFY-FM Reading, Pa., and specify type ant., main studio location and remote control point; WSMJ Greenfield, Ind.; WSLM-FM Salem, Ind.; WXRI Norfolk, Va.; WSEA-FM York, Pa.; WLKR-FM Norwalk, Ohio, and specify type trans. and type ant.

■ Granted licenses for following uhf tv translator stations: K73AV, K71BB Elephant Mountain Tv Club, Daggett, Calif.; K71BA, K73BA, K75BB, Apple Valley T. V. Assn., E. Wenatchee and E. Wenatchee Bench, Wash.; K78AZ, K80BD, K83AQ, Setliff Translator System, Matador and Roaring Springs, Texas; K75AZ, K82AO, Frank William Schmidt, Big Fork, Mont.; W79AE, W83AB, Purdue University, Detroit, Mich.;

K13DV Northome, Big Fork and Max, Minn.—Granted cps to replace expired permits for new vhf tv translator stations.

WISH Indianapolis Ind.—Granted cp to install new aux. trans. at main trans. site (non-DA).

WRYT-FM Pittsburgh, Pa.—Waived Sec. 3.208 (a) of rules and granted cp to extent of permitting establishment of main studio beyond corporate limits of Pittsburgh, at 400 Ardmore Blvd., Wilkensburg, Pa.

WBOC-TV Salisbury, Md.—Granted mod. of cp to change ERP to 197 kw vis. and 98.5 kw aur., ant. height to 620 ft., type ant. and make changes in ant. system.

KJAY Sacramento, Calif.—Granted mod. of cp to make changes in DA pattern and move trans. location.

WNSH Highland Park, Ill.—Granted mod. of cp to make slight changes in DA system.

KAOH Duluth, Minn.—Granted mod. of cp to change type trans., ant.-trans. location, with changes in ground system; condition.

KOOT Bellingham, Wash.—Granted mod. of cp to change trans. location, changes in ant. system (decrease height) and ground system.

WCEN-FM Mt. Pleasant, Mich.—Granted mod. of cp to change type trans.

WTHH Port Huron, Mich.—Granted mod. of cp to make changes in DA pattern.

KJBS Pine Bluff, Ark.—Granted mod. of cp to change trans. studio location and change ant. system (reduce height); delete remote control.

KBRR Leadville, Colo.—Granted extension of authority to operate sign-off 6:00 p.m. for period ending Feb. 28, 1963.

KGUC Gunnison, Colo.—Granted extension of authority to operate 7:00 a.m. to 7:00 p.m., weekdays, except for special events; Sun. operation optional for period ending Feb. 20, 1963.

■ Granted licenses for following am stations: WKMK Blountstown, Fla.; WVOH Hazlehurst, Ga.; WNOH Raleigh, N. C.; and re-describe ground system; WHHL Holly Hill, S. C.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WGEZ Beloit, Wis.; WCRL Oneonta, Ala.; WNBS Murray,

Ky.; WCNC Elizabeth City, N. C.; KNNC Cottage Grove, Oreg.; WZOO Spartanburg, S. C.; WHHM Memphis, Tenn.; WTCS Fairmont, W. Va.

■ Granted licenses covering changes in following uhf tv translator stations: K78BB, Minnesota Valley Tv Improvement Corp., Granite Falls, Minn.; K79AL, K82AI, Minnesota Tv Inc., Orr, Minn.; K75AM, K70BZ, K78AK, K82AF, K74AR, K70BG, Headwaters Tv Translator Corp., Bemidji, Cass Lake and Deer River, all Minnesota.

■ Granted licenses covering installation of new trans. for following stations: KCMS Manitou Springs, Colo.; WMIK Middlesboro, Ky.

■ Granted cps to install new trans. for following stations: WMTT Manistee, Mich.; WAIT Chicago, Ill., and establish remote control point.

■ Following stations were granted extensions of completion dates as shown: KAOH Duluth, Minn., to Feb. 28, 1963; KOQT Bellingham, Wash., to March 1, 1963; WPPA Pottsville, Pa., to Jan. 31, 1963.

Actions of Nov. 16

WCNB-FM Connersville, Ind.—Granted license covering changes in ERP and transmitting equipment.

KMLB-FM Monroe, La.—Granted license covering changes in ERP, ant. height, ant.-trans. and studio locations, ant. system, and installation of new trans. and ant.

WEPM-FM Martinsburg, W. Va.—Granted license covering changes in facilities, installation new trans. and ant., change in ant.-trans. location and operation by remote control.

KBYG Big Spring, Tex.—Granted mod. of license to change studio location and operate trans. by remote control.

KNEL Brady, Tex.—Granted authority to operate sign-off 7 p.m. for period ending Dec. 20.

■ Granted licenses for following fm stations: WCLW-FM Mansfield, Ohio; KUSN-FM St. Joseph, Mo.; WFKO Kokomo, Ind., and specify type trans.; WERT-FM Van Wert, Ohio; WMSP Harrisburg, Pa.

K7IAZ, Community Tv Assn., Gold Beach, Oreg.; K79AP, La Plata Electric Assn., Bayfield and Ignacio, Colo.; K83AP, Centralia School District No. 401, Centralia and Chelalis, Wash.; K77AY, Valley T. V. Club, Nashua, Mont.; K70CK, Central Montana Tv Assn., Lewistown, Mont.; K74BS, Norman R. Phillips, San Saba, Tex.; K73AZ, Ozark Tv Translator System Co., West Plains, Mo.; K77BB, Palo Verde Valley T-V Club, Blythe and Palo Verde Valley, Calif.; K76BJ, Tv Improvement Assn., Ukiah, Calif.; W71AE, Midwest Tv Inc., LaSalle, Ill.; K77BC, Kern County Bcstg. Co., Porterville, Calif.; K74BR, Parker Tv Translators, Parker, Ariz.; W75AB, C & S Tv Co., Chester, W. Va.; K72BN, Uvalde Tv Cable Corp., Uvalde and Knippa, Texas; K79AN, Translator Tv Unlimited Inc., Aberdeen, Hoquiam, Montesano and Central Park, Wash.; K82AR, Durango Tv Translator, Durango Junior Chamber of Commerce, Durango, Colo.; K78BA, K72BO, Humboldt County Tv Maintenance Board, Paradise Valley, Golconda and Winnemucca, Nev.

Granted licenses covering changes in following uhf tv translator stations: K72BB, K76AW, K80AS, Texhoma T-V Translators, Texhoma, Tex. and Guyton, Okla.; K81AI, Honor System Tv Assn., Marfa and Valentine, both Texas; K76AG, East Butte T. V. Club, Shelby, Mont.; K71AA, Kittitas Valley T. V. Assn., Ellensburg and Kittitas Valley, Wash.; K74BC, Kaiser Industries Corp., Lihue, Kauai, Hawaii; K83AH, Tele-service Co., Roseburg, Oreg.; W79AC, WBRE-TV Inc., Clarks Summit, Dalton and Waverly, all Pennsylvania.

Granted cps to install new trans. for following stations: WDEL-FM Wilmington, Del.; WJCW-FM Johnson City, Tenn.; WFAS-FM White Plains, N. Y.; *WUSV (FM), Scranton, Pa.

Following stations were granted extensions of completion dates as shown: WCME-FM Brunswick, Me., to May 1, 1963; KXEW Tucson, Ariz., to April 15, 1963; WGRY Gary, Ind., to June 10, 1963; KSD St. Louis, Mo., to May 23, 1963; KSGM Chester, Ill., to May 15, 1963; WWOK Charlotte, N. C., to Feb. 20, 1963; *KRVS (FM), Lafayette, La., to Jan. 31, 1963; KUFY (FM) Redwood City, Calif., to Jan. 2, 1963.

Texas State Network Inc., Pampa, Tex.—Granted cp for new vhf tv translator station, on ch. 10, to translate programs of KFDA-TV (ch. 10) Amarillo; conditions.

Actions of Nov. 14

WOKS Columbus, Ga.—Granted assignment of license to Pam Radio, Inc. (Philip Meltzer); consideration about \$123,500 and agreement not to compete in market area for 2 years.

Granted renewal of license for following stations: KAPR Douglas, Ariz.; KARA Albuquerque, N. Mex.; KATO Safford, Ariz.; KAYT Rupert, Idaho; KBUH Brigham City, Utah; KBYG Big Spring, Texas; KEES Gladewater, Texas; KELY Ely, Nev.; KHGM (FM) and SCA, Beaumont, Texas; *KHPC (FM) Brownwood, Texas; KIML Gillette, Wyo.; KIXZ Amarillo, Texas; KNEL Brady, Texas; KNOT Prescott, Ariz.; KOCY Oklahoma City, Okla.; KOLO Reno, Nev.; KPOW Powell, Wyo.; KPFL Carson City, Nev.; KRAM Las Vegas, Nev.; KSIL Silver City, N. Mex.; KSKI Sun Valley, Idaho; *KTCA-TV St. Paul, Minn.; KVIL-FM Highland Park, Texas; KVOO and aux. Tulsa, Okla.; KVMM Show Low, Ariz.; KWBA Baytown, Texas; KWIK Pocatello, Idaho; WBAW and aux. Green Bay, Wis.; WNKY Neon, Ky.; WNXN Portsmouth, Ohio; WWWW Rio Piedras, P. R.

KYTV(TV), Springfield, Mo. — Granted transfer of control (50% voting stock) from Lester L. and Claudine B. Cox and Lynn E. and Virginia Cox Bussey to Grand Prairie Investment Co.

KDWC(FM) West Covina, Calif.—Granted extension of authority to remain silent for period ending Dec. 15.

KDOT Reno, Nev.—Granted authority to remain silent for period ending Jan. 20, 1963.

WETT Ocean City, Md.—Granted extension of authority to remain silent for period ending Nov. 30.

WKBX Kissimmee, Fla.—Granted extension of authority to remain silent for period ending Nov. 30.

KCSR Chadron, Neb.—Granted extension of authority to operate sign-off 6:00 p.m., MST, except for special events, for period ending Jan. 31, 1963.

Following stations were granted extensions of completion dates as shown: KTYM-FM Inglewood, Calif., to Jan. 31, 1963;

KOTO (FM) Seattle, Wash., to May 3, 1963; WCMS-FM Norfolk, Va., to May 31, 1963; KBLE (FM) Bellingham, Wash., to May 2, 1963; KPAT (FM) Albuquerque, N. Mex., to April 1, 1963; KLUC-FM, Las Vegas, Nev., to March 2, 1963; WLYN-FM, Lynn, Mass., to March 1, 1963; WGEF-FM Indianapolis, Ind., to May 13, 1963.

Actions of Nov. 13

Granted cps for following new vhf tv translator stations: City of O'Neill on chs. 2 & 13, O'Neill, Neb., to translate programs of KOLN-TV (ch. 10) Lincoln, and KTIV (ch. 4) Sioux City, both Iowa; conditions; WDEF Bcstg. Co. on ch. 13, Lookout Mountain, Tenn., and Fairyland, Ga., WDEF-TV (ch. 12), Chattanooga, Tenn.; conditions; KSOO-TV Inc. on ch. 7, Sioux Falls, S. D., KSOO-TV (ch. 13), Sioux Falls; Transcontinental Tv Corp. on ch. 8, Jamestown, N. Y., WGR-TV (ch. 2) Buffalo; Topeka Bcstg. Assn. on ch. 8, Marysville, Kan., WIBW-TV (ch. 13) Topeka; Bill Hoover on ch. 3, McAlester, Okla., KTEK (ch. 10) Ada, Okla.; Standard Radio and Tv Co. on ch. 13, Saratoga-Los Gatos, Calif., KNVT (ch. 11), San Jose, Calif.

KKKT(TV) Great Bend, Kan.—Granted cp to replace ant. and transmission line.

Rulemakings

PETITION FILED

WIKY-AM-FM Evansville, Ind.—South Central Bcstg. Corp. Requests amendment of Sec. 3.606 of rules so as to allocate uhf ch. 25 to Evansville, Ind. (11-8-62).

PETITION DENIED

Alamosa, Colo.—Harrison M. Fuerst, d/b as Alamosa Telecasting Co.—Request of amendment of Sec. 3.606 of rules so as to reallocate ch. 3 from Alamosa to Colorado Springs, both Colorado, denied Nov. 8.

Processing line

Notice is hereby given, pursuant to Sec. 1.354 (c) of commission rules, that on Dec. 27, 1962, standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sec. 1.106 (b) (1) and Sec. 1.361 (c) of commission rules, application, in order to be considered with any application appearing on list or with any other application on file by close of business on Dec. 26, 1962, which involves conflict necessitating hearing with application on this list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sec. 1.354 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on Dec. 26, 1962, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Applications from top of processing line:

Vega Baja, P. R.—Raul Santiago Roman. 1460 kc, 1 kw-D, 500 w-N, unil. (BP-15145).

Ketchikan, Alaska—South Eastern Alaska Bcstrs. Inc. 620 kc, 1 kw-D, 500 w-N, unil. (BP-15148).

Port Gibson, Miss.—Southwestern Bcstg. Co. of Miss. 1320 kc, 500 w-D (BP-15149).

WJQS Jackson, Miss.—Dumas Milner Bcstg. Co. To 1400 kc, 1 kw-D, 250 w-N, unil.; from 1400 kc, 250 w, unil. (BP-15150).

DePere, Wis.—Tedesco Inc. 1520 kc, 10 kw-N, 1 kw-N, DA-2, unil. (BP-15151).

Herndon, Va.—Virginia-Potomac Bcstg. Corp. 1440 kc, 5 kw-D, DA (BP-15157).

Herndon, Va.—Colchester Bcstg. Corp. 1440 kc, 1 kw-D, DA (BP-15158).

WEMD Easton, Md.—Easton Bcstg. Co. To 1460 kc, 1 kw-D, 500 w, DA-2, unil.; from 1460 kc, 500 w-D, DA (BP-15159).

KOXR Oxnard, Calif.—Oxnard Bcstg. Corp. To 910 kc, 5 kw-D, 1 kw-N, DA-2, unil.; from 910 kc, 1 kw-D, DA (BP-15166).

WETB Johnson City, Tenn.—Press Inc. To 790 kc, 5 kw-D, 1 kw-N, DA-2, unil.;

from 790 kc, 1 kw-D (BP-15167).

WABR Winter Park, Fla.—Contemporary Bcstg. Inc. To 1440 kc, 5 kw-D, 1 kw-N, DA-N, unil.; from 1440 kc, 5 kw-D (BP-15168).

Hastings, Neb.—K Bar J Inc. 1550 kc, 500 w-D (BP-15171).

Honolulu, Hawaii—Lawrence T. Kagawa. 1420 kc, 5 kw, unil. (BP-15172).

WHHT Lucedale, Miss.—Tri-County Bcstrs. Inc. To 1440 kc, 5 kw-D; from 1440 kc, 1 kw-D (BP-15174).

Saltville, Va.—Saltville Bcstg. Corp. 1600 kc, 500 w-D (BP-15178).

South St. Paul, Minn.—South St. Paul Bcstg. Co. 1370 kc, 500 w-D, DA (BP-15181).

Rochester, Minn.—WBIZ Inc. 1520 kc, 1 kw-D (BP-15182).

WENO Madison, Tenn.—Central Bcstg. Corp. To 1430 kc, 5 kw-D, 1 kw-N, DA-N, unil.; from 1430 kc, 5 kw-D (BP-15188).

WJBL Holland, Mich.—Ottawa Bcstg. Corp. To 1260 kc, 5 kw-D, 1 kw-N, DA-2, unil.; from 1260 kc, 5 kw-D, DA (BP-15189).

Holdenville, Okla.—Canadian River Bcstg. Co. 1370 kc, 500 w-D (BP-15190).

Sioux Falls, S. D.—Sioux Empire Bcstg. Co. 1520 kc, 1 kw-D, 500 w (CH) (BP-15191).

WPVL Painesville, Ohio—WPVL Inc. To 1460 kc, 1 kw-D, DA; from 1460 kc, 500 w-D (BP-15192).

WKQT South Paris, Me.—Oxford Bcstg. Corp. To 1450 kc, 1 kw-D, 250 w-N, unil.; from 1450 kc, 250 w, unil. (BP-15193).

WFTG London, Ky.—London Bcstg. Inc. To 1400 kc, 1 kw-D, 250 w-N, SH; from 1400 kc, 250 w, SH (BP-15199).

Lebanon, Mo.—Lebanon Bcstg. Co. To 1230 kc, 1 kw-D, 250 w-N, unil.; from 1230 kc, 250 w, unil. (BP-15200).

Sutton, W. Va.—Braxton Bcstg. Co. 1400 kc, 250 w, unil. (BP-15201).

Danville, Pa.—Contour County Bcstg. Co. 1570 kc, 1 kw-D (BP-15214).

KSAM Huntsville, Tex.—Huntsville Bcstg. Co. To 1490 kc, 1 kw-D, 250 w-N, unil.; from 1490 kc, 250 w, unil. (BP-15218).

KSMA Santa Maria, Calif.—John I. Groom & James Hagerman. To 1240 kc, 1 kw-D, 250 w-N, unil.; from 1240 kc, 250 w, unil. (BP-15219).

WMIQ Iron Mountain, Mich.—Iron Mountain-Kinsford Bcstg. Co. To 1450 kc, 1 kw-D, 250 w, unil.; from 1450 kc, 250 w, unil. (BP-15222).

Smithville, Tenn.—Center Hill Bcstg. Inc. 1480 kc, 1 kw-D (BP-15223).

KAKE Wichita, Kan.—KAKE-TV & Radio Inc. To 1240 kc, 1 kw-D, 250 w-N, unil.; from 1240 kc, 250 w, unil. (BP-15224).

Moulton, Ala.—Lawrence County Bcstg. Co. 1530 kc, 1 kw-D, 250 w (CH) (BP-15226).

WMIC St. Helen, Mich.—Bel Enterprises. To 1590 kc, 5 kw-D, DA; from 1590 kc, 500 w-D (BP-15227).

WHOC Philadelphia, Miss.—William Howard Cole. To 1490 kc, 1 kw-D, 250 w-N, unil.; from 1490 kc, 250 w, unil. (BP-15231).

Honolulu, Hawaii—Paul C. Schafer. 1400 kc, 500 w, unil. (BP-15232).

New Port Richey, Fla.—Jasmin Properties Inc. 1500 kc, 250 w-D (BP-15233).

KHAR Anchorage, Alaska—Sourdough Bcstrs. Inc. To 840 kc, 50 kw, DA-D, unil.; from 590 kc, 5 kw, unil. (BP-15234).

Alexander City, Ala.—Radio Alexander City. 1470 kc, 500 w-D (BP-15236).

WCJU Columbia, Miss.—WCJU Inc. To 1450 kc, 1 kw-D, 250 w, unil.; from 1450 kc, 250 w, unil. (BP-15238).

WGWC Selma, Ala.—Robert J. Martin. To 1340 kc, 1 kw-D, 250 w-N, unil.; from 1340 kc, 250 w, unil. (BP-15239).

Kingsport, Tenn.—Model City Bcstg. Corp. 1090 kc, 1 kw-D (BP-15241).

Waverly, Tenn.—Humphreys County Bcstg. Co. 1540 kc, 1 kw-D, 500 w (CH) (BP-15248).

Trumann, Ark.—Adrian L. White. 1530 kc, 250 w-D (BP-15249).

KFML Denver, Colo.—Colorado Tele-events, Inc. To 1390 kc, 5 kw-D; from 1390 kc, 1 kw-D (BP-15251).

WHAH Haverhill, Mass.—WHAH Bcstg. Inc. To 1490 kc, 1 kw-D, 250 w-N, unil.; from 1490 kc, 250 w, unil. (BP-15253).

KOCA Kilgore, Tex.—A. E. McCubbin. To 1240 kc, 1 kw-D, 250 w-N, unil.; from 1240 kc, 250 w, unil. (BP-15254).

WAPI Birmingham, Ala.—Newhouse Bcstg. Corp. To 1070 kc, 50 kw-D, 5 kw-N, DA-N, unil.; from 1070 kc, 50 kw-D, 5 kw-N, DA-2, unil. (BP-15259).

KRLN Canon City, Colo.—Royal Gorge Bcstrs. Inc. To 1400 kc, 1 kw-D, 250 w-N, SH; from 1400 kc, 250 w, SH (BP-15262).

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

The man I need is intelligent, ambitious, creative, mature, and ready to settle down in a lifetime career; a happy family man, 30-40 years old; willing to relocate; an engineer with first phone ticket, but also has had at least five years experience in sales and/or management. He types and is familiar with fundamental accounting and good business procedures. He and wife must be willing for him to travel 2 states spending 3 or 4 nights a week away from home. If this is you, write me full details of your past performance and education plus your hopes for the future. Convince me and I'll finance personal interview. The man I select will receive a comfortable base salary plus lucrative incentive compensation, retirement benefits, insurance, travel expenses, and unlimited advancement opportunity. Box 183R, BROADCASTING.

Sales

Experienced salesman with proven sales record. Contact Bob Harrison . . . WLOH Radio Station, Princeton, W. Va. 425-2151.

Sales and management positions, 636 stations, accent on Midwest. Free registration, professional placement. Write: Broadcast Employment Service, 4825 10th Ave. So., Minneapolis 17, Minn.

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.

Chicagoland regional offers opportunity for working sales manager with proven record. All information first letter please. Box 375R, BROADCASTING.

Radio salesman opportunity. Established radio station in prosperous central California market, seeks experienced salesman with management potential. This is stable opportunity with good base salary and incentive. Seeks applicants from those who have had at least 3 years experience in local radio sales. Box 410R, 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 Dahlsen, General Manager, KAWA, Box 482, Waco, Texas. Phone PL 4-1488.

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 Dahlsen, General Manager, WLPO, Box 215, LaSalle, 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)

Sales

Salesman, announcer, combo. Send complete resume, tape, first letter. Swingers only. Box 350R, BROADCASTING.

Solid opportunity for experienced man with proven sales record, to become sales manager of eastern major market independent with adult programming. Salary plus override. Send complete resume, with references and photo to Box 413R, BROADCASTING.

Announcers

Country music announcers—need two—one with first ticket—both must be country boy personality types with plenty of southern phrases. Must be able to meet and charm clients. Short hours, long pay. Send resume. Box 41R, 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.

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.

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.

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 328R, BROADCASTING.

Announcer, salesman, combo. Send complete resume, tape, first letter. Swingers only. Box 349R, BROADCASTING.

5000 watt midwest independent looking for versatile, fast-paced, announcer. No screamers. Warm, friendly style only. Pay commensurate with ability and experience. Send tape, complete resume and references to Box 352R, BROADCASTING.

West coast major market looking for creative proven personality with humor appeal and what have you? Major promotion campaign will launch this man. Don't apply unless currently tops in your market. Also one newsman who can dig, write and deliver smooth professional newscasts. Salary open. Rush air check, photo, resume. Box 354R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Very excellent opportunity for a top morning personality. Midwest market of 300,000. Pulse rated No. 1 for last five years. This is a prestige station. Fully paid hospitalization and life insurance programs equivalent to \$100.00 per month. Highest salary paid commensurate with ability. This is a permanent position—average length of employment over five years in our program department. Rush particulars—will contact by telephone. Box 359R, BROADCASTING.

Progressive network station has immediate opening for swinging top 40 d.j. Tight board, experienced, some production required. Box 387R, BROADCASTING.

\$550.00 per month. Must be top quality announcer with 1st phone ticket. Central midwest regional. Good music format. Progressive management. Good studios and equipment. Box 374R, BROADCASTING.

Morning personality for adult format, good music, top production station. Strictly a quality operation. Excellent opportunity for right man to build a strong following in this midwest market. Box 399R, BROADCASTING.

Future opening for staff announcer. Smooth paced pop music news operation. Send photo, tape, resume, salary requirements to, KCLU, RADIO, P.O. Box 325, Rolla, Missouri.

Immediate opening versatile experienced announcer. Need good boardman, ability to do copy, production spots, play by play sports. No ticket necessary. KONG, Vis Alia, California.

Washington market combo man January 1963. Announcer first phone, married, to locate within 75 miles of Washington, D. C. Good resonant voice, interested sports and news. Send resume, air check, references to President, WAVA, Arlington, Virginia.

DJ with 1st phone top 40 experience. \$115 per week. 1½ overtime, double pay holidays. In St. Louis area, contact Chuck Norman, WGNU, Granite City, Illinois.

Announcer with first class ticket. WAMD, Aberdeen, Maryland.

Experienced announcer, 1st phone. No maintenance. Ideal community. Above average wage. Tape, resume, WBRD, Bradenton, Florida.

The top rated station in Peoria, Illinois, is adding a drive time personality. Must be experienced, top rated and bright sounding. Also adding mobile news man. Must be experienced, and have a feeling for local news. Send tape and complete resume to: WIRL, Peoria, Illinois.

Announcer, dj, nighttimer for good music NBC midwest affiliate. Must have experience. Good salary plus benefits. Send photo, tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

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.

Honolulu's newest station needs creative, swinging dj. Send resume, photo, tape, 618 N. Linden Drive, Beverly Hills, California.

Opportunities, AM or TV announcers and combomen, 636 stations nationwide, majority Midwest. Free application. Broadcast Employment Service, 4825 10th Ave. So., Minneapolis 17, Minn.

Help Wanted—(Cont'd)

Technical

New Jersey station has immediate opening for engineer with first class license. Good salary, plus fully paid pension, insurance, and other benefits. Interview necessary! Box 365R, BROADCASTING.

Need first class studio transmitter engineer. Experience desired but not necessary. No announcing. Kansas. Box 361R, BROADCASTING.

1st engineer. Southeast market, combo. Write resume. Box 261R, BROADCASTING.

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.

Needed two engineers with first class license for VHF transmitter and video. Contact WECT, Wilmington, North Carolina.

Engineer-announcer for station in small friendly southeastern town of 8,000. Begin \$325 month. Box 404R, BROADCASTING.

Chief engineer—news station, Chicago area. KW fm-am directional. State experience and salary. WNSH, Box 1430, Highland Park, Illinois.

Needed! Radio and TV technicians, or combom. 636 stations nationwide, majority Midwest. Free application. Broadcast Employment Service 4825 10th Ave. So., Minneapolis 17, Minn.

Production—Programming, Others

Radio news director: Top quality west coast Florida station. Immediate opening for experienced dedicated news director to head department. Authoritative delivery and creative writer. Want only the best. Top pay in the market. Send tape air-check, resume, references to Box 340R, BROADCASTING.

Well established southern lower Michigan fulltime with adult programming seeks experienced mature air personality capable of handling production and news along with deejay work. Excellent opportunity for right person. Send air-check and resume to Box 366R, BROADCASTING.

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.

Copy-traffic program coordinator for aggressive western N.Y. AM-FM. Good conditions metro area. Box 256R, BROADCASTING.

Immediate opening for seasoned and experienced newsmen 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.

Newsmen — professional radio journalist dedicated to the proposition that his job depends on getting local news first. We have equipment, do you have desire and ability? Eastern regional. Box 3R, BROADCASTING.

Immediate opening for local news editor and broadcaster. WVOs, Liberty, New York.

Program director wanted with minimum five years radio experience for top rated 24 hour music station in mid-Atlantic capitol city. \$150. Send tape, resume. Box 376R, BROADCASTING.

RADIO

Situations Wanted—Management

Experienced manager, avail in 2 wks; age 37; college graduate; 9 years radio; 3 years tv; news editor; professional selling, copy, and production; adv. & promotion know how. Box 383R, BROADCASTING.

Commercial management, news, announcing experience, first phone, veteran, educated, family man. Box 388R, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Will exchange, maturity, practical experience, good record, know how, for managers job where results will be paid for on a percentage basis. Not afraid of people, ratings, other stations or work. Box 360R, BROADCASTING.

General sales manager wants all the responsibility. Tops in organizing sales effort. Experienced in all phases. Married stable and aggressive. Prefers midwest. Box 341R, BROADCASTING.

Manager. Documented sales ability. Thirteen years successful management. Top character and owner references. Box 391R, BROADCASTING.

General manager. Presently employed small market station with excellent record. Seeking larger market and change of climate. Minimum five figures plus. Box 394R, BROADCASTING.

Young family man with over 12 years general radio experience seeks management of station in small or medium southern market. Proved programming and sales methods. Box 403R, BROADCASTING.

Sales

28 year old top flight salesman. Excellent mike man; specialize in production and news. Presently employed as sales manager of station with good potential, but frustrated due to exceedingly lax management. Want permanent position in city of 80,000 or less. Prefer northwest: Oregon, Washington, Colorado, Montana, Wyoming—will consider others. Try me, you'll be well satisfied. Box 377R, BROADCASTING.

Sales manager, or announcer, sales, young, married, 4 years experience. Prefer northwestern North Carolina or East Tennessee. Write Box 381R, BROADCASTING.

Hungry salesman! Prefer sustenance of medium market. College grad., can also write and record copy. Location preference, midwest. Box 347R, BROADCASTING.

Top broadcast background, New York single station and rep 9 years, wants to return after two years with one of top 5 revenue consumer magazines. Box 409R, BROADCASTING.

Announcers

Announcer-disc-jockey — young, experienced, looking for good sound, a place to settle, with advancement opportunities. Box 180R, BROADCASTING.

DJ/announcer. Swinging modern sound. Music. News. Production. Sales. Reliable. Box 293R, BROADCASTING.

Commercial manager seeking a sales manager position or managerial job in mid or southwest, preferably in Texas or Oklahoma. Experienced in most phases of radio, married, best references, civic minded, ambitious. Box 343R, BROADCASTING.

Professional announcer in news, music and commercials. Seeking major markets in New York City, New Jersey, or Connecticut. Box 342R, BROADCASTING.

Young announcer-disc jockey-tight board. Experienced. Will travel anywhere. Box 348R, BROADCASTING.

Announcer, recent graduate Brown Institute desires announcing job in midwest. Box 355R, BROADCASTING.

Negro d.j. newscaster, college graduate, experienced, available now. Box 362R, BROADCASTING.

Experienced, ambitious 30 year old sports news, music announcer seeks position with sports minded station. Masters degree plus business experience including heavy background in sales and advertising. Family man. Veteran. Will relocate. Box 364R, BROADCASTING.

Experienced newsmen, versatile announcer with production background, seeks position in northeast. Excellent references and employer recommendations. Personable, authoritative, energetic, college. Box 368R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Beginning announcer with third phone and speech background desires start. College trained. Box 379R, BROADCASTING.

Announcer and/or pd, traffic. No selling prefer Carolinas. 18 years experience. Box 382R, BROADCASTING.

Announcer. Over two years experience in all phases of radio. Desire southern New England. Box 386R, BROADCASTING.

Southwest good practice station: 26, married, steady—5 years experience in all phases. Employed. Good record and character. Box 393R, BROADCASTING.

Energetic announcer-newscaster. Single, stable; broadcasting, newspaper, college, electronics, backgrounds. Box 400R, BROADCASTING.

Announcer-program director with good music. Network—top 40 experience. Good production ideas, first phone, married, veteran. Box 401R, BROADCASTING.

First class music man with first class ticket available now to stable, swinging pop outlet. No newcomer—over 5½ years experience. Phone now . . . 312-465-4897.

Experienced newsmen/salesman. Family man looking for permanent position. Box 213R, BROADCASTING.

Announcer, dj, experienced excellent sound, tight board production, will relocate. Box 406R, BROADCASTING.

Announcer, dj, newscaster, experience tight productions, fast board. Dependable available immediately. Box 407R, BROADCASTING.

Announcer/dj—professional radio school graduate seek start travel anywhere. Tape on request. Box 408R, BROADCASTING.

Lake Erie adult stations: Indefatigable newsmen-announcer with 6 years broad radio tv experience, wants responsibility, freedom to excell. Married. 20½ West Chestnut, Norwalk, Ohio.

C and W dj who likes to write and produce copy. Looking for job in a good station in nice town. Have wife and two children. Will travel. Money isn't everything. Jack Call, 3413 Vermont, Independence, Mo. CL-1 2-9259.

Negro announcer-bright, happy sound, fast tape, top 40, jazz or gospel. Will send tape and resume on request. Clyde Brown, 6931 South Wentworth, Chicago.

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.

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.

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.

Technical

First phone, no experience. Willing to learn. Presently radio operator. Married, draft exempt. Prefer south central. Box 338R, BROADCASTING.

Engineer, 1st class, 41 years old, wishes to relocate. Current station going remote. Available immediately. Reply to Robert Benninger, c/o WDBC, 600 Ludington Street, Escanaba, Michigan.

Engineer, first phone; request job; no chief or combo job. Please. Box 290R, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Transmitter operator, 2 years experience, 1st phone, amateur, no combination. Box 380R, BROADCASTING.

Experienced first phone engineer/announcer. Versatile. Midwest. Box 195R, 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 228R, BROADCASTING.

Crackling production-humor. Bright voiced morning personality further offers: experience aggressiveness, intelligence. Solid credentials. Box 282R, BROADCASTING.

Director, asst. producer. Currently production staff member at large midwest station. Experience in writing and directing—seek position with challenge, opportunity and future. Salary secondary, rather gain creative experience, young, single, college. Willing to relocate and/or travel. Box 344R, BROADCASTING.

Want ratings with good music? Presently employed program director with family looking for medium market opportunity. 6 years experience, degree in radio-journalism. Now making \$125. Box 351R, BROADCASTING.

Versatile, capable music-news personality seeks p.d. opportunity. Currently news director. 10 years experience. 32, family. Degree. Will relocate. Box 356R, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman on number one clear channel in sixth US market desires new position. Available February 1, 1963. Top references. Top local and regional reporting, writing. For tape, resume, write, Box 387R, BROADCASTING.

Program director and/or announcer-good background including sales. Unique ideas. Conservative. Prompt reply. Box 389R, BROADCASTING.

Newsman-journalist. Writing, airing for radio operation in metropolitan area. Responsible; mature; will relocate to radio or tv and major area, including California. Box 392R, BROADCASTING.

Production management. Eight years television producer-director major television station, national recognition. Leading national corporation merchandising, advertising, sales promotion. Extensive academic background. Box 397R, BROADCASTING.

Gal Friday needs a job every day! Trained, experienced in air-work, copy, traffic, music library. Desires nite-time announcing. Leaving location, immediately dial directly 112-612-774-9890.

Top newscaster, thoroughly experienced every phase gathering and broadcasting, distinctive adult style, currently doing newscasts, features, documentaries award-winning newsroom major far western city also large regional network. Some television experience too. Management agrees I'm ready for million and over market. Box 882, Salt Lake City, Utah.

Seeking news position in Wisconsin. Experienced newsman wishes to return to news field following three year sabbatical. Full details upon request plus personal interview. Write Al Henry, 3334 Brewer Drive, Indianapolis 24, Indiana.

Situations Wanted—(Cont'd)

Production—Programming, Others

Former Pittsburgh pd . . . d-j, news, play by play. Want Texas metro top 40. Consider all. Box 300R, BROADCASTING.

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 1-8623, Chatt., Tennessee.

Experienced tv newscaster 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.

Announcers

Booth announcer at least 2 years radio experience, and ability to operate audio board. Some on camera work. Send audio tape with 1st letter. Box 371R, BROADCASTING.

Technical

Studio engineer, first phone. Send full resume first letter. Chief engineer, WISHTV, Indianapolis.

Chief engineer with experience backup, heavy on maintenance, willing to work. We have G.E. tv transmitter and cameras. Need immediately. Contact John H. Marshall, Jr. KICA TV, Clovis, New Mexico. Also need assistant chief with maintenance experience.

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.

Production—Programming, Others

Midwest tv station needs experienced continuity writer. Send samples, photo, resume, salary expected. Box 358R, BROADCASTING.

TV newscaster with good journalism background for large news dept. in s.w. medium market. Must have experience all phases including documentaries. Write Box 372R, BROADCASTING.

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.

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

Wanted combination announcer director. Must be strong on announcing. Send audio tape, photo and resume to: Program Manager, WSBA-TV, York, Pennsylvania.

TELEVISION

Situations Wanted—Management

Experienced in managing local and national sales, heavy in both. Excellent New York agency, advertiser, network contacts. Hard sell with national representative. Excellent programming experience. Salary secondary. 10 years broadcast, 38 years old, married, excellent references. Available immediately. Box 370R, BROADCASTING.

Research and sales promotion manager, presently with major market network & o station. Box 398R, 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.

Announcer-staff and/or sports director 9 years radio-tv. Box 402R, BROADCASTING.

Fully qualified announcer in all phases of broadcasting. Strong news and commercials—9 years experience—married, college, will relocate. Box 411R, BROADCASTING.

Technical

Chief engineer or supervisor position desired. 7 years tv; 2 years as chief. All phases. Installation specialist. Albert Scheer. 401 Bower, Hot Springs, Arkansas.

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.

Experienced UHF-VHF. AM-FM including directional. Minimum salary for educational station. Box 390R, BROADCASTING.

Experienced first phone xmtr/studio technician. Versatile. Midwest. Box 194R, BROADCASTING.

Production—Programming, Others

Top producer-director of number one station in top-ten market available after first of year. College graduate. During past ten years, have worked in several top markets. Interested in sports or a position as production director. Have written, produced, directed programs of all types. Box 376R, BROADCASTING.

Educational broadcasters, attention: Director working in commercial midwest wants etv work. Graduate from Big 10 university. References, experienced, family. Box 396R, BROADCASTING.

Top newscaster major far western metropolitan, heavy radio, some television, distinctive adult presentation, mastery all phases news. Desire radio-tv combination or straight tv in major market. Box 882, Salt City, Utah.

Director working in midwest, desires relocation, permanency. Five years creative experience. Reliable, best references, university graduate. Family. Box 395R, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman-writer/newscaster. 10 years radio-newspapers. Seeks television operation where can gather, write, film and broadcast news. Professional delivery. Best references. Box 353R, BROADCASTING.

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.

Experienced all phases studio activity, especially production aspects, technical directing operating all types cameras, audio consoles, writing, directing live television commercials, creative formats for new tv shows, arranging scenery and props. Graduate R.C.A. TV institute. Ambitious to succeed. Will relocate. Box 405R, BROADCASTING.

Miscellaneous

Christmas Comedy is featured in the December issue of "Days, Dates, and Data." Contains patter, gags, promos, and a Santa Interview. \$3.00 Show-Biz Comedy Service (Dept. X), 65 Parkway Court, Brooklyn 35, New York.

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.

Special rates to religious broadcasters 6 to 9 a.m. daily. WMDE, Greensboro, North Carolina.

"Deejay file." Quotes, kickers, liners, record info, hints. Complete program package for deejays and P.D.'s. \$10.50. Del Mar Radio Features, P. O. Box 61, Corona Del Mar, California.

The partnership of Lyndall Wilson and Lorraine Orr, doing business as independent transcribed service, was dissolved October 31, 1962. Lorraine Orr is the sole owner of Independent Transcribed Service.

WANTED TO BUY

Equipment

Studio equipment for TV, also microwave equipment. Give all details and price—will pay cash. WIFB, Jenkintown, Pa. TUrner 7-5400.

Wanted—5,000 watt am transmitter not over 10 or 12 years old. Meet FCC specifications. Box 322R, BROADCASTING.

One kilowatt transmitter. State condition and full details. KMEN, San Bernardino, California.

Urgently need: Two RCA 76-B2 or two G.E. 4BC1A1 consoles. Need RCA BA-6A limiter, Nems-Clarke AM field strength meter, and broadcast type 18mm projector equipped for mag sound strip. Also need UTC LS-691 modulation transformer. Broadcast Engineering Services, Box 391, Buena Park, Calif.

BUSINESS OPPORTUNITY

Lend me \$10,000 now and I will pay back \$20,000 in three years. Box 317R, BROADCASTING.

For Sale

Equipment

Gates ST-101's. Two left, near-new condition. Both include new tapes, brake bands, spare p.e. cell, idler assembly, remote unit. \$800 each or both for \$1150. Broadcast Engineering Services, Box 391, Buena Park, California.

Consoles. RCA BC-6B dual-channel, excellent for TV, large AM, or stereo. Top condition, approx. 3 years old. Available immediately. Two Gates "Yards," 1956 and 1958, available 2 weeks; Raytheon RC-11, good condition, available 2 weeks. Program amp (AGC), RCA BA-25-A, new condition, \$145. Sweep Generator, RCA WR-69A, new, includes all probes, \$195. Broadcast Engineering Services, Box 391, Buena Park, Calif.

Recording blank 16". Clearance sales price of 30 for \$13, plus postage. Send cash, check or C.O.D. order to Sam Dudas, Box 215, Doerun, Georgia.

Frequency Monitors: W. E. 1-C, excellent condition, on 1450 kc, includes spare tubes—\$150, or \$175 with new crystal on your frequency. G. R. 475-B monitor with 681B deviation meter, excellent condition, on 1350 kc, requires new meter for FCC approval—\$165. Broadcast Engineering Services, Box 391, Buena Park, Cal.

250 foot Liberty tower standing in northern Kansas. Erected 1959 excellent condition, beacon equipment working. For sale as is highest bidder. Box 462, Industrial Electronics, Concordia, Kansas.

Magnecorders. PT6AH/7A, excellent condition, 3 input channels, \$295.00. PT63/6J, excellent condition, \$265.00. Both rack-mount. John Ledbetter, Box 391, Buena Park, Calif.

Cartridge tape machines, brand new AB and PB-150 in Walnut Formica Floor Console. Sacrifice for \$600. Used AB and PB-190, excellent condition \$450. Contact Roger Miller, 1717 East 32nd Street, Davenport, Iowa. Phone: 324-3670.

"Make-Off" Items: Rek-O-Nut R-16-H table with M-12-S overhead lathe and RH-5 cutter. Presto 1-C (500-ohm) cutter head. Collins 1-Z remote amplifier. RCA 86-A limiter. RCA EA-2C mike preamp. Gates CO-28 limiter (15 years old). All excellent condition and appearance. Best reasonable offer accepted; may consider trade. Broadcast Engineering Services, Box 391, Buena Park, Calif.

Collins tape cartridge machines like new \$249.00. 4 for \$899.00. Box 125, Lafayette Hill, Pennsylvania.

Gates Multiplex M5688 sub carrier inserter and power supply, M5689 sub carrier generator. Never used. Pacific Broadcasting 505 Geary Street, San Francisco.

Wanted—RCA audio console/te model BC-3B, BC-3C, or BC-2B. Give specifications, condition, Cash. KPEN, 1231 Market Street, San Francisco, California.

One Western Electric 5 kw transmitter, model 405B-2 in good condition. Make an offer. Box 881P, BROADCASTING.

Rust, 108-OE 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.

Xmission Line; Teflon insulated, 1/4" 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.

For Sale

Equipment

2-444' self supporting, blow knock 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.

Vidicon camera, 15 mm F/1.4 lens, 4 input portable switcher and sync gen. All excellent condition with manuals. Box 337R, BROADCASTING.

Westinghouse on kilowatt fm transmitter. Excellent condition, many spares, easily remote controlled. Box 363R, 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.

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, 2603 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. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Help Wanted—Announcers

GOOD MORNING MEN!

**What are you doing between 6 and 9 a.m. that couldn't
Be Done for Bigger rewards in Miami?**

Do you have a good track record in this time segment . . . with a format station . . . in one of the top 50 markets? Do you know how to talk program and produce when both adults and youngsters are in the audience? Are you believable? The right money is waiting for the right d. j. in Miami's leading radio station. In fact, the whole Miami area is waiting for your kind of talent. Send tape, photo, resume to

Box 412R, BROADCASTING

TOP RADIO MORNING MAN WANTED

Experienced, bright personality, willing to work. Immediate opening.

Middle of the road format. Central Virginia area station. TV opportunity.

Send tape, photo, and complete resume to:

Box 224R, BROADCASTING

NEGRO JOCKS!!!

If your air presentation meets these qualifications, we're interested in you for a top job in the top five markets.

1.) *Voice: bright, warm, with no traceable accent, regional or otherwise. 2.) Show: not just time and temperature but interesting or humorous in nature. 3.) Production: tight and fast.*

Mail your tape and background notes posthaste to

Box 336R, BROADCASTING

CONCERT MUSIC STATION

in up state New York needs young announcer whose knowledge of concert music and copy writing capacity qualify him as a potential station manager. Salary low. Potential good. Experience, opportunities matched.

BOX 373R, BROADCASTING

Production—Programming, Others

**EAST COAST
MAJOR MARKET
NEGRO RADIO NEWS EDITOR**
Experienced "Live" wire-editorial writer, beep phone technique. Tape, picture, success story to
Box 127R, BROADCASTING

**NEWS DIRECTOR MIDWEST
MEDIUM METRO MARKET**
Excellent opportunity for small market ND or metro market #1 staff man. Net affiliate, mobile equipped. Send details to:
Box 357R, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

PRODUCTION MANAGER

The No. 1 station in Virginia's No. 1 market (Norfolk) is looking for a swing-in, creative dj-production man with plenty of know-how, able to walk in and take over a top-rated prime period and pull a spinning tape splicing session as well. Salary is open to right man. Send tape with sample of production work and airshow, plus complete biographical background. Roger Clark WGH-Radio, Box 98, Newport News, Va.

TV-RADIO COPYWRITER

If you can write tv and radio commercials to promote a newspaper, we'd like to talk to you. Opportunity to write print copy, too. Write Barry Urdang, Promotion Manager, The Philadelphia Bulletin, Philadelphia, Pennsylvania.

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

A REAL SWINGIN' PRO

for a Major Market to give you the Modern Sound with Class.

Ten years Experience Selling Products-Getting Ratings. All Replies Confidential.

Box 346R, BROADCASTING

Production—Programming, Others

START THE NEW YEAR RIGHT!!

With the right man. I'm freeing myself to move up to management in your FORMULA organization. My experience includes top ratings in Dayton, Detroit, Columbus. I want to be your Program or Operations Director in your medium metro market. Write:

**DAVE HULL
WVCO
COLUMBUS 12, Ohio.**

TELEVISION Help Wanted

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

- Film Services
- Program Services
- Program Idea Men
- News Services

ETHNIC TV

Italian—Spanish—Negro

We are looking for a novel, unique and economical approach to specialized TV.

If you have program ideas or materials suitable for Top Markets, please write us giving general description and costs.

Box 335R,
BROADCASTING

Business Opportunity

LEND ME \$80,000

to buy this very, very profitable single market daytime and I'll give you fifty percent ownership. Six year history of earnings will prove this to be a once-in-a-lifetime opportunity.

Box 369R, BROADCASTING

Miscellaneous

RADIO BROADCASTING

Construction permit in Pacific Northwest for sale at my cost. \$10,500.00.

Box 301R, BROADCASTING

For Sale

Station

FULLTIME ROCKY MOUNTAIN

5 kw station. Excellent earnings, good profit picture, healthy station, priced right at \$135,000 with 29% down. Terms may be arranged.

Box 345R, BROADCASTING

For Sale—(Cont'd)

Stations

**ESTABLISHED MIDWEST
DAYTIME STATION**

1000 watts, good frequency & coverage of compound market \$250-million spendable income. \$195,000 with 25% down, balance over several years to financially responsible buyer prepared to complete transaction. Details to principals only.

Box 86R, BROADCASTING

**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

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS**

Ky.	single	daytime	\$ 66M	terms
Ariz.	small	fulltime	70M	10M
Ala.	medium	fulltime	125M	29%
Fla.	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms
Ind.	metro	fulltime	410M	90M

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

STATIONS FOR SALE

SOUTH. Major market. Daytime. Asking \$200,000. 29% down.

NORTHWEST. Major market. Fulltime. \$450,000. 29% down.

ROCKY MOUNTAIN. Medium market. Asking \$150,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

NEED HELP?

**LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?**

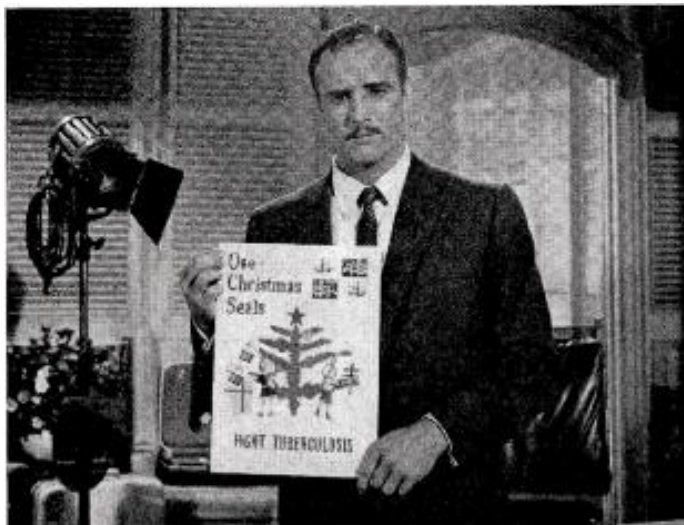
**For Best Results
You Can't Top A
CLASSIFIED AD**

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

TB STRIKES EVERY SEVEN MINUTES!

If You Have "THE TIME"
Will You Help Fight TB?



MARLON BRANDO

RADIO:

These stars have contributed their talent to make this public service material available.

15-minute transcribed programs starring:
TONY BENNETT, NAT "KING" COLE
VIC DAMONE, TENNESSEE ERNIE FORD
BRENDA LEE, HENRY MANCINI
DEAN MARTIN, VAUGHN MONROE
PATTI PAGE, SI ZENTNER

5-minute transcribed programs starring:
DEAN MARTIN, VAUGHN MONROE
PATTI PAGE, SI ZENTNER

Transcription of 24 Celebrity Spot Announcements
Transcription of 20 Recording Artists' Announcements
Transcription of 8 "All Time Greatest Hits"

New Christmas Seal Song recorded by
SAMMY DAVIS, JR. "HERE'S A KISS
FOR CHRISTMAS" by Don George.

TELEVISION:

1-minute, 30-second, 20-second and 8-second
film spots featuring: EDDIE ALBERT
MARLON BRANDO, ROBERT RYAN
plus TB documentary spots.

Produced by
FREEDOM FILMS, GOLDWYN STUDIOS, Hollywood, Cal.

Plus SLIDES, TELOPS, FLIP CARDS and POSTERS
available in GREYED AND COLOR

56th ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 13th through DECEMBER

For network use: Contact Frederick C. Wieting, Director
Radio and Television—National Tuberculosis Association
1790 Broadway, New York 19, N.Y.—Circle 5-8000

For local use: Contact Your Local Tuberculosis Association
in your own community.

OUR RESPECTS to Richard Paul Brandt

He heads a conservative company with many ideas for the future

Dick Brandt was raised in a show business family—not, he says, in a trunk, but under a theatre marquee.

His father, Harry Brandt, was a co-founder of the nationwide Brandt theater chain. From the time he was six, Dick used to accompany his father on visits to the theatres "to check the receipts."

"And I've never lost my fascination for the entertainment business," Dick Brandt remarks today. "But my interests have broadened to cover television, motion picture financing and distribution as well as theatrical exhibition."

Dick Brandt is president of the Trans-Lux Corp., which includes Trans-Lux Television, Trans-Lux Theaters, Trans-Lux Distributing Corp. (theatrical distribution) and Trans-Lux Pictures (financing of motion picture productions). Trans-Lux Television, he observes, accounts for about 15% of the overall gross "but is the fastest-growing unit of our business."

"We began in tv distribution in 1955 when the theater business was at a low ebb," he recalls. "Television was hurting the theaters. We decided that if we couldn't beat 'em, we'd join 'em."

Into Television ■ The movement into television started with program distribution, edged into program production and financing on a modest scale, and veered into a new area in 1961 with the formation of Television Affiliates Corp. TAC is a Trans-Lux unit which serves as a "clearinghouse" for locally-produced informational-cultural programs which are distributed to subscriber stations.

TAC, Mr. Brandt noted, is "a logical extension of our business philosophy in television." Trans-Lux Tv has grown steadily, he said, because it has made a specialty of distributing two types of programs—informational (typified by the Encyclopaedia Britannica Films) and children's series (*Felix the Cat*, *Junior Science* and *Animal Parade*).

"We have many ideas for the future," he confides, "but we're a conservative company that will undertake projects in accordance with our basic business approach. We are not likely to invest in big-name series or action-adventure programs. We'll leave that to other companies. The syndication business is risky enough as it is."

It is understandable that Mr. Brandt describes his business philosophy as "conservative." It seems consistent with his personality. He is a pleasantly brisk man of medium build, described by associates as "alert, thoughtful and even-tempered."

Top Student ■ Richard Paul Brandt was born in New York City on Dec. 6, 1927. He received his preparatory edu-

cation at the Fieldston School, Riverdale, N.Y., and his B.S. degree in mathematics and physics from Yale U. in 1948. He was an excellent student and was elected to Phi Beta Kappa.

"I toyed with the idea of becoming a mathematics teacher for a few years," he confesses, "but I finally decided to make as early a start as possible in the entertainment business."

He had what he calls "a wonderful apprenticeship" in the film industry. In two years, he worked for 20 organizations including 20th Century-Fox, Republic Pictures and RKO Radio Pictures, gaining an insight into the various facets of film distribution, production and administration.

"I couldn't have done it if my father didn't know so many people in the industry who were willing to have me work for them for as little as a few weeks or a few months at a time," he confesses.

In 1950, Dick Brandt had the choice of joining his father's organization, which owns more than 150 motion picture theaters throughout the country, or the Trans-Lux Corp., in which the Brandt family had acquired a substantial interest in 1947.

"I decided to join Trans-Lux because it was a comparatively small organization with opportunity for expansion," Mr. Brandt reveals.

His initial assignment at Trans-Lux in 1950 was as assistant to the president of Trans-Lux Theaters. In 1954 he was named vice president of that corporation and in 1955, he was appointed president of both the Trans-Lux Distributing Corp. and Trans-Lux Tele-



Trans-Lux's Brandt
He had a 'delightful' apprenticeship

vision Corp. Last April he was named president of the Trans-Lux Corp. Mr. Brandt is understandably proud that all units of the Trans-Lux complex have flourished under his aegis (it now operates 15 theaters in six cities).

Educational Films ■ Trans-Lux Tv's initial venture was the distribution of the Encyclopaedia Britannica Films in 1955. This represented the first time that a major educational film library had been offered to tv stations, Mr. Brandt stresses, and the project was greeted with skepticism by some segments of the tv industry.

"We sell the library on a five-year basis and provide stations with full programming details," Mr. Brandt points out. "In effect, we package it. We're happy to say it's sold in about 80 markets and renewals for a second five-year run have come up in from well-known stations, including Westinghouse."

Trans-Lux Tv built gradually over the intervening years and today it offers such series as *The American Civil War*, *Animal Parade*, *Frontiers of Knowledge*, *Junior Science*, *Wonderful World*, *Felix the Cat* and a group of foreign-produced feature films.

Earlier this year, according to Mr. Brandt, the Trans-Lux board allocated \$2 million to develop new tv properties. The first program in production is a new cartoon series, *The Mighty Hercules*, which will be available to stations in the fall of 1963. The second is a half-hour series, *Guest Shot*, a behind-the-scenes glimpse into the home lives of well known personalities.

Low Budget Specialties ■ Mr. Brandt believes there is place in television for specialized programs with entertainment values that can be produced for modest budgets. Trans-Lux Tv at present is exploring the availability of such programming fare in foreign countries. Mr. Brandt has representatives in Italy and England who are attempting to locate suitable children's, dramatic and entertainment-variety programs.

He acknowledges that the position of the syndicator today is "extremely precarious and the going will be rough for the next four or five years." He thinks the advent of uhf over the next five years should revitalize the syndication business.

Mr. Brandt has been married since 1951 to the former Lois Livingston of Mt. Vernon, N. Y. They have two children, Claudia, 10, and David, 7.

He is a member of the Yale Club of New York, the Old Oaks Club in Purchase, N.Y., and the Friars Club. Mr. Brandt also is active in many industry and community associations and charity drives.

Collins crisis

MANY broadcasters understandably are up in arms over the proposal of NAB President LeRoy Collins that controls be imposed upon cigarette advertising.

By now Gov. Collins knows that he blundered, but there was no smoke in his eyes when he unburdened himself. Experienced broadcasters had pleaded with him to avoid the subject.

This is not the first time Gov. Collins has gone afield in his nearly two years as NAB president. There had been indications recently that he had made the transition from politician and bureaucrat to spokesman-defender of broadcasters' rights. But his Portland utterance, totally uncalled for and unnecessary, plays into the hands of the anti-advertising elements at a time when all advertising is under severe attack.

Because of past indiscretions ascribed to inexperience in broadcasting, it had been tacitly understood that Gov. Collins would make no declarations of policy without the prior approval of his board of directors or, because of the board's unwieldy size, the executive committee of five members. Neither the board nor the committee was consulted before his Portland speech.

As this was written, a movement had begun to insist upon Gov. Collins' resignation. Reports were widespread that the alternative would be resignations from the NAB.

Neither course, in our view, would be wise at this juncture. The executive committee, comprising the chairman of the joint board and the chairmen and vice chairmen of the radio and television boards, constitutes the committee to negotiate with Gov. Collins on renewal or extension of his \$75,000-per-year contract. His three-year contract has one year to run, and under its terms must be renegotiated by Dec. 31.

The prudent course would be to await the recommendations of the executive-negotiation committee and if need be, to call a meeting of the full board or even of the total NAB membership to resolve the problem.

Upbeat in radio

THE most encouraging news about radio business in many months, possibly in years, emerges from a survey that is reported in suitably big type up front in this issue.

The survey, one of a series by BROADCASTING, found that almost eight out of ten radio stations estimate their revenues this year will exceed last year's (which was no slouch of a year itself, though the FCC's official figures on it are not yet available). Fourteen percent, or a little more than one of ten, look for lower revenues this year than last.

That's approximately 8 to 1½ on the side of the gainers, and it probably wouldn't be reasonable to expect a better average than that. By comparison, a year ago a similar survey was regarded as more than mildly encouraging when it found the gainers ahead by little more than 5 to 4.

In one detail the study points up a weakness and at the same time suggests that, perhaps, the weakness is being overcome. This is in national spot business, whose behavior has been unaccountably erratic over the last few years. A full one-fourth of the stations expect their spot billings to be down this year, as against only 14% who report local sales to be dwindling.

The encouragement is found by comparing this year's figures with those from 1961. A year ago almost as many stations reported their spot billings declining (44%) as said they were gaining (46%). In 1962 advances predominate

by better than 2 to 1, with 57% estimating their spot will rise this year as against 26% who say it will tail off.

We can hope, with all broadcasters, that this means national spot radio is on the way back to its old eminence in advertising. We can also feel confidence in the health of radio generally.

Special factors—especially a generally sounder economy and the political campaigns—may have contributed to this year's improvement. But clearly there's more to it than that. Improvement of this magnitude could not have occurred without a great deal of new and expanded advertiser interest at both national and local levels. It all bodes well for radio in 1963.

Caught with semantics down

FORTUNATELY for broadcasters—and industry in general—an appellate court has stepped in to halt the abuse of a federal law by the National Labor Relations Board. The decision throwing a flagrant twisting of statutory language right back into the NLRB's face was issued by the U. S. Court of Appeals in San Francisco, in a secondary boycott case involving KXTV (TV), Corinthian's Sacramento station.

This particular instance of regulatory abuse centers around an amazing conclusion by NLRB that a television station is a producer of automobiles when it carries the advertisements of an automotive sponsor. Back of this twisted reasoning was the NLRB's effort to justify unconscionable boycott pressures on KXTV's advertisers—the type of union activity barred by the Landrum-Griffin Act.

Actually NLRB was trying to set up a line of legal logic that would have upheld secondary boycott pressures by the simple device of classifying these coercive operations as legitimate publicity functions permitted by law.

Now the NLRB finds itself in the uncomfortable position of having to back down from its tortuous interpretation of "production"—a feat of semantics that inspired the authors of the Landrum-Griffin law to say the board was trying to put the dictionary out of business.

Corinthian performed a real service in taking the appeal. If the ruling had been allowed to stand, broadcasters would have been open to damaging boycotts every time a labor dispute occurred.



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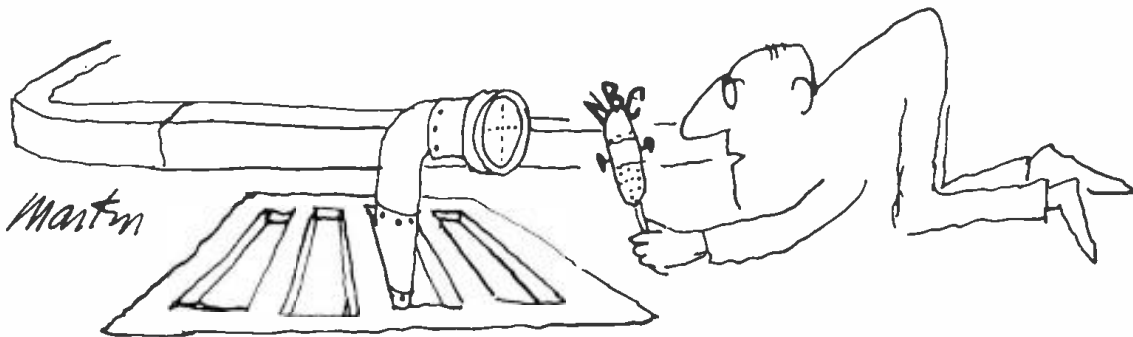
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