



BROADCASTING

THE BUSINESS

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 APR
 NEWSPAPER

AND RADIO

JANUARY 15, 1962

Minow sees all-channel set legislation as key to unlock uhf 58

ABC overhauls o&o lineup to separate radio and tv divisions 40

Pepsi doubles its 1962 radio budget to tune of \$3.5 million 30

Moulder subcommittee starts fast with plans for four broadcast hearings 58

COMPLETE INDEX PAGE 7

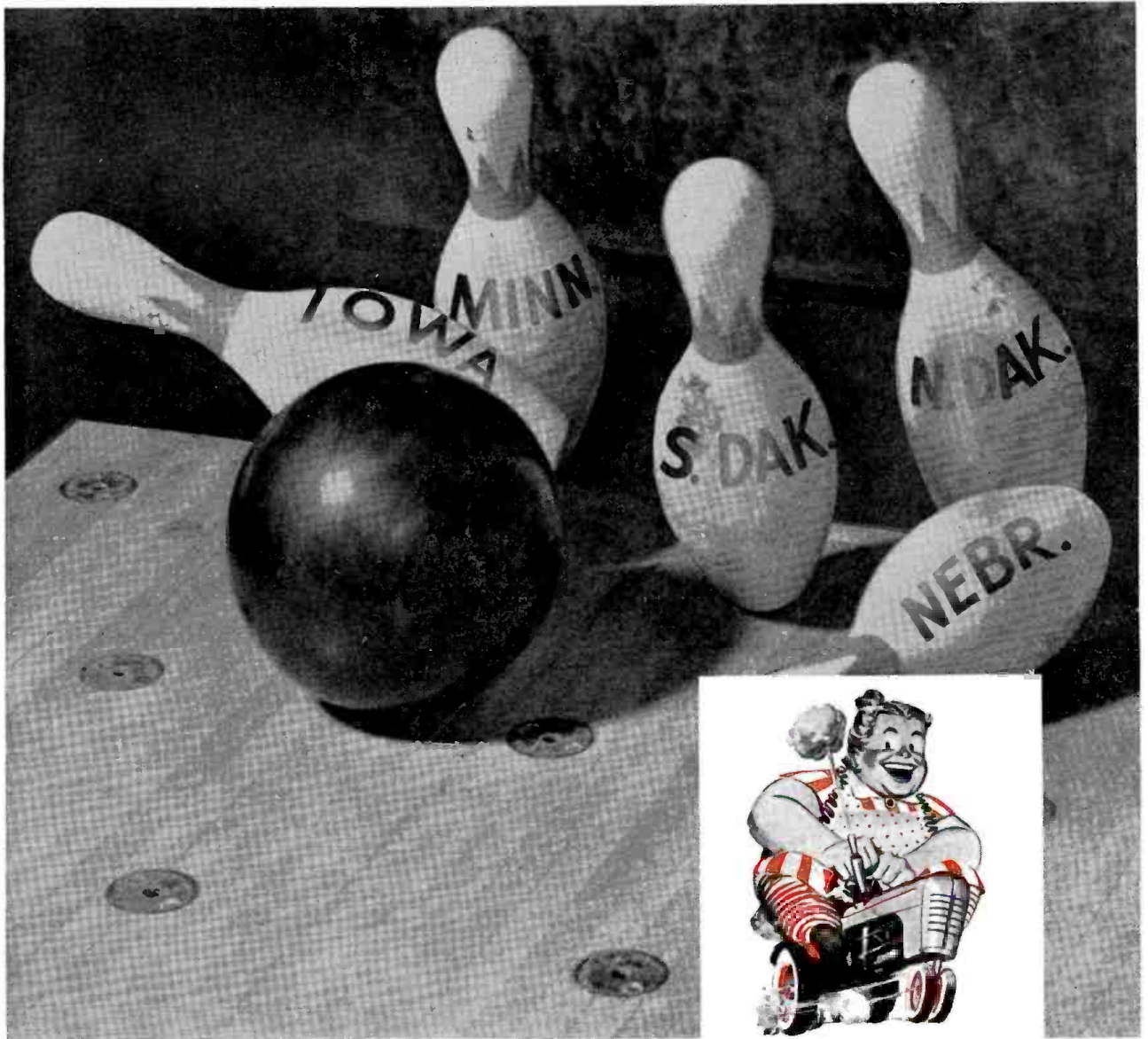


Double Exposure

It's no accident to WXEX-TV advertisers. They not only put their commercial messages before an unsurpassed Central Virginia audience, but also get energetic follow-up with in-store merchandising and unceasing promotional activity by a staff of trained merchandising experts. That means getting the message across to consumers with double impact, right at the places they buy: drug stores, food stores, supermarkets. See us about Community Club Awards, too. Maybe you'll *triple* expose.

WXEX-TV NBC
 RICHMOND, VIRGINIA

Tom Tinsley, President; Irvin Abeloff, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington, Philadelphia, Chicago, Detroit, San Francisco and Los Angeles; CLARKE BROWN in the South and Southwest, including Atlanta, Dallas, New Orleans, Houston.





BOWLING IS BOOMING IN WNAX-570 "BIG AGGIE LAND"

When it's a WNAX-570 promotion, there's action aplenty in Big Aggie Land. Again this year, over 16,000 bowlers in farm-rich Iowa, Minnesota, Nebraska, North and South Dakota, and Wyoming, too, will participate in WNAX-570's thirteenth annual bowling tournament for more than \$40,000 in prizes.

The size of the WNAX 6-state bowling tournament reflects the vastness of Big Aggie Land—the rich agri-

cultural area spreading across six states in Midwest's great Upper Missouri Valley. It's 2¼ million people spend 3 billion dollars a year, and best of all, 80 per cent of them listen to WNAX-570 three to seven times a week. As a matter of fact, only through Regional Radio WNAX-570 can you reach this rich market. If you want action aplenty in Big Aggie Land, the nation's boommin' . . . growin' 40th market, you'll get it on WNAX-570.

 **WNAX-570 CBS RADIO**
PROGRAMMING FOR ADULTS OF ALL AGES
PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz

 **PEOPLES BROADCASTING CORPORATION**
WNAX, Yankton, S. Dak.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-Worthington, Ohio
WTTM, Trenton, N.J.
WMMN, Fairmont, W.Va.

7-LEAGUE BOOTS

Gulliver was a piker! During the past year . . . on documentaries and special assignments . . . WCKT's News Teams . . .

. . . traveled more than 55,752 man-miles by automobile, boat, airplane, train, bus, blimp, helicopter, and "Shank's Mare";

. . . visited key cities in the U.S. from Colorado to New York, from Washington to New Orleans...plus out-of-the-country trips to Mexico City, Puerto Rico, Nassau, and Belize;

. . . flew into the eyes of three hurricanes;

. . . shot hundreds of thousands of feet of film.

All this is exclusive of WCKT's outstanding day-to-day coverage of local news events!

That's WCKT's "New Force" journalism in action . . . citizenship and showmanship fused and focused on community needs . . . a giant stride toward new and broader horizons in television.

BISCAYNE TELEVISION CORPORATION



WCKT—CHANNEL 7 • MIAMI • WCKR—RADIO 610



Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.

ILLUSTRATION COURTESY OF THE BETTMANN ARCHIVE

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

REMEMBER
WHEN



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

New tv time formula

There's move afoot to revise standards in television code to permit more flexibility in meeting maximum time allowed for commercials. Basis of idea is to allow heavier concentration of commercials in peak hours in seasons with total average out over longer periods. Thus far idea hasn't jelled but is reported to be gathering support. It didn't clear NAB's Code Board at last week's meeting, however.

Another code problem is centered around annoying credit crawls at end of tv programs. Codifiers have considered proposal to classify credits as commercial time. It's believed networks, stuck with historical credits policy of movie industry, wouldn't object to idea since they haven't been able to cope with union pressures and would welcome support from code board.

Clyne's FCC consultancy

C. Terence Clyne, well known agency executive, is FCC consultant for final phase of network programming inquiry that starts Jan. 24 when networks begin their presentations. He conferred Jan. 5 with FCC Chairman Minow and with Commissioners Bartley and Cross, escorted by Ashebrook P. Bryant, chief of office of Network Study, at which time arrangement was made for per diem consultancy. Mr. Clyne was kick-off witness two years ago when FCC opened agency phase of its overall inquiry and, in effect, wrote "primer" on advertising agency-network relations.

Mr. Clyne resigned last July as chairman of McCann-Erickson Productions, tv-radio division of Interpublic, Inc., and as vice-chairman of McCann-Erickson. Expected this week is formal announcement of his association with Maxon, Inc. (BROADCASTING, Dec. 11) as member of board and in corporate management. He will make headquarters in New York but will divide his time between Maxon's New York and Detroit offices, with major planning responsibilities for all accounts and clients. Arrangement will permit him to devote time to Washington consultancy.

Minow school for press

FCC chairman Newton N. Minow has been flooded with requests for "exclusive" interviews from general news media ahead of network programming hearings beginning Jan. 24. He has turned them down but at the same time wants to make sure public press has proper background to cover

CLOSED CIRCUIT®

hearings and has tentatively decided to hold briefing sessions for newsmen day before hearing begins. FCC also is considering retaining specialists to assist public information office during hearings.

Primed for kill

Sniffing availability of vhf channels as result of FCC's proposal to deintermix eight markets, National Assn. of Manufacturers has begun to build its case for pre-emption of channel for industrial (plant communication) use. Frank M. Smith, executive of Committee on Manufacturers Radio Use, Washington, has written local chambers of commerce in each of eight cities earmarked for deintermixure. Committee was persuaded to undertake efforts of an address of FCC Commissioner Robert E. Lee last November (BROADCASTING, Nov. 13) in which he advocated use of "withdrawn" and "unapplied for" vhf for industrial and other purposes as part of his crusade for move of all tv to uhf band.

Members of the Committee on Manufacturers Radio Use represent such companies as Bethlehem Steel, Ford, Timken Roller Bearing, General Motors, Aluminum Co. of America, U. S. Steel, Douglas Aircraft, Republic Steel, Allis-Chalmers, Union Carbide and North American Aviation. Jeremiah Courtney, formerly with FCC, is counsel.

ASCAP on carpet

Broadcasters who feel over-pestered by ASCAP auditors may find some comfort in knowledge that at least one complaint of "harassment" is being looked into by chief judge S. J. Ryan of U. S. Southern District Court in New York and also has been passed along to Justice Dept. anti-trust division. A. C. Ferguson Jr., WPRS Paris, Ill., wrote Judge Ryan—court's foremost expert on ASCAP-broadcaster relations—that ASCAP auditors harassed "smaller radio stations" in checking books to make sure ASCAP gets its due under its music licenses, and in his case has gone through program logs "in a quest for added revenue." Judge Ryan replied that he was calling ASCAP counsel in for conference and also was referring complaint to Justice Dept. Jurist's office says this is standard procedure on all complaints he receives against ASCAP, which operates under consent decree.

BamBoozled?

Objectivity of FCC management survey by Booz, Allen & Hamilton already is being questioned by FCC insiders. Will final report reflect views of FCC Chairman Newton N. Minow rather than objective result sought by Budget Bureau? Key staff people are aroused because BAH men gave them short shrift and "asked questions on grade school level." They charge surveyors merely scratched surface of modes of operation of various bureaus and offices. Critics point out Bernard L. Gladioux, supervisor of study, has been in almost constant contact with chairman's office.

Compact symposium

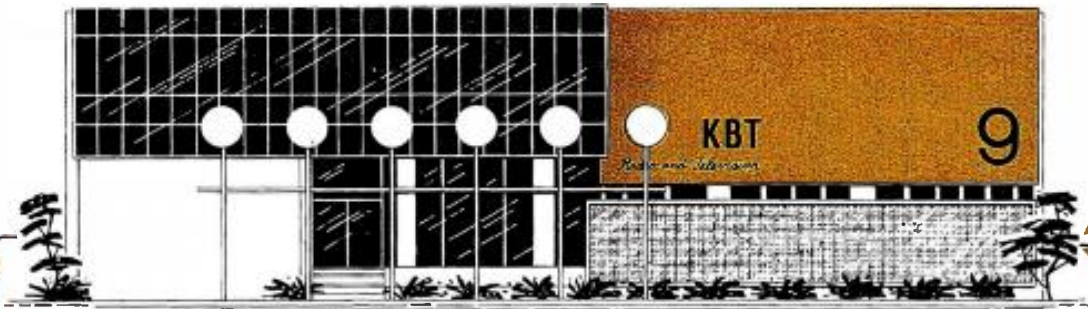
Short version of Northwestern U.'s symposium on Freedom and Responsibility in Broadcasting last August is scheduled in Chicago Feb. 1 at Jewish Community Council dinner. Participants will include FCC Chairman Newton N. Minow, Fairfax M. Cone, chairman of Foote, Cone & Belding, Ward L. Quaal, executive vice president-general manager WGN Inc., all of whom also participated in Northwestern forum, and Prof. Harry Kalven of U. of Chicago Law School. Irv Kupcinet, Chicago columnist, will be moderator.

Going public

Factor not present in picture of whether broadcasting companies should "go public" (BROADCASTING, Jan. 8) is SEC's report excoriating American Stock Exchange practices. Broadcasting and film stocks were among many that SEC cited as having been mishandled by certain AMEX specialists and floor traders. Since American Exchange is one on which most broadcasting companies would qualify for listing, there is chance responsible management would prefer to await extensive housecleaning which was strongly urged by SEC investigating committee.

Lucy coming back?

There's good chance that Lucille Ball will return in regular tv series next fall on CBS-TV. One stumbling block is time period. Latest dickerings places Monday, 8:30-9 p.m. as most likely. It's said that choice of time period would then point way toward what advertiser or advertisers would buy show. Miss Ball formerly starred in popular *I Love Lucy* series.



9 STEPS TO GREATNESS

Our report for 1961 on the continued progress of
KBTV, Channel Nine, Denver, Colorado.

- **MARKET GROWTH** ... Denver ranks 22nd in population with a population increase of 66.3% since 1950.*
- **BUILDING MODIFICATION** ... More than \$800,000 has been spent in the remodeling of the KBTV building and the improvement of the Channel Nine technical facilities.
- **PURCHASE OF KBT RADIO** ... 5,000 watts, 710 kc, unlimited ... Purchased in March of 1961 with FCC approval granted in June.
- **KBTV-KBTR NEWS** ... On April 17, the News Department for radio and television went on the air under the direction of News Director Arthur J. Smith.
- **PROGRAM AWARDS** ... KBTV received five national awards for outstanding programming in 1961. They were the: TV-RADIO MIRROR GOLD MEDAL AWARD; THE BMI AWARD; THE ABC-TV NETWORK AWARD and THE OHIO STATE UNIVERSITY AWARD.
- **LOCAL COLOR TELECASTING** ... Came to being on KBTV in September with Channel Nine programming more than 22 hours of local color, plus all station breaks and a long list of sponsors moving their commercials from black and white to color. *The only Denver station equipped to originate color, locally.*
- **FORMATION OF MBC** ... The Mullins Broadcasting Company was organized in October when John C. Mullins purchased the stock interest of William Zeckendorf, Sr., in TV Denver, Inc., for the sum of \$2,400,000.
- **ABC RADIO AFFILIATION** ... was moved to KBTR, effective on January 14, 1962.
- **POWER INCREASE** ... On December 19, the FCC granted KBTV, Channel 9, a power increase to the maximum (316,000 watts) permissible. Construction to be completed by February 1, 1962.

*Sources: U. S. Census Bureau, Denver Chamber of Commerce.



MBC



Mullins Broadcasting Company, 1089 Bannock Street, Denver, Colorado
JOHN C. MULLINS, President and Owner
JOE HEROLD, Vice-President and General Manager
Represented by: PETERS, GRIFFIN, WOODWARD

WEEK IN BRIEF

The biggest block to uhf progress, according to FCC Chairman Minow, is refusal of set makers to limit production to all-channel models. Last week he announced he will head move for legislation. See lead story . . .

ALL-CHANNEL SETS URGED . . . 27

What's new with the FCC's big uhf experiment in New York? FCC Commissioner Lee says the service is fine, judging by early tests. There's a problem, he explains, if the receiver installation is poor. See . . .

UHF TEST IN NEW YORK . . . 28

Pepsi-Cola means business as it intensifies the effort to promote sales. And apparently its radio advertising means more business for Pepsi, judging by bottler's expanded budget for the current year. See . . .

PEPSI DOUBLES RADIO . . . 30

ABC is revamping its administrative structure to coordinate radio and tv owned-operated stations. Separate executive and sales units will be provided, matching other network operations, says Simon Siegel. See . . .

ABC O&O SETUP CHANGED . . . 40

What agencies and television should do is develop a better understanding. That's the stand taken by Lee R. Rich, of Benton & Bowles, who figures incidentally that tv programming is deserving of praise. See . . .

TV: LIVE AND LET LIVE . . . 36

It appears as Congress gets back into action that the 1962 session will be an interesting one for broadcasters. Already one House group has indicated it plans hearings on several radio and tv measures. See . . .

HOUSE HEARINGS SET . . . 58

Another charge of FCC censorship comes from Paul A. Porter, attorney and former FCC chairman. He questions the commission's "interference" with the Carlton Fredricks "Living Should Be Fun" series. See . . .

FCC CENSORSHIP CHARGED . . . 63

When two Los Angeles newspapers bit the dust there developed a legacy of advertising dollars earmarked for their columns. If Los Angeles stations have their way, they'll get some of these abandoned millions. See . . .

L.A. \$25 MILLION WINDFALL . . . 45

The future for color television keeps getting brighter, according to Raymond W. Saxon, speaking for RCA, the biggest color promoter. Portables to get bulk of black-and-white business for dealers. See . . .

ROSY REPORT ON COLOR . . . 64

Any day now there should be word from Capitol Hill on the fate of radio-tv coverage of House committee hearings. There's hope Speaker McCormack will divulge his views soon, and hope the news will be good. See . . .

MCCORMACK MAY TELL VIEWS . . . 62

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	67
BROADCAST ADVERTISING	30	LEAD STORY	27
BUSINESS BRIEFLY	38	THE MEDIA	40
CHANGING HANDS	44	MONDAY MEMO	24
CLOSED CIRCUIT	5	OPEN MIKE	21
COLORCASTING	52	OUR RESPECTS	89
DATEBOOK	12	PROGRAMMING	52
EDITORIAL PAGE	94	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING ...	64		
FANFARE	70		
FATES & FORTUNES	71		
FOR THE RECORD	76		
GOVERNMENT	58		



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Starting Feb. 14, at 7:30 PM
Howard K. Smith will speak his mind.

Howard K. Smith, as you know by now, has joined the ABC-TV News staff.

He starts work on Wednesday, Feb. 14, at 7:30 PM. At this prime time period each week he will report on and analyze the news of the week, the issues of the day.

When the news warrants it, when the issues demand it, Howard K. Smith will extend his analysis by person-to-person interviews with the persons in the news, by firsthand reports from ABC newsmen overseas, by special film coverage.

But principally, in his weekly news review, sponsored by Nationwide Insurance, Howard K. Smith will be free to do

what he does best. He will examine, sift, analyze, interpret. He will, when he deems it possible and pertinent, spell out the effects of today's news on tomorrow's headlines. And he will, in all instances, train his lucid, tempered insights and foresights on those matters that matter most in this our world today.

Thus, a good part of the news analysis that was lost to television audiences when Howard K. Smith resigned his last post is now restored—in prime, evening viewing time. We shall all be better-informed citizens for hearing this man speak his mind.

ABC-TV

ABC-TV to program UA Sunday movies

ABC-TV is expected to program motion picture package of 15 post-'48 features from United Artists in 9-11 p.m. period on Sundays, starting April 8. Deal being worked out calls for 15 features, 9 to be rerun, or total program supply for 24 weeks. ABC-TV currently does not plan to extend Sunday night movie concept into fall. NBC-TV this season has been programming 20th Century-Fox feature films in similar time period on Saturdays.

Initially MGM negotiated with ABC-TV for Sunday night features. MGM proposed ABC-TV start its features in fall season and buy 52 films in firm one-year contract. Under that arrangement, ABC-TV would schedule double-feature in 7-11 p.m. period, and would repeat each of 52 features once. ABC-TV wanted fewer features in order to fill only approximate 24-week period from April 8, 1962, to beginning of fall season. ABC-TV felt that MGM's original proposal was too costly.

To make way for Sunday movies, ABC-TV will shift either *Bus Stop* (now 9-10) or *Adventures in Paradise* (now 10-11) to new place on schedule, and drop one show altogether.

Some titles: "Witness for the Prosecution," "The Pride and the Passion," "Marty," "Johny Concho," "I Want to Live," "Trapeze" and "The Kentuckian."

Revere enters daytime tv

Revere Copper & Brass Inc., New York, will enter daytime tv Jan. 31, in start of company's biggest drive for line of Revere Ware cooking utensils.

Do it yourselfer?

Expert guesses in Midwest last week as to why Clark Oil & Refining Corp. is pulling \$1 million account (mostly radio) out of Chicago shop of Tatham-Laird are that action stems from long-known proclivity of Clark ad manager for dealing with stations directly, rather than any dissatisfaction with humorous off-beat radio themes developed by T-L. Prediction is Feb. 1 decision by Clark to set up house agency to handle account.

Placed through Adams & Keyes Inc., New York, initial drive will use live minute spots daily for 17 weeks on NBC-TV's *Today*.

Chrysler radio-tv push to follow sales spurt

New radio-tv spot money will pour from Detroit soon as part of major all-media advertising push announced Friday by Chrysler Division of Chrysler Corp. as result of biggest sales spurt of Chrysler cars in four years. Formula is typical of Detroit: ad budgets go up only after sales increase since ad money is based on so much per unit sold.

Starting today (Monday) for three weeks through Young & Rubicam, Detroit, Chrysler will use 60 one-minute spots weekly on radio stations in 10 major markets and 40 spots weekly on stations in 30 other markets, for total of 160 stations. Television spot campaign using 10-second spots in major markets is still being formulated and will start in February.

Both CBS-TV, NBC-TV to 'tour' White House

At request of White House that CBS News make its special program, "A Tour of the White House with Mrs. John F. Kennedy," available to other tv networks, subsequent developments Friday (Jan. 12) had both CBS-TV and NBC-TV scheduled to air show Feb. 14 (Wed. 10-11 p.m.). CBS-TV will be pool representative.

Pierre Salinger, presidential news secretary, on Friday notified NBC-TV that tv tour will be available to all tv networks, since it deals with national institution. Earlier, Robert Kintner, NBC-TV president, had suggested in letter to Mr. Salinger on other matters that networks share program. Richard S. Salant, CBS News president, also announced availability of show to other networks.

CBS News moved more than three tons of equipment into White House for video taping of tour today (Jan. 15). President Kennedy, CBS-TV said late Friday, will make brief appearance near end of tour.

Justice drops UA suit

Federal government has dropped 1959 civil anti-trust suit against United Artists because there are enough old movies available to tv now to make charges of monopoly on pre-1948 feature films for tv of no great significance.

Eye-roller

CBS-TV's coverage of scheduled manned space shot on Jan. 23 will feature new graphic device to let viewers follow astronaut's course around earth. CBS News Friday (Jan. 12) announced development of Real-Time Orbit Indicator that will enable audience to follow course via three-dimensional map. Device, created by Don Hewitt, director of coverage, and designed by Ben Blank, head of CBS News graphics, takes into account precise timing of orbit and relative sizes of capsule, earth, height of capsule's orbit and slight difference of each orbit.

Government claimed UA tried to corner tv market on pre-1948 features from Warner Bros. and RKO. Hearing is scheduled tomorrow in New York federal court to determine whether suit should be dismissed with or without prejudice.

Mott elected by FCBA

Federal Communications Bar Assn. elected Harold E. Mott of Welch, Mott & Morgan as president Friday at annual meeting.

Other officers elected: Donald C. Beelar, first vice president; Thomas W. Wilson, second vice president; Warren E. Baker, secretary; Philip Bergson, asst. secretary; Marcus Cohn, treasurer. Maurice M. Jansky and Frederick H. Walton Jr. were elected members of executive committee for three-year terms.

Tower defends Class IIIs

Sen. John G. Tower (R.-Tex.) has protested proposed FCC rulemaking which would eventually prohibit pre-sunrise operation by Class III (regional) am stations (BROADCASTING, Dec. 18, 1961). Rule would "seriously impair" community and public service of such stations, and is "biased and unfair," he said in letter to FCC.

He said Texas contains 77 such stations which would be prevented from broadcasting pre-sunrise programs.

FCC staff okays WAKY sale

First \$1 million station sale approval by FCC staff was made Friday when Broadcast Bureau granted sale of

WEEK'S HEADLINERS



Mr. Weitman

Robert M. Weitman appointed vp and studio administrator, Metro-Goldwyn-Mayer, Hollywood, succeeding **Sol C. Siegel** who is resigning to return to independent production. Mr. Weitman served as vp in charge of tv operations since he joined MGM in May 1960. In his new post, he has added responsibilities of head of all studio operations. Before entering tv field, Mr. Weitman was vp, Paramount Pictures, in charge of deluxe theatres. From 1953 to 1956, he was with ABC-TV as vp, programming and talent. He then joined CBS-TV as vp, program development, and in 1958 became vp in charge of all independent production.



Mr. Suitt

William T. Suitt appointed vp for advertising, Revlon Inc., New York. Mr. Suitt, who has been with Revlon since June 1961, succeeds **Ted Bergmann**, who will continue with company on special assignments. **Sanford Buchsman**, since 1959 one of three group advertising managers, named advertising director of Revlon. He was previously account executive with BBDO, assigned to Revlon, during account's tenure there. Mr. Suitt formerly was vp at Lennen & Newell Inc.

Walter L. Lingle Jr., executive vp, Procter & Gamble Co., granted leave of absence, effective March 1, to serve as deputy administrator of Agency for International Development. Appointment announced Jan. 10 by President John F. Kennedy. Mr. Lingle also is mem-

ber of P&G board. He has resigned both P&G posts. **D. H. Robinson**, vp, overseas operations, takes over top responsibility for P&G foreign operations. **E. A. Snow**, vp, toilet goods division, becomes vp-group executive. **E. G. Harness**, manager, household soap products advertising, becomes manager, toilet goods division. **M. P. Link**, brand promotion manager, household soap products, becomes that division's advertising manager.



Mr. Barnathan



Mr. Riddleberger

Julius Barnathan, vp for affiliated tv stations, ABC, elected president of newly formed ABC Owned and Operated Tv Stations. **Stephen C. Riddleberger** elected president of counterpart radio unit (see story, page 40). Mr. Riddleberger was vp for owned and operated stations at ABC.



Mr. Sias

John Sias, west coast vp, Peters, Griffin, Woodward, San Francisco, joins Westinghouse Broadcasting Co., New York, as national tv sales manager. Mr. Sias joined P G W eight years ago as account executive. He was also Sunday supplement manager for newspaper rep firm of Moloney, Regan & Schmidt in Chicago and Los Angeles. WBC tv stations are WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX (TV) San Francisco.



Mr. Shakespeare



Mr. Walt

Frank J. Shakespeare Jr., vp, CBS Television Stations Div., and general manager, WCBS-TV New York since June 1959, elected vp and assistant to CBS-TV president James T. Aubrey Jr. **Norman E. Walt**, general sales manager WCBS-TV, succeeds Mr. Shakespeare. Mr. Shakespeare was with Procter & Gamble in New York before he joined WOR, that city, in 1949 as assistant to sales manager. He later became account executive with CBS Television Spot Sales and moved up subsequently to station positions at WCBS-TV and WXIX (TV) Milwaukee (when CBS-owned). In December 1958, he returned to WCBS-TV as general manager and six months later was elected vp of stations division. Mr. Walt has been general sales manager since October 1957. He joined CBS Television Spot Sales as account executive in July 1953.



Mr. Eskridge

Robert L. Eskridge, cereals advertising manager, Ralston Div., Ralston Purina Co., St. Louis, named director of advertising and promotion for Ralston Div. Responsibilities include supervision of estimated \$10 million advertising budget. Mr. Eskridge is member of broadcast committee of Assn. of National Advertisers.

For other personnel changes of the week see FATES & FORTUNES

WAKY Louisville, Ky., from Gordon and Barton McLendon to group headed by Frederick Gregg Jr. and John R. Ozier, who own WMAK Nashville. McLendons have bought WGES Chicago and WAKY sale was necessary to keep ownership within limit of seven allowed by FCC. WGES purchase is still pending FCC approval.

CBS-TV 'Father' survives

CBS-TV will program *Father of the Bride* (Friday, 9:30-10 p.m.) for remainder of 1961-62 season (through September 1962), it was reported Jan. 12. Show has been one of those considered "weak" in network's schedule (BROADCASTING, Jan. 8).

Emmy Awards sponsors

Sponsors of Emmy awards telecast on NBC-TV (May 22, 10-11:30 p.m. EST) will be U. S. Time Corp., Procter & Gamble and Schlitz Brewing Co. Agencies are Warwick & Legler, New York (U. S. Time); Grey Adv., New York (P&G); and Leo Burnett (Schlitz).

'HUMAN DESIRE'
starring
GLENN FORD
BRODERICK CRAWFORD
GLORIA GRAHAME



HIGHEST RATED POST-'48 FEATURE EVER SHOWN ON WCBS-TV!

*it's from **COLUMBIA** of course!*

AVERAGE
RATING

26.1

AVERAGE
AUDIENCE
SHARE

64%

On Saturday, Dec. 30, over two million New Yorkers helped break a WCBS-TV "Late Show" rating record by watching "Human Desire," a Columbia Post-'48 mystery. The previous high was recorded this year by another Columbia Post-'48, "Abandon Ship." Incidentally, the 26.1 rating of "Human Desire" is the third highest ever earned by *any* feature in the eleven year history of the "Late Show."

These are just two of many potential record breakers among the Columbia Post-'48's. Others are "The Caine Mutiny," "Born Yesterday," "Fire Down Below," "The Harder They Fall" and "The Last Hurrah" to name a few.

FOR AVAILABILITIES CONTACT

SCREEN GEMS, INC.



Source: ARBITRON

WIBC

The Friendly Voice of Indiana

*Goal—
keep our
listeners
alive!*



LEADS IN SERVICE



Day in, day out . . . month in, month out . . . WIBC listeners are reminded to drive, walk and work safely. In December 1961, alone, 202 programs and 1,380 announcements were given to safety (rate card cost: \$36,177). And every weekday, for over six years, the aptly-named "Take It Easy" program has emphasized street safety in the peak driving period of 5-6 PM.

LEADS IN ACCEPTANCE



WIBC's traffic safety efforts are not for the purpose of winning awards . . . but awards have been forthcoming. The station and personnel have been honored by the National Safety Council (6 consecutive years), Indiana Office of Traffic Safety, Indianapolis Insurance Board and Allstate Insurance Company.

LEADS IN AUDIENCE



As WIBC's safety announcements are heard by tremendous audiences . . . so will the messages of national advertisers be heard. WIBC's 50,000 watt coverage guarantees the 46-county Indianapolis trading area . . . and Pulse places WIBC 1st in audience morning, afternoon and night in both Area and Metro surveys.*

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

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000
WATTS

WIBC

1070
KC

The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF
THE BLAIR GROUP PLAN

DATEBOOK

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

*Indicates first or revised listing.

JANUARY

Jan. 15—Hollywood Advertising Club second "creative" session of season on "Creative Television." 12 noon to 3 p.m. Jack Brembeck, KABC-TV, will moderate panel that includes Richard Beesmyer, National Television Station Sales; Peter G. Robinson, CBS-TV; Kenneth C. T. Snyder, Needham, Louis & Brorby; Lee Goodman, actor who has done Purina commercials since 1954, and Joe Barbera, Hanna-Barbera Productions. Hollywood Roosevelt Hotel, Hollywood.

Jan. 15-19—American Management Assn., "Effective Advertising" course for management, held in New York for the first time. Hotel Astor, New York.

Jan. 16—Philadelphia chapter, American Women in Radio & Television, dinner meeting. Gertrude G. Broderick, U. S. Office of Education, will be guest speaker. Hotel Sheraton, Philadelphia.

Jan. 17—Assn. of National Advertisers workshop—"How to get maximum results from your business films," Hotel Plaza, New York.

Jan. 17—Advertising Council, 20th anniversary dinner, Waldorf-Astoria Hotel, New York.

Jan. 17—Awards presentation of the International Television Festival at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

Jan. 18—Academy of Television Arts and Sciences, Los Angeles chapter, evening meeting. Richard Hough, AT&T vice president for engineering will speak on space satellites and their relationship to the everyday work of broadcasting. Los Angeles.

*Jan. 19-20—Oklahoma Broadcasters Assn. Lawtonian Hotel, Lawton.

Jan. 19—Educational Foundation, American Women in Radio and Television, board of trustees meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—American Women in Radio and Television, board of directors meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—Advertising Assn. of the West, annual conference. Hotel Californian, Fresno.

Jan. 20-21—Retail Advertising Conference, 10th annual meeting. Goals of the meeting are to bring advertising ideas, information, news and people together; and to increase advertising creativity. Miles David, RAB vice president will speak for radio, and Norman Tatman of Patterson Fletcher, Fort Wayne, Ind., will represent television. Palmer House, Chicago.

Jan. 21—Iowa AP Radio & TV Assoc. meeting. Des Moines.

Jan. 23-25—Georgia Radio-TV Institute, under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers include: Pierre Salinger, Clair McCollough, Sol Taishoff and Ann Corrick.

*Jan. 24—FCC Commissioner Rosel Hyde will address luncheon meeting of National Religious Broadcasters. Mayflower Hotel, Washington.

*Jan. 24—Final phase of FCC hearing on network tv programming practices and policies. Spokesmen for the three tv networks will



"DROP EVERYTHING . . . and run right down to your neighborhood grocer's!" the commercial commands her.

But once there, according to shopper studies, she often forgets what it was that the commercial urged her to buy. (And she rarely runs in the first place.) Could it be that too few commercials give the viewer a good *reason* for dropping anything and running anywhere? . . . At N. W. Ayer, we believe that every product offers a solid reason to buy. Discovering it, expressing it in terms of viewer self-interest—and *never* losing sight of it—this is the secret that turns a TV investment into profitable sales.

The commercial is the payoff / N. W. AYER & SON, INC.



Outdoor Studio at WDBJ-TV. New building is one of the largest and most modern in the entire South. Finest technical equipment . . . 316,000 watts e. r. p. . . CBS affiliate.

WDBJ-TV Brings You the News About Fructuous Western Virginia!

The productive, prosperous Western Virginia market keeps making news with its rapid industrial growth. Blanket this market with WDBJ-TV, Roanoke, now reaching over 400,000 television homes of Virginia, N. Carolina, W. Virginia — in counties with nearly 2,000,000 population. For real merchandising aid, you're right to use Roanoke and WDBJ-TV.



New Steel Industry is planned, using vast deposits of iron ore in Giles County, Va. Shown here, initial drilling obtains ore samples. New enterprises boost prosperity of WDBJ-TV area.

Ask Your PGW Colonel For Current Availabilities

WDBJ-TV

Ch. 7



ROANOKE, VIRGINIA

14 (DATEBOOK)

testify before FCC *en banc*. Washington, D. C.

Jan. 25-27—South Carolina Broadcasters Assn. 15th annual convention. Holiday Inn, Sumter. South Carolina AP Broadcasters Assn., which had originally scheduled its meeting in Columbia Jan. 26 has rearranged plans to hold meeting in conjunction with SCBA's winter session.

Jan. 29-Feb. 3—NAB board committees Jan. 29; Joint Board Jan. 30; Radio Board Jan. 31; Tv Board Feb. 1; Joint Boards Feb. 2. Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

FEBRUARY

Feb. 1—Deadlines for entries to the Headliner Awards contest, offering prizes for newspapers and radio-tv stations for excellence in news programming or preparation, and general public affairs service. Mail entries to Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City, N. J.

Feb. 1—Deadline for entries for the American Tv Commercials Festival. Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 2-3—Minnesota School of Journalism, Minnesota U., 15th annual radio-tv news short course, sponsored in association with the Northwest Radio-Television News Assn., and the Radio-Television News Directors Assn. U. of Minnesota campus, Minneapolis.

Feb. 4-13—Advertising Recognition Week.

Feb. 5—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Dec. 4).

Feb. 5—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4).

Feb. 5—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

Feb. 6—Advertising Committee of U. S. Commerce Dept. Department headquarters, Washington, D. C.

Feb. 7—Western States Advertising Agencies Assn., annual awards luncheon for the "advertising citizen of 1961." Ambassador Hotel, Los Angeles.

Feb. 7—Advertising Federation of America, mid-winter legislative conference. Participants include FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—National Winter Convention on Military Electronics. Ambassador Hotel, Los Angeles.

*Feb. 8—Comments due in FCC rulemaking (Docket 14419) which would restrict and eventually prohibit the presunrise operation of daytime only stations.

*Feb. 8-10—Mutual Advertising Agency Network, annual meeting. Palmer House, Chicago.

Feb. 10—Awards Dinner, Directors Guild of America. Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

Feb. 13—Formal awards banquet of the International Broadcasting Awards contest. Hollywood Palladium, Hollywood, Calif.

*Feb. 19—Reply comments due in FCC rulemaking (Docket 14419) which would restrict and eventually prohibit the presunrise operation of daytime only stations.

Feb. 20- March 25—Art Directors Club of Los Angeles, 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

Feb. 21-22—Michigan Assn. of Broadcasters, sixth annual legislative dinner and mid-winter convention. Jack Tar Hotel, Lansing.

Feb. 25—Broadcast Pioneers, New York chapter, second annual "Mike Award" dinner, honoring WGN Chicago. Latin Quarter, 5 p.m., New York City.

*Feb. 28—Assn. of National Advertisers workshop on tv advertising. Hotel Plaza, New York.

*Feb. 28—UPI Broadcasters Assn. of Massachusetts, awards dinner, J. E. Allen of WBZ-TV presiding. Nick's Restaurant, Boston.

Feb. 28-March 1—NAB, seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

MARCH

*March 1-2—NAB public affairs and editorializing conference, first national meeting. Secretary of State Rusk and FCC Chairman Minow will address broadcasters attending the conference. NAB Headquarters, Washington, D. C.

March 12-16—American Management Assn., "Effective Advertising" course for management, in Chicago for the first time. La Salle Hotel, Chicago.

March 14-16—Electronic Industries Assn., committee, section, division and board meeting. Statler-Hilton Hotel, Washington, D. C.

March 16—Advertising Federation of America, board of directors meeting. New York.

March 19-23—Georgia Assn. of Broadcasters, first annual regional meetings of broadcasters will be held at following five sites: Griffin, Albany, Baxley, Augusta, Canton.

*March 22—Assn. of National Advertisers seminar, "How to use business papers effectively." Hotel Plaza, New York.

March 22-24—Advertising Federation of America, fifth district meeting. Shawnee Hotel, Springfield, Ohio.

*March 26-28—Canadian Assn. of Broadcasters, annual convention. Queen Elizabeth Hotel, Montreal, Que.

March 30-31—Advertising Federation of America, sixth district meeting. Detroit.

APRIL

April 1-4—National Assn. of Broadcasters, annual convention. Conrad Hilton Hotel, Chicago.

*April 4-6—Assn. of National Advertisers, West Coast meeting. Del Monte Lodge, Pebble Beach, Calif.

April 6-7—Region 11 (southeastern) conference, National Assn. of Educational

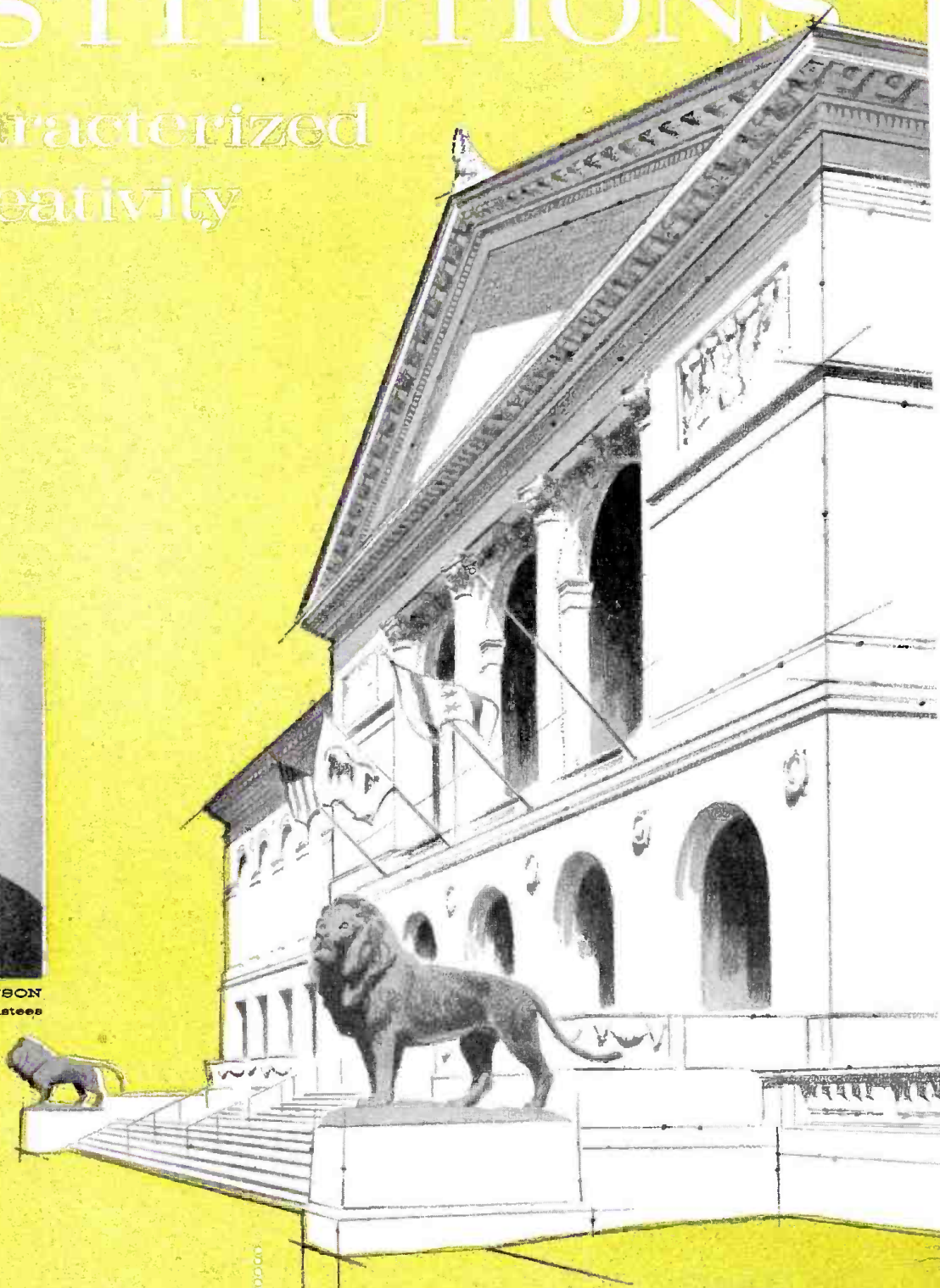
BROADCASTING, January 15, 1962

GREAT INSTITUTIONS

...characterized
by creativity



CHARLES L. HUTCHINSON
First President, Board of Trustees



THE ART
INSTITUTE
OF CHICAGO

KWTV
OKLAHOMA CITY

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

NOW AVAILABLE FOR LOCAL STATIONS 170 POST '50 CARTOONS 'CASPER THE FRIENDLY GHOST & COMPANY'

(Co-starring HERMAN & KATNIP, BABY HUEY the Baby Giant, LITTLE AUDREY, BUZZY the CROW.)

Here's the cartoon package that's got everything:

Top production value because they were produced by Paramount for theatrical consumption — each at the cost of over \$50,000. And they're available in *color or black and white* — up to date story line and look because they're post 1950. Longer program life because they run 6 to 8 minutes each — 20% longer than the "made for TV only" product. They're a complete package with *timed openings, closings and bridges* for better station programming.

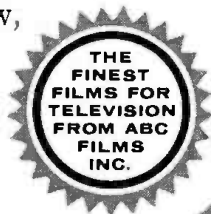
More kid appeal because they're fully animated with complete and original scoring effects.

Top track record because they outrated everything in sight — pulled an astonishing 55% share of audience against network competition.

Pre-sold popularity because these are the most highly merchandised cartoons in TV today.

That's right, Casper The Friendly Ghost and Company gives you everything — everything you need to program a brand-new, top-rated kid's strip or to add tremendous new rating power to an existing show.

These are going to go and they're going to go fast. Do it now — phone or wire



ABC FILMS, INC.

1501 BROADWAY, NEW YORK 36. LA 4-5050



GOING, GOING, GO!

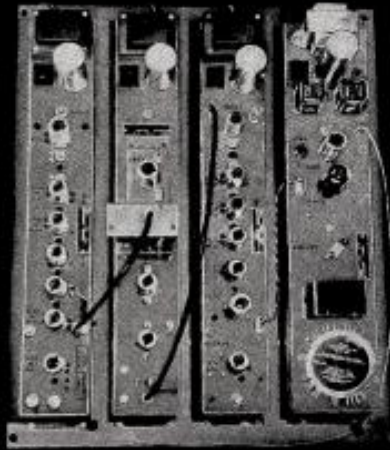
ALREADY SOLD
TO TOP STATIONS IN MARKETS SUCH AS

New York
Los Angeles
Chicago
Philadelphia
Cincinnati
Washington, D. C.
San Francisco
Baltimore
Dallas-Ft. Worth
Buffalo



AVAILABLE FROM BLONDER-TONGUE

The new Benco T-6 VHF Translator Is Priced at \$845⁰⁰ (U. S. suggested list)



...It is FCC Type Accepted, Rugged, Available for Prompt Delivery

The Benco T-6 offers these advantages:

1. Meets all FCC specifications.
2. Provides constant output even in weak signal areas—preamp AGC activated by signals as low as 50 microvolts.
3. Automatic shutoff and identification.
4. Remote shutoff for any location up to 5 miles from the translator. (with RC-1).
5. Covers distances from 8 to 30 miles or more.
6. Prompt delivery to those who must have a low cost unit immediately to meet their 'on-the-air' time-schedule.

BENCO VHF AND UHF TRANSLATORS
MOEEL T-1 VHF TRANSLATOR FCC type-accepted.
 1 watt output for U. S. use • ideal for future expansion • meets all FCC specifications • noise-proof automatic shutoff • regulated power supply for stable operation • under-rated output section for continuous service; weather-proof housing; quick easy coding of identification unit • built-in direct reading power meter.

*If you're planning a translator installation, contact Blonder-Tongue.
 Free layout service and field engineering assistance
 are available at nominal cost.*

engineered and manufactured by

BLONDER-TONGUE

9 Alling St., Newark, N. J.

Canadian Div.: Benco Television Assoc., Tor., Ont. Export: Morhan Export Corp., N. Y.
home TV accessories • UHF converters • master TV systems • closed circuit TV systems

TECHNICAL SPECIFICATIONS

Primary Power Source117 v ± 10% 60 c/s
Power Consumption120 W
Temperature Ambient-30°C to + 50°C
Overall Noise Figure	
Low Band4 db ± 1 db
High Band6 db ± 1 db
Recommended Input50-4000 microvolts
Max. Permissible Power1 Watt (Peak Power)
Frequency Stability02%
Gain (maximum)105 db
Band Width6 Mc (3 db points)
Dimensions (metal base)18" x 22½"
Weight27 lbs.

FOR EVERY TYPE OF INSTALLATION

MOEEL T-14 VHF-TO-UHF TRANSLATOR. FCC type-accepted. 2.5 watts output. For U. S. use. Includes identification units with automatic "on/off," power indicator and voltage regulator. VHF input, channels 7-13.

MOEEL T-13 VHF-TO-UHF. Same as T-14 except: VHF input, channels 2-6.

Broadcasters, U. of Georgia, Adult Center for Continuing Education, Athens.

April 9—Academy of Motion Picture Arts & Sciences, 34th Oscar awards ceremony at Civic Auditorium, Santa Monica, Calif.

*April 23-May 5—Second International Television Festival, Montreux, Switzerland.

April 25—Assn. of Industrial Advertisers, Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

April 27-29—Mississippi Broadcasters Assn., annual convention. Broadwater Beach Hotel, Biloxi, Miss.

*April 29-May 3—Society of Motion Picture and Tv Engineers, 91st convention. Advances of color motion pictures and color tv is the convention theme. Ambassador Hotel, Los Angeles.

April 30—American Women in Radio and Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

MAY

May 2-5—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3-6, 1962—American Women in Radio & Tv, national convention. Sheraton-Chicago Hotel, Chicago.

May 4-5—Kansas Assn. of Radio Broadcasters, annual convention. Hays, Kan.

May 9-12—Western States Advertising Agencies Assn., 12th annual conference. Theme of this year's conference is: "Advertising Achievements—West." Oasis Hotel, Palm Springs, Calif.

May 10-12—Advertising Federation of America, fourth district meeting. Jacksonville, Fla.

May 15-16—Council on Medical Television, fourth annual meeting. Clinical Center, National Institute of Health, Bethesda, Md.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the National Naval Medical Center, National Naval Medical Center, Bethesda, Md.

*May 20-22—Assn. of National Advertisers, spring meeting. Hotel Commodore, New York.

May 21-24—25th anniversary Electronic Parts and Distributors Show and Conference. Conrad Hilton Hotel, Chicago.

May 23-25—Electronic Industries Assn., 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

JUNE

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual Conference of Assn. of Industrial Advertisers. Royal York Hotel, Toronto, Ontario, Canada.

June 17-22, 1962—Annual convention of the National Community Television Assn. Shoreham Hotel, Washington, D. C.

*June 23-28—Advertising Federation of America, 58th national convention, in conjunction this year with Advertising Assn. of the West. Theme of the joint meeting will be "All-American Advertising Round-up." Denver-Hilton Hotel, Denver.

June 23—Advertising Federation of America, ninth district meeting. Denver.

June 29-30—Texas AP Broadcasters Assn., 15th annual meeting. Hotel Texas, Fort Worth.

AUGUST

Aug. 5-7—Georgia Assn. of Broadcasters, annual convention. Holiday Inn, Jekyll Island, Ga.



Regional Attractions

The most interesting figures in Jacksonville are on *regional* coverage maps. Hub of a booming, bustling 2-state area, WJXT is the only *efficient* way to reach the *total* market! With 65 vs only 39 county coverage in North Florida/South Georgia . . . with audience leads ranging up to 71% higher during prime weekend evening time . . . no other advertising medium comes close to WJXT in regional circulation!

WJXT



JACKSONVILLE, FLORIDA

Represented by TuAR

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

memo to broadcasters

The combined cooperation of The Billboard Music Week and the Record Industry now makes it possible for RSI to bring you the best in recorded music.

Now, you can make your record dollars more productive.

Now, through RSI you can get exactly the right singles and albums you need for your music programming. Get them fast . . . at prices that save you money . . . with an unconditional guarantee of complete satisfaction!

This un-matched RSI service is already enjoyed by nearly 1,000 radio stations. In the past year, subscribers received the best of the new releases—the "Spotlight Winners" selected by the Record & Music Staff of The Billboard.

They obtained singles on 83 different labels (including all the majors) . . . albums on 31 different labels.

They drew heavily on RSI catalog services; made the happy discovery that every shipment from RSI contains only completely useable product!

8 Record Services in 13 Different Combinations!

Whatever type of music you feature, there's an RSI service that meets your requirements. (See box). Each service represents a solution to a specific programming problem. A very satisfactory solution, broadcasters tell us (in writing, yet) after first-hand experience with RSI.

To make your record dollar more productive, just fill out and mail the coupon below. Now.

8 DIFFERENT SERVICES

"SPOTLIGHT" SINGLES	RATES*	
	52 wks.	18 wks.
"Hot 100" 10 new records weekly	\$175.	\$60.
"Easy Listening"† 6 new records weekly	110.	40.
"Country" 8 new singles every 2 weeks, plus 2 LP's monthly	175.	60.
"SPOTLIGHT" ALBUMS	12 Months	4 Months
"Popular"‡ 10 new releases monthly	150. 180.	55. 62.
"Classics" 10 new releases monthly	Monaural	150.
	Stereo	180.
"Jazz" 5 new releases monthly	Monaural	75.
	Stereo	90.
CATALOG ALBUM SERVICES		
100 Easy Listening LP's (Instrumental only)	Monaural	125.
50 Original Cast Broadway Show LP's	Stereo	150.
		65.

Individual selection permitted with minimum order of 40 LP's. Price per album: \$1.35 Monaural; \$1.50 Stereo.
*Regular mail. Domestic air-mail and foreign shipping costs on request.
†No Rock 'n' Roll!

RSI, 333 East 46th Street, New York 17, N.Y.

Enclosed is payment for our subscription to the RSI services checked.

SINGLES	ALBUMS		(Monaural)		(Stereo)	
	52 wks	18 wks	12 mos	4 mos	12 mos	4 mos
"Hot 100"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Easy Listening"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"Country"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			"Popular"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			"Classical"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			"Jazz"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CATALOGS	Monaural	Stereo	Send Catalog
100 Easy Listening LP's	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
50 Original Cast Broadway Show LP's	<input type="checkbox"/>		<input type="checkbox"/>

STATION CALL LETTERS _____

ATTENTION _____

COMPANY NAME _____

ADDRESS _____

RSI grants and reserves the right to cancel subscription services on a pro rata basis. It is a condition of this subscription that records supplied will be used for broadcast purposes only.

RSI

RECORD SOURCE, Inc.,
333 EAST 46th STREET, NEW YORK, 17

BROADCASTING, January 15, 1962

OPEN MIKE®

Testimonials

EDITOR: I have always appreciated your editorial page, but I never have felt entirely compelled to tell you so.

However, your Jan. 1 issue [EDITORIALS, Jan. 1] has four good editorials, all of them thought-provoking and stimulating, and this is to thank you for the meaningful and militant editorial content of your editorial pages throughout the years. Your good publication has been constructive, and in my opinion, most helpful to the industry. . . .—*C. Robert Thompson, general manager, WBEN-AM-FM-TV Buffalo, N. Y.*

EDITOR: . . . I know that BROADCASTING can be depended upon to exercise outstanding leadership for our industry during 1962 as it has in years past. You can be sure that we appreciate what you have done and are continuing to do, although too often we fail to give you a word of thanks. . . .—*A. Hartwell Campbell, general manager, WNCT (TV) Greenville, N. C.*

Telad story

EDITOR: I was pleasantly surprised to read the article on Telad Corp. [BROADCAST ADVERTISING, Jan. 1]. As you know such an article means a great deal to a company which is just beginning to get off the ground in a completely new field. . . . [The] story was accurate, objective and well-written. . . .—*Milton S. Greenwald, president, Telad Corp., New York.*

Pre-sunrise problem

EDITOR: As a station manager of a Class III am broadcast facility, I was extremely concerned to learn of the proposed FCC ruling which would restrict and eventually prohibit the pre-sunrise operation of Class III am stations [GOVERNMENT, Dec. 18, 1961].

. . . The daytime broadcaster is faced with the basic problem of properly allocating his broadcast day to include . . . adequate public service programming, talks, discussions, educational programs, etc. The elimination of an early sign-on would only compound this problem since this is the time period wherein he is attempting to build his audience so that he can conceivably regain the audience that was lost the previous day because of a sunset sign-off. This audience is all-important because the daytime broadcaster theoretically must do more commercial business during the hours that he is broadcasting than his fulltime competition. . . .

. . . The proposed rule . . . should be very carefully considered by the FCC. . . . Needless to say the matter of ob-

●
●
●
NO!

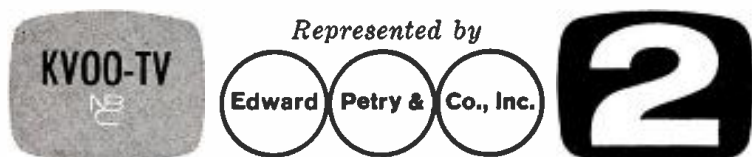
"TRIPLE SPOTTING ON KVOO-TV"

Many agencies and advertisers have been concerned about over-commercialization as a result of the 42-second breaks this fall.

The management of KVOO-TV has reaffirmed its policy which has been in effect for the past five years: there will be no triple spotting . . . no over-commercialization . . . on Tulsa's Channel 2.

"Our policy on the above remains absolutely inflexible. **WE WON'T DO IT!**"

The result? You buy with confidence when you buy KVOO-TV in Tulsa.



The Original Station Representative

United Press International
Facsimile Newspictures and
United Press Movietone Newsfilm
Build Ratings



**"IT PAYS TO
USE KTVE"**



So say the Ballard Brothers
of BALLARD'S in Monroe, La.

**OVER 100 LOCAL
ADVERTISERS USE
KTVE REGULARLY
TO GET SALES
RESULTS & PROFITS**



EL DORADO MONROE GREENVILLE
REPRESENTED NATIONALLY BY:
VENARD RINTONE & McCONNEL
CECIL BEAVER SOUTHERN REP.

WSLS-TV
Roanoke, Virginia

*... the
station
where
leadership
&
integrity
are
tradition!*



NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

jectional interference stands without question but this hardly seems to be the situation in view of the longevity of [the FCC rule] which permits daytime stations to operate under certain conditions between 4 a.m. and sunrise.—*Jack Grant, general manager, KLIQ Portland, Ore.*

The Virginia story

EDITOR: Enclosed find 20 cents for the Virginia market report [SPECIAL REPORT, Dec. 4]. . . —*John H. Haas III, Lakewood, Ohio.*

EDITOR: Would it be possible for us to secure two copies. . . —*Judith B. Ford, Eastern Advertising Inc., Richmond, Va.*

EDITOR: . . . Please send me two copies . . . —*Vernon Baker, Blacksburg, Va.*

EDITOR: . . . Please send 100 copies . . . —*Alexander MacDonald Jr. per Charles J. McGuire, president, WGAT Gate City, Va.*

EDITOR: A great report. . . Enclosed is 20 cents for reprint.—*M. N. Wilton, San Francisco.*

[Reprints of BROADCASTING's special Virginia market study are available at 20 cents per copy or in quantities: 100 for \$17.50, 200 for \$27.50, 300 for \$35, 400 for \$42.50, 500 for \$50, plus express or mailing charges.]

Pen pals

EDITOR: I read with extreme interest "Minow woos columnist" [CLOSED CIRCUIT, Jan. 1] and thought it somewhat unfair that you should characterize letter writing by Newton Minow as extreme press relations.

I have received three letters, one memo (and a Christmas card) from Mr. Minow, and all of them were unsolicited. I also have received letters from Lou Hausman of TIO, Jim Hagerty of ABC, Charles Godwin of Mutual and even a nice one from Jack Paar—all because of things I had written. . . .

I might point out that I have received more personal mail from Mr. Minow than I have from any of the executives or owners of the four tv stations in Denver—and I have been more complimentary than critical of the things tv is doing.

. . . It would seem like a good idea if Frank Stanton, Bob Sarnoff and Leonard Goldenson would follow Minow's lead and send letters off to radio-tv editors. . . . also . . . a 3½-hour off-the-record session with the FCC chairman [or] between editors and Stanton, Sarnoff or Goldenson. . . —*Del Carnes, radio-tv editor, Denver Post, Denver.*

BROADCASTING PUBLICATIONS INC.

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ASST. SEC.-TREAS. LAWRENCE B. TAISSHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
St., N.W., Washington 6, D. C. Telephone
Metropolitan 8-1022.

EDITOR AND PUBLISHER
Sol Taisshoff

Editorial

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COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

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SUBSCRIPTION MANAGER: Frank N. Gentile; CIRCULATION ASSISTANTS: David Cusick, Christine Haragones, Edith Liu, Burgess Hess, Steve Bell.

DIRECTOR OF PUBLICATIONS: John P. Cosgrove.

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New York: 444 Madison Ave., Zone 22, Plaza 5-8354.

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Why WKTV bought Seven Arts' Volumes 1 and 2... and is waiting for Volume 3

Says Gordon Gray:

Our credo calls for giving the viewing public only the very best of feature films. With the outstanding titles and star roster of the Warners' Films of the 50's, we consider that these groups really

TOP THE POST-50'S"

Gordon Gray, President and General Manager,
WKTV, Utica-Rome, New York



Seven Arts' "Films of the 50's"
Money makers of the 60's



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717

CHICAGO: 8922-D.N. La Crosse, Skokie, Ill. ORchard 4-5105

DALLAS: 5641 Charlestown Drive ADams 9-2855

L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Making silent partnership pay in co-op advertising

Some of my friends along ad row seem to exist in a state of weightlessness and senselessness concerning the dealer ad dollar and how it should be spent. Every year, millions of dollars are disbursed and lost in what might be called the wasteland of "mat service" print and radio.

I know one company—a leader in its field—that now finds itself in the squeeze between domestic and import competition. It has lost close to 20% of its share of the market in recent years even though its national advertising is strong, imaginative and resultful. Its dealer advertising is the culprit because it doesn't complete the circuit of manufacturer to dealer to customer. Over \$1.5 million is spent trying to force the issue at the dealer level—but without appreciable effect.

Today turnover among dealers is painfully high. While pre-selling the consumer is perhaps 60% of the marketing battle; the best product, the best national advertising, the most liberal dealer co-op yields little unless the manufacturer "reaches" his dealer with a program and with ideas, copy and basic advertising helps that are conceived and couched in the retail vernacular.

Local-Level Errors ■ Take a long, hard look at the average mat service or radio transcription or tv film sent to the hinterlands by the manufacturer. Here is a wonderful opportunity for the national company to "buy" add-on advertising to bolster the national effort at bargain-basement prices. I've seen instances where a \$400,000 dealer sales-promotion budget resulted in the manufacturer receiving better than \$1 million in time or space—paid for by the dealer.

Why then do so many companies miss this local-level gravy train?

It's because of errors of omission and commission that begin at the manufacturing level. Surprisingly few national advertisers staff their advertising department with knowledgeable retail specialists. If Mr. Big does have a grass roots director of sales promotion who has a familiarity with local problems, he is usually underbudgeted and understaffed.

This inevitably begets a situation in which dealer responsibility is transferred to the manufacturer's advertising agency. In point of motivation, the agency makes a poor return on its investment in time and talent, so dealer radio-tv spots are produced via formula thinking that completely bypasses dealer objectives.

Most commercials sent out for dealer use are little more than national commercials with a little time fore and aft for dealer identification. And many are the "omnibus" type that attempts to sell four to six items within a one-minute spot. This violates a basic retail advertising must: sell one product completely and imaginatively.

How-To-Do-It ■ The manufacturer should start with a basic concept and program designed to weaken the resistance of its dealer prospects. At Golden Shield we spend not a solitary penny for national advertising. Everything we do is geared to *motivate* our 8,000 accounts into using their funds in promoting our products.

It's a neat trick—but it's carried off deftly and to the very best interests of the dealers themselves.

Our company markets these Golden Shield products: a radio-stereo and tv line, a line by Smith-Corona Typewriters, a deluxe line of appliances by Hamilton Beach, another by Argus Cameras and a line by Hamilton Beach Sewing Machines.

This is the program that sets the stage for effective dealer support:

Golden Shield Corp. gives the dealer his "own private label"—with mark-up and exclusivity—plus a nationally advertised name on the product that his customer knows and respects. We fashion a product exclusive to the jewelry and furniture store—far removed from the footbaling of similar items at the discount, appliance or department store level. Since we sell the credit retailer, we give our accounts seasonal dating so they may "trade on our capital" to promote these exclusive lines. Ours is a close-knit personal-service relationship with our dealers in which we strive to give them points of difference to

romance over competition.

A manufacturer can develop tremendous selling tools—such as long, strong labor and parts guarantees and local service—which are eagerly harnessed by the retailer in his local radio-tv advertising. Golden Shield, for example, has first motivated the dealer to spend his money advertising the line by virtue of a "clean distribution," the direct-to-dealer high-profit margin, the long guarantee and the terms granted. The rest follows easily.

On Up-and-Up ■ The co-op advertising program is direct, aboveboard and a far cry from the "trick" co-op plans that do not let the dealer make full use of the allowance supposedly coming to him.

Even though Golden Shield is not the so-called "bell-cow" manufacturer—with big key city advertising funds (we do not sell 80% of the dealers our competition sells), we cooperate on this basis: 50-50 up to 5% of purchases—and we permit the dealer to bill us at the open national rate rather than his low local rate. This applies to newspapers and broadcast media. In addition, we permit the dealer to combine total purchases on *all* Golden Shield lines, though he may feature one or several in his advertising.

The "wastelands" of mat service radio-tv harbor thousands of good intentions. But very few are productive.

You first start with a program that persuades the dealer to favor your products. You support the program with dealer sales aids that embody local "sound" and flavor and handling from the creation of your radio-tv spots to establishment of three-way contact—factory to dealer to station.

The results can be astonishing when all of these elements jell.



Since 1959 Norman Gladney has been general sales manager of Golden Shield. He was radio-tv director for Bulova Watch Co. from 1951-56 and later was a principal and vp in charge of radio-tv at Reach, Yates & Mattoon (now Reach, McClinton) and at Calkins & Holden (now merged with Fletcher Richards). At Bulova he originated tv product punishment tests (watch surviving Niagara Falls, passing through the sound barrier, etc.). Mr. Gladney is a veteran of the co-op advertising field.

By Any Yardstick

THE BIG ONE

Takes the *Measure*

ARB

PULSE

NIELSEN

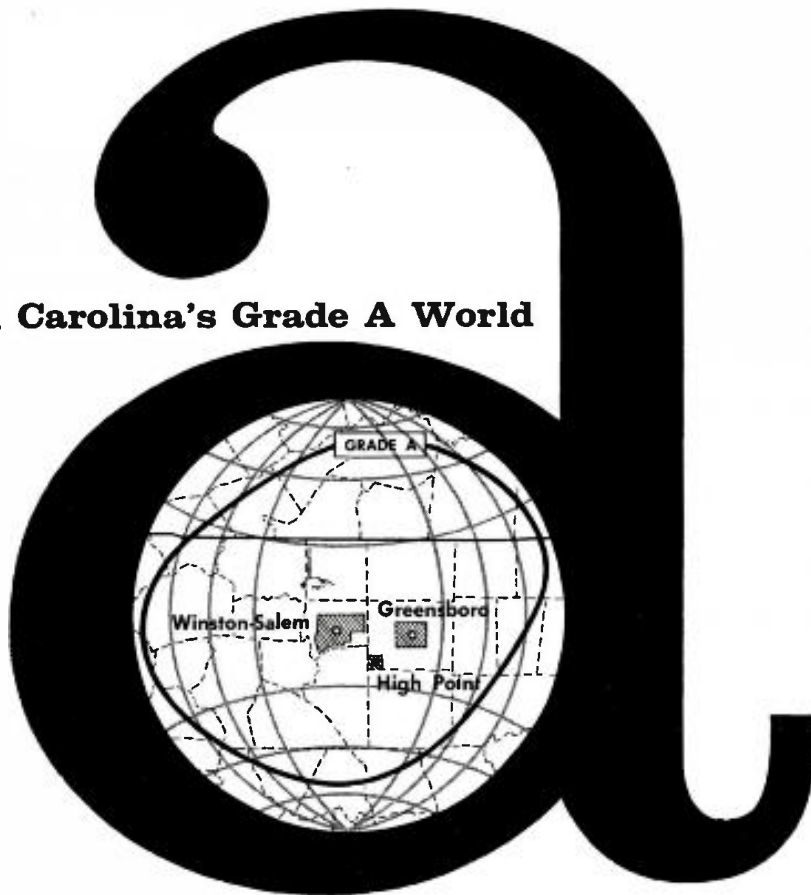
TRENDEX

WKRG-TV

CHANNEL 5 MOBILE, ALA.

*Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager*

North Carolina's Grade A World



CORNERS THE BIG MARKET

**WINSTON-SALEM
GREENSBORO
HIGH POINT**

**exclusively providing City Grade
coverage strength to the state's top
metropolitan area, heart of WSJS'
rich 33-county Piedmont market.**

Call Peters, Griffin, Woodward, Reps.

WSJS TELEVISION
NB **MST** **CHANNEL 12**

WINSTON-SALEM / GREENSBORO / HIGH POINT

ALL-CHANNEL SETS MINOW'S GOAL

- They are best answer to scarcity problem, FCC chairman says
- Congress greets commission's push with lukewarm enthusiasm
- Manufacturers promise fight to finish against adding uhf

Congressional passage of a bill requiring television set manufacturers to produce only receivers capable of picking up all 82 television channels is the No. 1 legislative goal of the FCC in 1962.

Authority for the above statement is FCC Chairman Newton N. Minow who used all-channel legislation as the theme for his Thursday (Jan. 11) speech at a National Press Club luncheon in Washington. "This legislation would unlock uhf," Chairman Minow said. "I wholeheartedly agree with this view and our chief legislative proposal for 1962 is the all channel tv receiver bill."

Need More Tv ■ The line between private right and public interest is often difficult to draw, the chairman said. But, even so, after reviewing the FCC's 10 years' experience with tv and the discussion it has heard about its future, Chairman Minow said that he had reached one conclusion:

"What this country needs is more television, not less." And, he continued, utilization of the mostly fallow uhf spectrum is the means by which more tv stations can be made possible.

Legislation requiring that all sets shipped in interstate commerce be equipped at the factory to receive uhf

as well as vhf would be the "painless way" to meet the scarcity problem, he said. If the drive for such legislation is not successful, the FCC may have to take more "extreme" measures such as a shift of all tv to uhf, the chairman warned.

Uncertain Future ■ Despite a generally favorable reception on Capitol Hill Thursday to Chairman Minow's plea, the success of the FCC's No. 1 lobbying crusade is somewhat doubtful. Similar bills have been introduced in the past three Congresses but have not been successful in even getting a committee hearing. The present proposal (there are several bills pending in both houses requiring all-channel sets) is assured of at least that measure of success, however, with the Communications Subcommittee of the House Commerce Committee already having announced a public airing.

The commission first endorsed the all-channel principal unofficially several years ago. There are powerful forces, including the manufacturers, both within and outside of Congress who oppose the legislation.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who was present for Mr. Minow's

speech, refused to discuss its chances. He said that he could not speculate on Congress passing an all-channel bill and would not divulge his personal feelings. Rep. Harris, at the request of the FCC, introduced a bill (HR 8031) requiring all-channel sets, as did Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee (S 2109).

Sen. Magnuson was out of town last week and could not be reached for comment. Nor could Sen. John Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. Rep. Morgan Moulder (D-Mo.), chairman of the House Communications Subcommittee, said that the all-channel legislation will be aired by his subcommittee in the near future.

Deintermixture Tie-in ■ Rep. Moulder said the proposal would be considered in connection with the FCC's plan to deintermix eight markets by withdrawing their vhf channels. Nine bills and resolutions have been introduced in the House to block the deintermixture move, and five of these incorporate the all-channel set proposal as an alternative method of encouraging the development of uhf.

Support for the all-channel-set pro-



FCC Chairman Newton N. Minow tells a National Press Club audience that all-channel legislation is the commission's No. 1 crusade in 1962. Among

others at the head table were (l to r) Adlai Stevenson, Ambassador to the United Nations; J. Leonard Reinsch, tv consultant to the President; J. Ed-

ward Day, Postmaster General; Bryson Rash, NBC News, and Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

ALL-CHANNEL SETS MINOW'S GOAL continued

posal was voiced Thursday by:

▪ Sen. Gale McGee (D-Wyo.), who hailed it as "a real, constructive proposal that is long overdue." He said it holds the promise of "unlimited opportunities for uhf, especially in the field of educational tv."

▪ Sen. John Marshall Butler (R-Md.), who said that if the cost of an all-channel set is not "appreciably higher" than that of present sets, "Mr. Minow's suggestion should receive careful consideration by the Senate." The increased load of television programming, "particularly in the field of education, suggests that uhf channels should be more broadly used," he said.

▪ Rep. William Springer (R-Ill.), who not only likes the idea, but likes it so much he intends to introduce a bill of his own. It's a "matter of survival" for uhf television, he said. In his district—which includes one of the markets threatened with deintermixture—uhf has had difficulty getting started because of the lack of all-channel sets in the area, he said. He said the FCC's deintermixture proposal has given the all-channel-set measure an "emergency" status that it didn't have before.

▪ Rep. John E. Moss (D-Calif.), who said the proposal "appeals to reason" and would "encourage the utilization of uhf channels."

▪ Rep. Vernon Thomson (R-Wis.), who saw "no objections" to it and thought "it might help the FCC solve some of its problems."

One negative reaction heard from Capitol Hill Thursday was that of Rep. J. Arthur Younger (R-Calif.). He indicated he didn't like the idea of the FCC telling manufacturers what kind of sets to produce. "You can't do things by edict," he said. But he added he would reserve judgment until hearings were held.

Another influential government source expressed "grave doubt" that the bill would ever be approved by Congress. He also felt the chairman's strong pitch may merely result in more delay in settling tv's allocations problems. He pointed out that the FCC has always been "waiting for something" to happen (i.e., congressional reports, possible swaps with the military) before tackling the uhf problem head-on. "Now everybody will be wanting to wait for action on the all-channel bill," he said.

Strong Opposition ■ Television receiver manufacturers are adamant in their opposition to legislation which would force them to make all-channel tv sets.

"The FCC is putting the cart before the horse," James D. Secrest, executive vice president of the Electronic Industries Assn., said in commenting on Chairman Minow's speech.

"The commission," Mr. Secrest stressed, "isn't yet certain exactly what it's going to do about uhf. Right now it's testing the whole question in the New York City experiment. How can it ask for legislation before it knows

where it's going?"

Actually, Mr. Secrest added, no legislation is needed; all the FCC need do is announce it's going to move all tv, or a substantial portion of it, to uhf. The manufacturers will rush to make uhf receivers for this market.

Long-Held Position ■ The opposition of the manufacturers goes back at least three years, Mr. Secrest commented. The first time was when the then FCC Chairman, John C. Doerfer, in testifying before Congress mentioned the possibility of legislation to force the manufacture of all-channel receivers. The EIA board iterated this position last year when the FCC submitted a draft of such legislation to the Congress. The EIA board repeated this opposition again in its meeting in Los Angeles earlier this fall.

EIA feels such legislation is bad on principle. It would mean that the FCC would take the first step in telling manufacturers what to make. This could expand to the point where an arbitrary FCC chairman ("and there have been some," Mr. Secrest observed) might involve himself in tube sizes, color and other matters that belong solely in the hands of manufacturers.

Manufacturers also feel that it is unfair to force the public to pay \$25-\$40 more for a tv set which contains facilities many of them may never use. This is discrimination in the eyes of the EIA members.

EIA and manufacturers informally have made these views known to con-

200 checks complete, Lee still optimistic about uhf test

"I personally feel that uhf will prove to be a useful tv service," FCC Commissioner Robert E. Lee said last week in commenting about the New York uhf experiment.

Commissioner Lee explained that he based his optimism on observations he made in the early days of the \$2-million New York test. The engineers have been pretty close-mouthed, he acknowledged. This is because, he explained, there have only been about 200 locations checked. The commission hopes to have 5,000 readings before the year is out, he said.

WUHF, on ch. 31, began full scale operations Dec. 1. It is broadcasting 14 hours a day, using programs from other stations in the New York area as well as educational service for the New York area schools. The \$2 million was appro-

priated by Congress a year ago for this purpose.

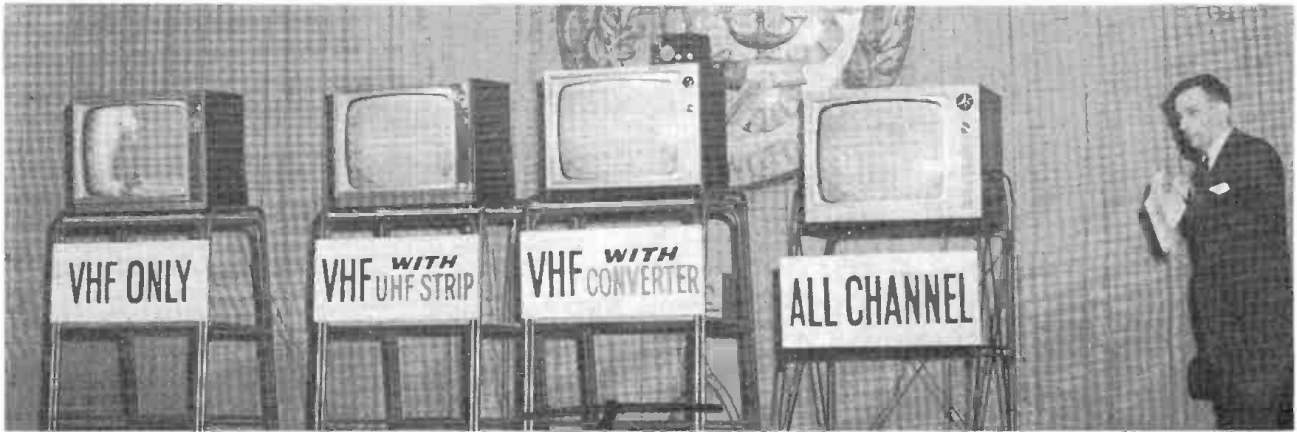
The main problem in uhf, Mr. Lee observed, is the installation at the receiving end. Uhf works all right, "as good as vhf or as bad as vhf," Mr. Lee remarked, if the home installation is all right. In the early days of WUHF operation, he acknowledged, there was a problem of cross-modulation with ch. 2 WCBS-TV New York. This has been corrected, Mr. Lee said. All seven New York commercial tv stations transmit from the Empire State Bldg. This is where the WUHF antenna is located.

Engineers View ■ Technicians working on the test in New York have a cryptic view of what results show in the first 30 days of WUHF's operation. It is: "If you get a good vhf picture you usually get a good uhf

picture. But, there are times when you don't get a good uhf picture where you get a good vhf picture. And there are other times when you get a good uhf picture but don't get a good vhf picture."

Based on the 200-odd measurements that have been made in the first zone, a 25-mile radius from the transmitter, engineers feel the uhf service is holding its own. "I've seen nothing yet that would indicate any great problems," one FCC staff engineer who is close to the New York project said last week. It is hoped to have measurements from 5,000 different locations, all of which will be fed into computers to elicit a definitive answer to the question: Is uhf good enough to work in New York City?

One of the most vexing problems, it turns out, is the suspicious



Chairman Minow used these four tv sets to demonstrate visually his appeal at a National Press Club luncheon for the manufacture of all-chan-

nel receivers. Tedson Meyers, administrative assistant to the chairman, turned the dials to give many in the audience their first glimpse of uhf—

educational ch. 26 WETA-TV Washington. Three of the sets were equipped in various ways to receive ch. 26 as well as vhf channels.

gressmen and senators, Mr. Secrest acknowledged, and they are prepared to submit them formally whenever there is a hearing on the proposed legislation.

Competition or Regulation ■ Tv must have more competition through utilization of the uhf band, Chairman Minow told the Press Club. The only alternative, he said, is more regulation. "The fundamental future of commercial television is at stake," he declared. "We will, in just a few short years, have a nation of 200 million people and if we do not expand tv, we will have unnecessarily few people deciding what larger and larger numbers of people will be seeing on television."

A free competitive system has

brought the U. S. to its present high standard of living, the chairman said. "Today in tv . . . we are physically able to go a lot further toward free enterprise and I fail to understand why so many otherwise staunch defenders of our way of life resist this direction.

"Surely the broadcasters are most sensitive to what they regard as tightening regulation should welcome this growth [through uhf] and should be willing to accept this competition. But to resist both competition and regulation is indeed short-sighted. For just as surely as a commercial is wrapped around a station break the tv industry faces one result or another—more competition or more regulation.

The heart of the tv scarcity problem is the failure of uhf to develop alongside vhf, Chairman Minow said. And, he stressed, uhf has failed because home tv sets are not equipped to receive all 82 television channels. The FCC's 1952 allocations plan provides for 591 vhf and 1,362 uhf commercial stations. Yet, today there are only 543 commercial stations—85 on uhf channels, the chairman said. In educational tv, the FCC envisaged 92 vhf and 184 uhf stations but there are only 18 etv uhf stations operating now, he said.

Not Hopeless ■ "Fortunately, this is not a hopeless case," Chairman Minow said in pointing out that 70 uhf channels are available. "And the time has

attitude of New Yorkers. The technical teams who go out to install uhf sets in homes (specified by the U. S. Census Bureau) have found many New Yorkers skeptical of offers to install the equipment. Matter has gotten to such a point, the FCC enlisted the aid of New York Mayor Robert F. Wagner. Now installation crews carry a letter from the Mayor asking the homeowner's cooperation. There's understood to be less than 100 sets installed; the goal is to have 1,000 sets in homes. All these receivers will be moved around to secure the widest possible viewing by ordinary viewers and to get their lay observations on the uhf picture.

Early Observations ■ Unofficially, it was learned that monitoring in New York City fire houses, junior high schools and police precinct houses showed these general results:

■ At those locations where programs can be received from vhf stations, the same programs tend to

come in clearer and crisper on uhf.

■ At locations where vhf reception is marred by a ghost effect, uhf reception of the same programs is either (a) better or (b) worse. At about half, the ghosting evident on vhf is absent on uhf; at the others, the ghosting is even worse on uhf than on vhf.

The extent to which predictable patterns of interference from terrain or other factors were evolving in the tests, if at all, could not be ascertained.

In the month between Nov. 29 and Dec. 30, 1961, it was understood, about 1,200 pieces of mail were received from WUHF viewers, some reporting good reception as far away as Danbury, Conn., more than 75 miles from the WUHF antenna atop the Empire State Bldg.

In order to make side-by-side comparisons of uhf and vhf reception, WUHF simulcasts many of the programs carried by New York com-

mercial stations. For this it has the permission of the commercial stations and the unions involved. In addition it originates a number of programs of its own. Here it appeared to hit a union snag last week.

The New York local of the American Federation of Television & Radio Artists was reported to have denied a request of the New York chapter of the Academy of Television Arts & Sciences for permission to present a drama series on WUHF without pay.

Seymour N. Siegel, director of the Municipal Broadcasting System, which is operating WUHF for the FCC, said he had invited AFTRA to put on its own program and that he still hoped the union would do so. He also said AFTRA had granted waivers which enabled WUHF to present its first remote, a Little Orchestra Society program, and also to rebroadcast a series of tape programs supplied by WBZ-TV Boston.

ALL-CHANNEL SETS MINOW'S GOAL *continued*

come to start using them fully," he stressed. The chairman used four operating tv sets to demonstrate to his audience of 400 why those 70 uhf channels have not been put to use by broadcasting.

One of the receivers, tuned to a Washington commercial station, was a uhf-only set. Another had a strip tuner attached, a third a uhf converter and the fourth set was an all-channel receiver. The dials on the latter three sets were shifted to tune to educational WETA-TV Washington (ch. 26) as well as Washington's four commercial vhf stations during the chairman's visual demonstration.

"Why should any television set leave the factory incapable of receiving 85% of American television allocations?" Chairman Minow asked. With legislation requiring manufacturers to produce uhf-vhf receivers, the potential of 1,546 uhf tv stations can be reached, he said.

The chairman pointed out that during the hour and one-half taken by the National Press Club luncheon and his speech, some 3,000 tv sets were being

sold throughout the country. "This will indicate why we think this [all-channel receivers] is the solution," he said. "We believe that if this proposal becomes law we will in a reasonable time solve the fundamental problem of television. We will broaden the viewer's choice by lighting up the vacant channels."

More is at stake than the future of commercial tv, the chairman said. Etv and the hundreds of communities without a local tv service also are dependent upon the success of future utilization of the ultra-high frequency space, he stated. Uhf is their only chance, he said.

Q&A Session ■ During the question and answer period following his prepared speech, Chairman Minow said that manufacturers would not be hurt if all are required to produce sets capable of receiving uhf as well as vhf. Such legislation is perfectly constitutional, he maintained, under the mandate giving Congress the power to regulate interstate commerce.

He said that community antenna television is not the answer because it is expensive to the subscribers and only

brings in a distant existing station and does not provide a local outlet of expression. The principal problem holding back uhf is technical, he said, and urged communication media to bring the problem before the public so that it will be discussed across the country.

If the all-channel legislation becomes the law of the land, Chairman Minow estimated that a substantial impact in uhf set circulation would be made within five years. A complete changeover with 100% uhf circulation would be probable within a decade, he said. He estimated that sets capable of receiving uhf would add about \$25 to the public's cost.

The FCC's top uhf proponent, Commissioner Robert E. Lee, explained the government's \$2 million uhf experiment in New York.

Asked if pay tv will be a reality within the next decade, Chairman Minow predicted that the Hartford, Conn., test by RKO will go as scheduled and then "the people will decide."

The chairman replied, "I've got enough troubles of my own without worrying about the FTC . . ." when asked for his opinion on that agency's "sandpaper decision."

BROADCAST ADVERTISING

Pepsi doubles already big radio budget

JINGLE VARIATIONS TO PLAY \$3.5 MILLION TUNE ON 2,000 STATIONS

The Pepsi-Cola Co., one of the nation's top radio advertisers, is doubling its budget in 1962 to approximately \$3.5 million for the company and its bottlers and is expanding a commercial approach that has proved successful for the past several years.

Put simply, it's this: the jingle—the heart of Pepsi's commercial message—becomes contagious through repetition, but its effectiveness and longevity can be sustained by adding new lyrics to appeal to different consumer groups and by varying the musical arrangements for a change of pace.

During the past two weeks, the 2,000-odd radio stations on Pepsi schedules (ordered by the parent company for network buys and by bottlers locally) have been receiving a total of 33 different commercials, covering one-minute, 30-second, 20-second and 10-second spots. In 1960, 24 different commercials were supplied to stations and networks.

The commercials all stress the paramount copy theme (to the tune of "Whoopie"): "Now it's Pepsi for those who think young." But the arrangements by Mitchell Ayres and the lyrics

by copywriters at BBDO, New York, Pepsi's agency, have undergone some change to breathe an air of freshness into the jingles.

Philip Hinerfeld, Pepsi-Cola's vice president in charge of advertising, sketched in the background of the company's commercial approach during an interview last week and made the following observations:

"We introduced the jingle only last February—at considerable expense, by the way. We hoped to build an identity with Pepsi through the jingle, and research in several markets indicates it has a high degree of memorability and listeners associate it with 'young, successful people.' We also had to consider the 'irritation factor' in a jingle that is carried so frequently and we believe that the varying arrangements and the different time lengths and lyrics tend to overcome this factor."

Wide Variety ■ The Pepsi collection of commercials consists of a group of 18 jingles that are considered standard and are general in appeal. The remainder are public service (sports scores, traffic bulletins, weather, social notices), time signals, localized lyrics (these are made up on special bottler order), the

months-of-the-year (lyrics discuss significant days and holidays of the month), and teen-age spots.

Mr. Hinerfeld noted there will be "an extra push" on teen-age and soda fountain sales this year, reflected in commercials designed to attract these types of consumers. This effort will be supported by considerable merchandising, promotional and educational materials, he said.

Pepsi has been a radio advertiser since the 1930's, when it launched its famous jingle, "Pepsi-Cola Hits the Spot." But according to Mr. Hinerfeld, it was not until 1950 that the company began to use radio extensively. Even in those days, he added, the company used very few variations from its standard commercial. In 1958 Pepsi's copy motif was: "Be sociable, have a Pepsi." This was part of an attempt to upgrade the company's image which had been associated with "twice as much for a nickel too" in earlier days.

This year, as part of its standard commercials, Pepsi will have a lead-in from announcers to push fountain sales: "People who think young drink young. At vending machines, at fountains, you can be sure they want light,



It's NICOLLET Avenue in MINNEAPOLIS...

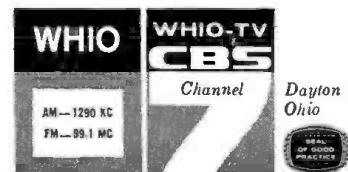


It's MAIN STREET in Ohio's Third Market

One of America's fascinations is the different interests and attitudes of its people. Hence the need to program air media to typically Minneapolis interests there, and to typically Dayton interests for the 24 streets called Main in Ohio's third market. Detecting these differences—sharing them—and programming directly to them, has helped build the influence and popularity of WHIO-AM-FM-TV. Listeners like it. So do advertisers. And there's a most practical difference, too. Taken by and large, listeners and viewers in this area have more money than most. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

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



bracing, clean-tasting refreshments. . . ."

Teen-age Push - The obeisance toward teen-agers will include commercials lauding local teeners for community exploits; congratulating them on their birthdays and selecting outstanding youngsters to record spots. For example, Joannie Sommers, the Pepsi singing star, will chant:

"To all you birthday gals and guys now Pepsi sings a big surprise. Congratulations . . . felicitations happy birthday . . . from Pepsi to you."

The local announcer then reads a list of birthday names.

Pepsi's investment in radio has grown steadily throughout the years from \$835,000 in 1957 to a projected \$3.5 million in 1962. Its expenditure dipped from \$2.4 million in 1960 to \$1.8 million in 1961, because, a spokesman said, the company was more heavily involved in tv last year with participations on various network shows and alternate-week, half-hour sponsorship of ABC-TV's *Steve Allen Show*.

Network radio will be allocated approximately \$1.3 million and local radio about \$2.2 million. Pepsi has earmarked a record-breaking \$35.5 million for 1962 with tv to receive about \$14 million of this budget.

Tv Biggest - Jubilant as Pepsi is over radio's efficiency, television must be considered a dominant medium for a company like Pepsi, Mr. Hinerfeld said, explaining:

"In this business, packaging is important. Television is a powerful visual

medium and can be utilized to impress upon people the various shapes of our bottles and the appearances of our packages. Our strongest competitor in the field has a distinctive bottle which people recognize very easily."

Mr. Hinerfeld, of course, was referring to Coca-Cola. Pepsi officials estimate that Coca-Cola's sales are running approximately twice as high as Pepsi's but stress that 10 years ago the ratio was about 5 to 1. Pepsi has had an impressive sales and earnings record over the past 10 years, sales climbing from \$46.8 million in 1951 to \$156.7 million in 1961 and earnings soaring from \$2.6 million to \$14.1 million in 1960.

Mr. Hinerfeld forecasts an even more widespread expansion in the use of radio in the years ahead, and offered this suggestion to radio station operators:

"We hope stations that are not on our list will take this tip: learn about our business, visit our local bottlers, talk to them about our marketing problems. Come in with an idea to help us and I'm sure that the sales-minded station will be getting more and more of our business."

ARB to double sample in New York tv area

American Research Bureau Division of C-E-I-R Inc., last week announced it will double the number of sample homes and electronic units in the metropolitan New York Arbitron sample. Under the plan, the ARB sample will exceed 400 units.

According to James W. Seiler, ARB director, high line charges and unit maintenance costs created a financial barrier to the use of samples from more than 200 homes. ARB is assuming the bulk of the financial burden of the expanded sample.

The sample will proportionately cover all of the recently defined 17-county consolidated New York area and data will be derived entirely from the Arbitron instantaneous electronic transponders installed. Expansion of the new service to full operation is expected to take more than a year, though it is already operating on a partial basis.

Cream of Wheat to Bates

Cream of Wheat Corp., heavy broadcast advertiser acquired last year by National Biscuit Co., New York, Thursday announced the switch of its account from BBDO, Minneapolis, to Ted Bates Inc., New York, effective April 1. Nabisco explained the change represents consolidation of special products division advertising in New York and praised the work of BBDO on the account heretofore.

Borden plans campaign to sell Elsie's image

A new corporate advertising campaign to supplement regular divisional advertising is being planned by the Borden Co., New York.



Mr. Ewen

Through its "President's Advertising Campaign for Expansion," Borden intends to strengthen Elsie (the Borden cow) as a corporate symbol. Operating with specially allocated advertising funds, the campaign will be administered by William H. Ewen, who has been named to the new post of director of advertising services. Mr. Ewen has been with the company for 25 years, and since 1960 has been assistant vice president of Borden Foods Co., and marketing manager for the division's non-milk-based products.

During 1961, Borden completed its first \$1 billion year. Regular advertising programs of Borden divisions will be unchanged by the new corporate ad campaign.

Young & Rubicam, New York, is agency for Borden's corporate advertising.

ABC Radio signs Sylvania

ABC Radio's coverage of America's first manned orbital space shot, scheduled for the morning of Jan. 23, will be fully sponsored by Sylvania Electric Products Inc., through the Kudner Agency, New York.

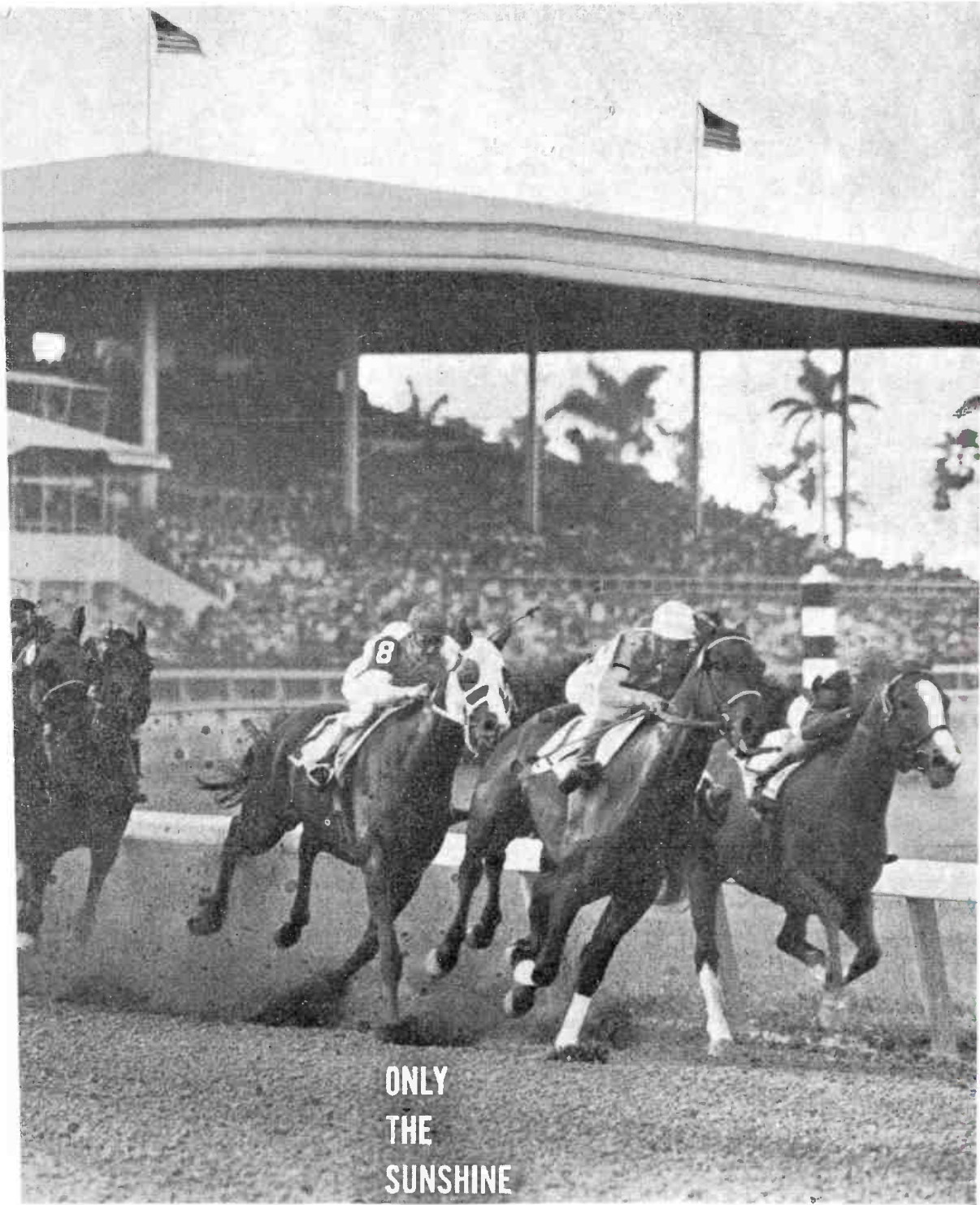
Sylvania's Photo Lamp and Home & Consumer Electronic divisions will advertise throughout the program, "Mission: Man in Orbit," which is expected to run more than six hours. The broadcast will begin at approximately 7 a.m. EST.

Rep appointments . . .

- WJIL Jacksonville, Ill.: Jack Malsa & Co., New York.
- KORL Honolulu: Venard, Rintoul & McConnell Inc., New York.
- XEXX Tijuana, Baja California: Tele-Radio & Tv Sales Inc., New York.
- KUBO San Antonio, Tex.: Tele-Radio & Tv Sales Inc., New York.
- WEAT-AM-TV West Palm Beach and WINQ Tampa, all Florida: The Bolling Co., New York, as exclusive national representative.

City unit buys tv

The Los Angeles Dept. of Water & Power is making its first use of tv advertising by sponsoring the five-minute weather news segment of the Saturday evening *Weather, News & Sports* broadcast on KRCA (TV) Los Angeles at 6-6:15 p.m. The purchase of the weekly program was handled by Irving L. Edelstein & Assoc., appointed agency for the city department after a full scale inquiry as to whether the agency is qualified to handle the account or whether it received the appointment as a reward for Mr. Edelstein's services as public relations counsel to Mayor Samuel Yorty during the latter's successful campaign for election. The hearing at which a number of advertising men testified was followed by solicitation of competitive bids, after which the city council affirmed the appointment of the Edelstein firm.



**ONLY
THE
SUNSHINE
COVERS
SOUTH
FLORIDA
BETTER
THAN**

Metropolitan Miami has now become a member of the magic circle of American cities with populations of one million or over. This means Miami joins that distinguished group of 15 cities which account for one-third of America's population and retail buying power. Today, the population of the vast South Florida market is 1,850,000 — and only WTVJ among all media covers it totally, with one signal, with circulation greater than any other TV station, greater than any newspaper.

**MEDIA AND
ADVERTISING PLANNERS**

Ask your PGW Colonel to show you PERSPECTIVE '61 — a quantitative study of South Florida media.



WTVJ



**TELEVISION IN
SOUTH FLORIDA**

A Wometco Enterprises, Inc. Station • South Florida's Largest Daily Circulation



REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ
WLOS-TV
KVOS-TV
WECB-TV
(AT)

'An hour of Freberg is that much better than 20 seconds'

Chun King Sales Inc., Duluth, is set to embark on its biggest broadcast year. A one-hour ABC-TV special, the 15-year-old company's first fully sponsored network show, will be seen Feb. 4 (Sun., 6:30-7:30 p.m. EST). Entitled "The Chun King Chow Mein Hour Starring Stan Freberg," the special will subsequently open the door to an increased number of tv spot markets.

Jeno F. Paulucci, Chun King president, who invested a loan of \$2,500 in a beansprout business that has grown like "Jack's Beanstalk" since 1946, got a big boost less than two years ago when Chun King's agency, BBDO, secured the services of Mr. Freberg as commercial producer and spokesman. Mr. Paulucci said last week: "Our success with radio and tv commercials in the past year and a half has been so good that we're going into the tv special on the theory that an hour of Freberg should be that much better than 20 seconds or a minute of him."

In show business terminology, he described Mr. Freberg as a "real hot guy now." He said that with Mr. Freberg's "fresh approach" to adver-



Stan Freberg sounds a gong to promote his upcoming one-hour special for Chun King Chow Mein.

tising "we hope to parlay our success in tv spot in 40 markets to over 160 markets with the special."

He said the effect of the special on sales will serve as the key to broadening a spot campaign scheduled to get under way in late February and early March. The new one-minute radio-tv spots, produced by Freberg Ltd., Hollywood, will as in the past year be scheduled to run for three to four weeks.

Chun King's broadcast budget has risen from 10-20% of the total ad budget, before the association with Mr. Freberg, to 60% now, Mr. Paulucci said. The company's total ad expenditures in 1962 will be between \$2.7 million and \$3 million, up 10-15% over 1961, he said. In 1961 Chun King's tv spot expenditure alone was nearly \$700,000. The cost of next month's special, to be taped later this month, will exceed \$300,000, and another Freberg special is tentatively planned for the fall. The cost of the first special, which happens to fall on the eve of the Chinese New Year, averages \$2,000 per market.

On Feb. 4 Chun King also will launch its newest merchandising venture. The first unit of a planned worldwide chain of Chinese drive-in restaurants will open then 10 miles north of Orlando, Fla. Called the Riksha Inn, the drive-in will serve Chun King's line of heat-and-serve Oriental foods exclusively. A heavy tv spot campaign in the north Florida area has preceded the opening. A second unit will open in April at the Seattle World's Fair.

Ad agencies calm over FTC decision

Leading advertising agencies are reacting with equanimity to the Federal Trade Commission decision which cracked down on the use of "misleading" props, camera tricks and mock-ups in tv commercials.

Spokesmen for agencies contend unanimously that the FTC ruling involving the Colgate-Palmolive Co. and its agency, Ted Bates & Co. (BROADCASTING, Jan. 8), is not applicable to them. They claim that when the FTC moved against Colgate in 1959, they scrutinized their commercial production procedures and eliminated any practices which could be considered questionable in any way.

The consensus was that after 1959, agencies have leaned over backward to make sure commercials are produced so there is no question of deceptiveness.

One agency reported that in preparing a commercial for a beverage, a client insisted that there be witnesses present during production to attest that the liquid being poured was the advertiser's and not a different or competing beverage.

Another agency noted that several years ago, for convenience, the rear-screen-projected image of a client's

product was lighted up during a demonstration of its application, but today a large group of lights are focused on the product itself during taping or filming.

"The attitude today is that even if we have to go to extremes, we will make certain we are on completely safe ground," one agency executive said.

Several agency men nevertheless voiced the opinion that the ruling left them "somewhat confused" in that they are not certain whether "reasonable artifice" would be permitted. They said the FTC decision did not make clear whether it is permissible to use technical devices or substitute props which in no way affect the basic claim of the commercial.

Better use of radio improves power—McCoy

Advertising agencies "are doing much to intensify radio's selling power" through the creation of more effective commercials, Arthur H. McCoy, executive vice president of John Blair & Co., New York, told a meeting of the Providence (R.I.) Advertising Club.

Mr. McCoy said Blair research showed five major categories or types of approach to radio commercials which are proving very effective: Sound pictures, humor, air trademarks, music and local live announcements.

To be effective, even the best com-

mmercial must "be used with sufficient frequency to saturate a market," he said, "Fortunately, for the mass-market advertiser," radio's rates are remarkably low for saturation campaigns, Mr. McCoy said.

'Western flavor' brings big ad jump to ABC West

Programming with a "western flavor" and new long-term sales account for ABC Radio West's climb in billings and in strength. Robert R. Pauley, ABC Radio president, last week said gross billings of the western regional link in the past six months have increased four times. Latest 52-week advertiser to sign is Farmers Insurance Group. Other long-termers are Olympia Brewing Co., General Mills, Glenbrook Labs, Pennzoil Co., Signal Oil, Lewis Food Co. and Lyon Van Lines.

ABC Radio in February 1961 made final an arrangement with Intermountain Network by which the mountain states received programming originated by ABC Pacific Radio Network.

Mr. Pauley noted that Jack Mann was appointed director of ABC Radio West on July 6, 1961, and after that date programming was rearranged to inject a regional look. Albert Frank-Guenther Law, was appointed as ABC Radio West's agency.

KRON is TV in SF



San Franciscans are sold on KRON-TV

**TOP RATINGS &
BEST IMAGE**

Largest Avg. Audience
(ARB, NSI—Oct. '61)

Highest Status

(Institute for
Motivational Research, 1960-61)

• S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



LIVE AND LET LIVE IN TV

Rich urges more sympathy for tv's ills, aims among those groups with interests in medium

Asking for a better understanding of the problems and objectives of segments of television, Lee R. Rich, senior vice president, media and tv programming at Benton & Bowles, called attention last week to the difference in aims and objectives of the many forces interested in the welfare of television.

Speaking before the Advertising Club of Metropolitan Washington, Mr. Rich said such difference "sometimes leads to suspicion of the other fellow . . . an attitude of distrust simply because he is seeking to attain different objectives from us.

"In television, all concerned have a right to pursue their individual objectives—the advertiser to seek customers, if he intends to stay in business; the viewer to seek the best tv fare, regardless of whether he defines that to be a western or Shakespeare; the government to protect its citizens.

"None of these groups should be penalized because they are seeking a different set of aims," Mr. Rich observed. "The task before us is not to eradicate the differences, but to narrow the wide divergence. We seek a balanced achievement of our goals. We hope to make the best possible television fare profitable and in the interests of the entire community."



Mr. Rich

Mr. Rich's defense of television programming was vigorous. Pointing out that television has been a strong factor for only a dozen years he answered detractors by observing that television "is the hungriest monster that ever devoured a script.

"There is no other medium of communication that exists solely on its ability to present new offerings so frequently with every passing hour," he continued. "There's a relentless taskmaster which dominates it completely—namely, the clock. Because of that tyrant, it might be more fitting to call television 'an intellectual haste-land.'"

On Immortality — Comparing the so-called "golden-age of television" of 1950 with that of today, Mr. Rich listed many of the public service and news programs available to all of the viewing public. He also pointed to the programs offered for entertainment, observing that "these are not literary masterpieces that will live forever, but

neither is every book that is published or every movie or play that is produced. They represent basic entertainment values to be considered as a part of the total television choice."

"The present level of television was never intended," the agency executive continued, "as the level at which we must remain. But we can use it to support us for the next move up the ladder. Where we are is important but so is where we are going. And I honestly believe that a comparison of television-past with television-present indicates that our direction is the right one."

Concluding, Mr. Rich asked those interested in television to take a "forward look toward criticizing constructively and combining efforts toward finding for television its proper place in our economy. And, if you permit me a quote of my own, 'I believe a ship is best navigated from its own wheelhouse and not from a station ashore.'"

AGENCY GUIDELINES

Rubel urges record keeping on billing, client relations

The belief held by many small and medium sized agencies that acquiring one more good account will turn a losing operation into a profitable one is utter nonsense, Ira W. Rubel, business consultant, told the Western States Advertising Agencies Assn. last Wednesday (Jan. 10). Surveys have shown that agencies of all sizes have just about the same percentage of overhead and adding to the volume of billings is not going to change it.

A sound rule of thumb, Mr. Rubel stated, is that "the income of the agency should be about 2½ times the prime salary cost of the people who do the work." He urged every agency principal to set up records that will show the actual cost of work done for each client and stated: "The advertising agency man who lacks the knowledge of his costs or the courage to charge a fair price for what he is doing ought to get out of this business."

The 15% commission is a good place to start any consideration of agency compensation, but usually it is only a starting point, Mr. Rubel said. In some instances, such as the placement of tv network programs, 15% may be too much for the work required of the agency, but many more times the figure is not enough to pay for the services

In defense of tv

A New Jersey high school student last week took *New York Times* to task for its editorial, "Mr. Minow Is Right."

Said Peter Bitondo, of Cedar Knolls, in a letter to the *Times*: "I thoroughly disagree. . . . I think there would be more juvenile delinquents than there are today if it were not for tv. Many of the kids 'bum' the streets at night because they want excitement and fun. Now most of the kids stay in and watch television. . . . And this argument about too much violence on television is ridiculous. I didn't even know there was too much violence on television until I read it in the newspapers. I would like you to consider the facts on both sides, not just Mr. Minow's. He may be an important man but even important men make mistakes. . . . I do not wish to offend you, but I and many others think that you and Mr. Minow are 100% wrong."

rendered the client, he stated. These things should be talked out between the agency and its client and usually an arrangement can be made that will give the agency a fair profit on what it does.

"Let the client know what the charges are going to be," he said. "Every complaint about a bill for services is really a complaint about the service, not the price."

Mr. Rubel urged incentive compensation for exceptional work by an agency. He pointed out that an additional \$5,000 paid an agency handling a \$100,000 account would increase the agency's compensation by 33⅓% but would raise the advertiser's expenditure by only 5%.

Scholl puts foot into network tv

The Scholl Mfg. Co., Chicago, has ordered a network tv schedule for the first time. In announcing its 1962 ad campaign last week, the largest in the company's history, the manufacturer of Dr. Scholl's foot comfort remedies and shoes said a daytime schedule will start in April on ABC-TV.

Scholl's agency, Donahue & Coe Inc., said a campaign for Dr. Scholl's Zino-pads for corns, callouses and bunions will include participations five times every week in such ABC-TV daytime programs as *Queen For A Day*, *Who Do You Trust?* and *Seven Keys*.



It's been double checked

Check the latest evidence! Examine the findings of *both* leading rating services and you'll see WTMJ-TV is still **FIRST** in the eyes of Milwaukee. WTMJ-TV's leadership is especially strong in the afternoon and evening ... the hours when more adults tune in. In fact, a special ARB study clearly shows WTMJ-TV dominates *adult* viewership in Milwaukee. And *adult* viewers are the *buying* viewers in thriving, free-spending Milwaukee ... a rich, metropolitan area that ranks sixth in average family incomes over \$7,000. Retail sales average over \$45,000,000 weekly.

So check *all* the evidence! Then tell your sales message to *adult* Milwaukee. *buying* Milwaukee ... through WTMJ-TV.

WTMJ-TV

THE MILWAUKEE JOURNAL TELEVISION STATION



*Nov., 1961
ARB Report

**Nov. 5, 1961
Nielsen Television
Audience Report

Represented by HARRINGTON, RIGHTER & PARSONS — NEW YORK. CHICAGO. SAN FRANCISCO. ATLANTA. BOSTON. DETROIT. LOS ANGELES

STATIONS OKAY 'TEST MARKET PLAN'

RAB's Sweeney reports approval; later starting date set

RAB President Kevin B. Sweeney is reporting today (Jan. 15) on the basis of meetings with 184 radio stations from coast to coast that acceptance of RAB's new "Test Market Plan" appears to be "virtually universal."

TMP is designed to add \$30 million to radio's national billings within 18 months (BROADCASTING, Dec. 4, 1961, *et seq.*). Under it, RAB will place and supervise radio campaigns for major advertisers not currently heavy in radio, then research the sales results if necessary to convince them that radio deserves a significant share of their advertising budgets. To help finance the research, RAB is asking so-called "test market stations"—not yet specified—to contribute to RAB 10% of any test billings they receive through TMP.

Mr. Sweeney's report on station reaction last week came after he had conferred with 184 stations in 21 key markets, plus 15 station representation firms in approximately three weeks. Despite the pace of the presentations, however, bad weather which slowed transportation in many parts of the country prevented the RAB executive's completion of the initial missionary work by the Jan. 10 target date. He hopes to finish this phase within the next two weeks, after meetings with stations in six additional cities.

New Date ■ Because of this delay, the official starting date for TMP has been set back from Feb. 1 to March 1.

In his progress report Mr. Sweeney said: "We have shown full facts of the plan to stations in cities all across the country over the past few weeks. While we will know more definitely where we stand after placing contracts in the hands of station decision-makers, we believe now that acceptance is virtually universal."

He said station rep firms are giving TMP "strong support" and that "at least four major representative firms have offered to help share costs of the plan by absorbing a part of the stations' pay-

ment." John Blair & Co. and Adam Young Inc. are known to be two of the four.

Mr. Sweeney met last week with stations in Columbus, Indianapolis, Milwaukee, Dallas, Fort Worth and Houston. In addition to his presentations to stations in their respective markets, he has presented the plan to executives of several station groups which have headquarters in New York.

TvB goes to retailers with case for fashions

Television Bureau of Advertising's case for selling fashions on tv was presented last Monday (Jan. 8) before the 51st annual convention of the National Retail Merchants Assn. in New York.

Television is the first advertising medium to sell fashions to mass audiences, Howard P. Abrahams, TvB vice president for local sales, told the retailers. He said "store after store throughout the country has found that television fashion shows reach new customers previously untouched by invitational shows or in newspaper advertising."

Mr. Abrahams also emphasized the merchandising opportunities in newspapers, display windows and other promotional vehicles, which are possible with the advance taping of fashion shows. Citing several examples, with visual aids, of how various fashion retailers are using tv, the TvB spokesman said many stores use both fashion shows and fashion spot advertising.

As one example of tv's low cost for reaching a mass audience, he referred to a summertime fashion show presented by the Denver (Colo.) Dry Goods Co. He said the half-hour tv show had a rating of 16, reached 59,000 homes and an audience of 100,300 people, at a time cost of \$375. Mr. Abrahams compared the cost to the one-time rate of \$809 for a full page in "Denver's leading and excellent newspaper, *The Denver Post.*" To reach the same number of people, the store would have had to produce the show 201 times to a capacity audience in the main ballroom of Denver's Brown Palace Hotel, he asserted.

Agency appointments ...

■ Eclipse Food Products Corp., Providence, R.I., appoints Creamer, Trowbridge & Case, that city.

■ J. Nelson Prewitt Inc. (maker of Matey and other children's bathtime products), Rochester, N.Y., names John W. Shaw Adv., Chicago, to handle that portion of its account previously

handled by Arthur W. Mayerhoff Inc., Chicago. Effective date is Feb. 1. Other portion of account continues to be handled by Hanford & Greenfield, Rochester. Prewitt is user of network and spot tv.

■ Carling Brewing Co., Cleveland (Carling's beer and Red Cap ale), appoints Milici Adv., Honolulu, as its advertising agency for the Hawaiian Islands.

■ Danfood Div. of East Asiatic Co. appoints Wade Advertising, Los Angeles.

Business briefly ...

Ford Motor Co. purchased sponsorship of Mutual's broadcast of the annual Pro Bowl Game in Los Angeles yesterday (Sunday). Agency: J. Walter Thompson, New York.

Wilson Sporting Goods Co., River Grove, Ill., has bought the telecast of the Palm Springs Golf Classic to be seen on NBC-TV, Sun., Feb. 4 (4:30-5:30 p.m. EST). Agency: Campbell-Mithun, Chicago.

Pacific Vitamin Corp. (Fulvita vitamin and mineral products) is using radio in Southern California and newspapers in the northern part of that state in campaigns starting this month. KLAC, KMPC, KHJ and KPOL, all Los Angeles, are broadcasting 50-second spots produced by Dal Williams & Assoc. Anderson-McConnell Adv. L.A. handles the account.

U. S. Tele-Service acquires Luster Assoc.

U.S. Tele-Service Corp., New York, specialists in photo-scripts of commercials and programs, radio-tv monitor-



Miss Luster

ing and merchandising of tv commercials, has acquired the kinescope business of Luster Assoc. Inc., New York, suppliers of kinescopes.

Betty Luster, president of Luster Assoc., joins U.S. Tele-Service as vice president, serving the company's clients on kinescopes and photo-scripts.

Henry L. Sondheim, U.S. Tele-Service president, said the acquisition is the latest in a series of expansion moves into new areas. The company will operate from its present offices at 369 Lexington Ave., as well as from the former address of Luster Assoc. at 1697 Broadway, but a consolidation of facilities is planned.

Direct dealer enters tv

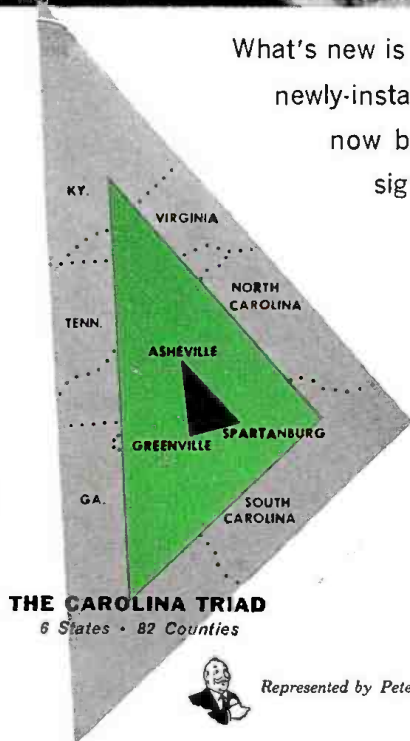
Greetings Unlimited, St. Paul, Minn., a direct seller of greeting cards, housewares, cosmetics and gift items, will enter television for the first time this February. The estimated \$800,000 account, handled by Mohr & Eicoff, Chicago, also schedules a heavy print program for spring and fall. The account was formerly managed by Bozell & Jacobs.



"SO
WHAT'S
NEW?"

What's new is WLOS-TV's TRAVELING WAVE ANTENNA. This newly-installed, null-free RCA TRAVELING WAVE antenna now beams a stronger-than-ever WLOS-TV sales signal to the 3,174,900* residents of the Carolina Triad. Use WLOS-TV to obtain your share of \$2,992,113,000* Carolina Triad retail sales.

*Sales Management projections for the Carolina Triad for 1962.



Dominant in The Carolina Triad

WLOS-TV



*A Wometco Enterprises Inc. Station Serving
GREENVILLE — ASHEVILLE — SPARTANBURG*



Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.



WTVJ
WLOS-TV
KVQS-TV
WEGA-TV
(Affiliate)

ABC OVERHAULS O&O SETUP

Barnathan to head tv, Riddleberger to oversee radio, in move to increase effectiveness by separation

ABC last week overhauled the structure through which the policy of its owned and operated radio and television stations has been co-ordinated.

Two separate divisions were formed. Julius Barnathan, ABC vice president for affiliated tv stations, was elected president of ABC Owned and Operated Television Stations, and Stephen C. Riddleberger, vice president for owned and operated stations since February 1959, became president of ABC Owned and Operated Radio Stations.

Simon B. Siegel, executive vice president of ABC and of parent American Broadcasting-Paramount Theatres Inc., made the announcement. He explained that past gains and expansion by the stations had created new complexities making the realignment necessary.

The new units give the o&o divisions their own chief executive officers, and resemble generally those operating at CBS and NBC. ABC also has joined the other three networks in having separate owned tv station sales representation (ABC-TV National Sales Inc., which was recently formed).

Authoritative sources at ABC maintain that the new alignment will permit a more closely knit owned and operated station operation, and will stimulate greater acceptance of the stations as two distinct groups.

Station Autonomy ■ In the past, individual top station executives reported directly to Mr. Siegel.

Mr. Riddleberger, before the structural overhaul, acted as liaison between all the owned and operated stations and the network. In the new realignment, it is said, stations now will "pool" the separate radio and tv efforts and that the two groups will operate more closely.

Mr. Barnathan was named ABC's manager of tv research in 1956, after having served for two years as supervisor of ratings. He was elected vice president in charge of research in March 1959 and in July of that year was made vice president for affiliated tv stations. Before he joined the network, he had been director of media research and statistical analysis with Kenyon & Eckhardt.

Mr. Riddleberger joined ABC in 1952 as radio budget officer and moved in successive steps to a post in the tv program department, to one in cost control, and to business manager for ABC Radio. In March 1957, he was elected

ABC Radio's administrative vice president. In October of that same year, he was elected vice president and controller of ABC and assistant treasurer of AB-PT. He had been with NBC for seven years in various capacities before he joined ABC.

ABC's tv o&o's are WABC-TV New York, WBKB (TV) Chicago, WXYZ-TV Detroit, KABC-TV Los Angeles, and KGO-TV San Francisco. Radio o&o's: WABC New York, WLS Chicago, WXYZ Detroit, KABC Los Angeles, KQV Pittsburgh, and KGO San Francisco.

ABC-TV, affiliates meet in Acapulco

ABC-TV executives meet today (Jan. 15) with ABC-TV Affiliates Assn.'s board in Acapulco, Mexico.

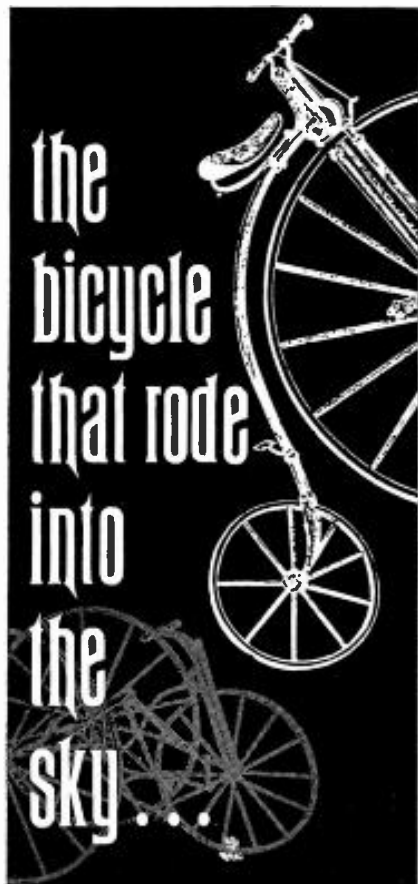
Among the network executives expected there are Leonard H. Golden-son, president of American Broadcasting-Paramount Theatres Inc.; Oliver Treyz, ABC-TV president; and Donald W. Coyle, ABC International president. Various sales, station relations and programming heads including Robert L. Coe, vice president in charge of tv station relations; Thomas W. Moore, vice president in charge of tv programming and Edgar J. Sherick, vice president in charge of tv network sales, will be at the series of meetings.

Board of governors officers and members slated to attend: John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind., chairman; D. A. Noel, WHBQ-TV Memphis; secretary; Mike Shapiro, WFAA-TV Dallas, treasurer; Thomas P. Chisman, WVEC-TV Norfolk; Donald D. Davis, KMBC-TV Kansas City.

Also Joseph F. Hladky Jr., KCRG-TV Cedar Rapids, Iowa; Norman Louvau, KCPX-TV Salt Lake City; Howard W. Maschmeier, WNHC-TV Hartford-New Haven; W. W. Warren, KOMO-TV Seattle.

Pioneers to salute WGN

The second annual Broadcast Pioneers' "Mike Award" will be presented Feb. 25 in New York to WGN Chicago, Phil Edwards, president of the New York chapter of the Broadcast Pioneers, has announced. The award is a gold-plated "ribbon" mike of the early-day type, and is accompanied with a plaque recognizing the



Back before the turn of the century in Dayton, Ohio, there was talk around the livery stable about a new invention called the horseless carriage. But there was talk about something twice as fantastic around the Wright Brothers' bicycle shop. The rumor was that Wilbur and Orville Wright were tinkering with more than just bicycles. They were working on an idea for a flying machine!

And that was how a bicycle sprouted wings! Which made Dayton famous as the cradle of aviation and one of the most important cities in America.

Here's a diversified, progressive industrial center combined with a wealthy agricultural region . . . a 13-county trading area of over one million people with \$1500 above U.S. average yearly income per person . . . and a total of one-and-a-half billion dollars of annual spendable income! This is Dayton. This is your opportunity. Call your WLW-D Representative. You'll be glad you did!

NBC/ABC

WLW-D dayton
television

the other dynamic WLW Stations

WLW-A WLW-I WLW-C WLW-T WLW
Television Television Television Radio
Atlanta Indianapolis Columbus Cincinnati

Crosley Broadcasting Corporation



Oh, boy! – my Pulse says **42% MORE WIMMIN!**

Yes, the latest 55-county Pulse Area Report (March-April, 1961) again proves WDAY Radio to be the most-listened-to station in, around, or near Fargo!

42% more women! Monday thru Friday, WDAY Radio has 155,100 women listeners!

50% more men, too (though we really don't care nearly so much about *them*)! WDAY Radio has 91,400 men listeners!

But don't think there's anything unique about this situation. It's been going on for years and years and years. *Ask PGW for all the facts!*

WDAY

FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES



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



NAB to reorganize geographical districts

NAB is due for a geographical juggling of its board of directors, under plans considered Jan. 11 at a meeting of the special board structure (reorganization) committee, held in Washington. Final details will be drawn up Jan. 29 when the committee meets in Sarasota, Fla., a day prior to the four-day winter session of association directors.

Two subcommittees, radio and tv, will report to the Jan. 29 meeting after a study of details is made by

the NAB staff. The present board structure includes 29 radio and 14 tv directors (BROADCASTING, Jan. 8).

Clair R. McCollough, Steinman Stations, chairman of NAB's joint boards, is *ex officio* member of the two subcommittees. Attending the Washington meeting, besides Mr. McCollough, were Dwight W. Martin, WAFB-TV Baton Rouge, La., NAB tv board chairman; William B. Quarton, WMT-TV Cedar Rapids, Ia., tv board vice chairman; W. D.

Rogers, Texas Telecasting, Lubbock; George C. Hatch, KALL Salt Lake City, radio board chairman; Joseph M. Higgins, WIBC Indianapolis, radio board vice chairman; Richard W. Chapin, KFOR Lincoln, Neb.

In photo (seated, l to r): Messrs. Higgins, Rogers, Martin, McCollough, Hatch, Chapin and Quarton. Standing: Vincent T. Wasilewski, NAB executive vice president; President LeRoy Collins, and Everett E. Revercomb, secretary-treasurer.

station's contribution to the broadcasting arts and its public. Presentation will be made at a reception and dinner at New York's Latin Quarter. WLW Cincinnati received the first such award last year.

No drastic changes planned for tv code

Several amendments to the NAB Television Code will be submitted Feb. 1 to the NAB tv board meeting at Sarasota, Fla. The changes were discussed at a Jan. 9-10 Washington meeting of the seven-member NAB Tv Code Review Board.

Proposals to rewrite the code, under consideration for nearly two years, were deferred. The proposed amendments deal with the specific language of the code but do not involve any drastic changes in the industry's ethical standards.

E. K. Hartenbower, KCMO-TV Kansas City, tv code chairman, and Robert D. Swezey, director of NAB's centralized code authority, reported on code developments in recent months. They reviewed the increased program time in prime hours resulting from reduced ceilings on commercial time and

other non-program material.

A lessening of violence on tv was noted along with a reduced volume of complaints received, and growing acceptance by advertisers and program suppliers of code restrictions on violence and sex material was cited.

Attending the Washington meeting were Mr. Hartenbower; Lawrence H. Rogers II, Taft Broadcasting Co.; Joseph Herold, KBTW (TV) Denver; Mrs. A. Scott Bullitt, KING-TV Seattle; George Whitney, KFMB-TV San Diego, Calif.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and James M. Gaines, WOAI-TV San Antonio, Tex. Staff executives taking part besides Mr. Swezey were Edward H. Bronson, tv code affairs director, and Harry H. Ward, assistant director.

WJAR-AM-TV earnings up

The earnings of WJAR-AM-TV Providence for the nine months ended Oct. 28, 1961, exceeded the stations' total earnings for all the preceding year, announces Joseph S. Sinclair, president of The Outlet Co., Providence, licensee. The earnings after provision for federal income taxes for the corporation's merchandising and broadcasting operations were \$552,404, or 24.7% ahead of the

nine-month period in 1960, representing record earnings for this period in recent years, Mr. Sinclair said. The Outlet Co. is a department store.

NBC reports profits up in both radio and tv

NBC in a year-end report last week said 1961 was its most profitable year.

Advertiser investment in the television network was 11% ahead of 1960, with 245 different advertisers purchasing time. NBC-TV continued its heavy activity in color television, with 1,670 hours of tint programming—62% more than in the preceding year. Tv network affiliates numbered 199.

NBC News expanded its coverage with "instant news" specials, which covered fast-breaking news stories as they occurred. Gulf Oil Co. sponsored the "instants" and renewed its contract for 1962. During the first nine months of 1961, NBC-TV had 61 tv news specials, and NBC Radio had 43.

NBC Radio reported a profitable year for the second year in a row, and had about 100 different advertisers purchasing time. The radio network paid out compensation of over \$3 million to its 202 affiliates for program clearances.

BASIC MARKET: WCCO Television's huge 66 county coverage area has a prosperous population of 2,942,900*. It boasts an effective buying income of \$5,358,994,000. Of this, \$3,751,384,000* is spent annually in retail sales. There are 762,700† television homes in the market representing a 90% penetration. These few figures describe the rich and vast market that is served best by WCCO Television.

BASIC FACT: WCCO Television, with its



WCCO



great range and acceptance throughout the Northwest area, is the single medium you need to sell your product in this great market. More than the dominant station, WCCO Television is the medium to buy **FIRST OF ALL!** For more basic facts on the Minneapolis-St. Paul market call WCCO Television or Peters, Griffin, Woodward, Inc.



*Sales Management May 1961 †ARB

BASIC MARKET



CBS AND NFL SIGN NEW CONTRACT

Coverage pact for 1962-63 season replaces one voided

CBS-TV and the National Football League last week re-signed their much-publicized two-year, \$9.3 million package contract under which the tv network receives exclusive broadcast rights to the NFL's 14-week season in 1962 and 1963.

The contract, similar to the one signed last year and declared void by U.S. District Court Judge Allan K. Grim (BROADCASTING, July 24), was signed by William C. McPhail, vice president of CBS-TV Sports, and Pete Rozelle, NFL Commissioner.

Under the new agreement, each of the league's 14 teams will receive \$320,000 after a deduction of fees for their broadcast rights this year and next. This compares with the \$180,000 the NFL said each team averaged in 1961 negotiating their contracts separately.

In 1961 CBS-TV carried games of 11 of the 14 NFL teams, NBC-TV carried two (the Baltimore Colts and Pittsburgh Steelers) and Sports Network Inc. carried the Cleveland Browns games.

Only the Colts, who reportedly received an estimated \$425,000 for their rights in 1961, will lose any money un-

der the new terms. Pittsburgh will receive about the same amount (\$325,000) as it got last year. The world champion Green Bay Packers, lowest on the financial totem pole in 1961 with only \$75,000 for their rights, make the biggest climb with an additional \$245,000.

The contract for 1962-63 includes any playoff games (in case of ties for a divisional title) but does not include the championship game which this year enters its second year of a two-year contract calling for \$615,000 per game. NBC-TV has these rights.

The contract negotiated by CBS-TV and the NFL last year was voided July 20 by Judge Grim who ruled it contravened antitrust laws. A bill was later introduced by Rep. Emanuel Celler (D-N.Y.) exempting professional football, basketball, baseball and hockey from the antitrust laws in the area of a single television contract. This bill passed Congress last September (BROADCASTING, Sept. 25, 1961).

That the Colts are not too happy with the new contract was confirmed by owner Carroll Rosenbloom. His team will lose about \$105,000 (\$425,000 in

1961 compared with \$320,000 in 1962) because of the new contract.

Mr. Rosenbloom said, "The deal is much too little. Why, networks put on spectaculars costing over \$1 million for just an hour show. We are selling our games for something over \$4 million for a whole season.

"Luckily, I'm in the position to take care of our losses, but not all teams are. For the past two years our television contract with NBC-TV has kept us in the black. We will take a beating on the new contract," he said, "which means we'll be operating in the red next season."

WXYZ-AM-TV retracts report of 'Press' sale

Broadcasts based on rumors that the *Detroit Free Press* is for sale drew hot denials and threats of legal action early last week. Lee Hills, vice president and executive editor of the newspaper, demanded retractions of Jan. 8 reports attributed to WXYZ-AM-TV Detroit. In addition the newspaper carried a full-page notice over the signatures of Mr. Hills and John S. Knight, president and publisher, in which the rumors were termed vicious and malicious.

The next day the stations carried retractions, stating they had been advised the story "was unfounded" and adding that the newspaper is not for sale. "We regret that the story was broadcast last night," the stations said on the air Jan. 9.

Changing hands

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

■ KNAK Salt Lake City, Utah: Sold by Howard Johnson and associates to Seattle, Portland, Spokane Radio Inc. for \$400,000. Buyers include entertainers Frank Sinatra and Danny Kaye; Lester M. Smith is executive director of the broadcasting company which owns KJR Seattle, KXL Portland and KNEW Spokane. KNAK is on 1280 kc with 5 kw daytime and 500 w nighttime. Broker was Hamilton-Landis & Assoc.

■ WOWI New Albany, Ind.: Sold by Morris Brown to Allen Embury and associates for \$200,000. Mr. Embury is the former general manager of WHYI Springfield, Mass. WOWI is a 1 kw daytimer on 1570 kc. Broker was R. C. Crisler & Co.

■ WIOI New Boston, Ohio: Sold by Grady M. Sinyard and associates to Charles Mailet and David H. Dillard for \$60,000. Mr. Mailet is manager of WJWL Georgetown, Del.; Mr. Dillard, former owner of WWOD Lynch-

only serious buyers will learn your identity

We do not send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. You avoid the risks of selling without our deep knowledge of markets . . . and are further protected by our reputation for reliability!

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.

James W. Blackburn
Jack V. Harvey
Joseph M. Strick
KCA Building
Federal 3-9270

CHICAGO

H. W. Cassill
William B. Ryan
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John C. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

burg, Va. WIOI is a 1 kw daytimer on 1010 kc. Broker was Blackburn & Co.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 76).*

■ **KTIX** Seattle, Wash.: Sold by Hugh Ben LaRue and associates to William E. Boeing Jr. for \$260,000. Mr. Boeing owns KPAM and KPFM (FM) Portland, Ore.; KETO-FM Seattle, and with his mother 80% of KIDO Boise, Idaho.

Expansion, added sales cited by CBS division

Business and profits, more public affairs programming and expansion of interests overseas as well as distribution are referred to in a CBS Television Stations Division yearend report made public last week.

The international sales department of CBS Films in 1961 recorded a 32% increase in gross sales. The division was instrumental in a CBS acquisition of an interest in a tv station now being put up in Trinidad. The owned tv station representative firm—CBS Television Stations National Sales—registered a net sales increase over 1960 for the five owned tv stations and a new dollar record was set by CBS Films' licensing department.

New programs placed in domestic syndication by CBS Films in the past year: *December Bride, Wanted—Dead or Alive, The Word of Giants, The Pursuers* and *At Random*. *Deputy Dawg*, a cartoon series introduced in 1960, went into production a second year. It was estimated that about \$15 million in time and facilities were allocated by the stations for local public-affairs programming (an increase of more than \$1 million over 1960).

KGMB-AM-TV, newspaper combine news services

The *Honolulu Star-Bulletin* and its wholly owned subsidiary, KGMB-AM-TV, that city, have inaugurated a news service by which the radio-tv outlets will become the "voice" of the newspaper.

KGMB-AM-TV news broadcasts now emanate from the newspaper's newsroom and many of the *Star-Bulletin* reporters are serving dual roles as broadcast newsmen.

Heading the combined operation is John D. Ramsey, *Star-Bulletin* city editor, who assumes the new title of city editor for radio and television. The new operation gives KGMB-AM-TV access to the complete *Star-Bulletin* news staff, claimed to be the largest in the state.

\$25 MILLION BILLING LOOSE IN L.A.

TvB, radio groups seek share in dead dailies' estates

Millions of advertising dollars, earmarked for display space in two Los Angeles dailies—the morning *Examiner* and the evening *Mirror*—are up for grabs. The two papers died at the end of the first week of 1962 (BROADCASTING, Jan. 8). Just how many millions is not known exactly, but it has been estimated that the combined display lineage of the two papers during 1960 amounted to billings in excess of \$25 million, so these homeless dollars are well worth a leap.

And last week every radio and tv station in Los Angeles was eagerly inviting the advertisers owning this money and the agencies placing it to desert the world of print for the bright new land of the broadcast media.

TvB, Radio Active ■ Jack O'Mara, western division head of Television Bureau of Advertising, on Monday wired the major retail advertisers of the Los Angeles area: "Respectfully urge you seek solution in television, medium reaching 92% of all homes in Southern Calif., with average family watching more than five hours daily. TvB, which has helped many stores in U.S. initiate use of television, ready to give

you any possible aid and information for your use of tv, not only long range but also in current emergency."

Southern California Broadcasters Assn., representing some 50 radio stations of the area, was speeding completion of a new presentation on the importance of radio in reaching a mobile population.

Late last week, the radio and tv salesmen, though highly enthusiastic over their prospects for acquiring some share in the windfall, doubted that much of the billing would be reallocated before 60 or 90 days. A good part of this advertising comes from retail establishments who traditionally turn first to print media and who now are being eagerly solicited by not only the two remaining Los Angeles metropolitan dailies but by more than 20 suburban dailies and some 200 suburban weeklies.

Local Papers Active ■ The Four Star suburban group, San Gabriel Valley *Tribune*, San Fernando Valley *Times Today*, Pomona *Progress Bulletin* and Santa Monica *Evening Outlook*, are using hard sell spots on radio and television to solicit new circula-

WEST—Profitable daytimer servicing single-station market of 40,000-plus. Attractiveness of this physical facility is exceeded only by beauty of area itself. Grossing in excess of \$200,000.00 annually with good cash flow. Priced at \$285,000.00 on long terms. **ANOTHER H&L EXCLUSIVE.**

SOUTH—Medium sized market full time radio station with FM—operating at slightly better than break-even but has been terrific money maker in past years. Now grossing \$80,000.00. Total price is \$125,000.00 with 29% down and payout over ten years. **ANOTHER H&L EXCLUSIVE.**

Hamilton-Landis

AND ASSOCIATES, INC.

John F. Hardesty, President

America's Most Experienced Media Brokers

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON, D. C.

Ray V. Hamilton
1737 DeSales St. N.W.
Executive 3-3455
Warren J. Boorum
New York

CHICAGO

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

DALLAS

Bowitt Landis
1511 Bryan St.
Riverside B-1175
Joe A. Oswald
New Orleans

SAN FRANCISCO

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



The demise of two of Los Angeles' daily newspapers, the "Examiner" and the "Mirror," was hot news the day the story broke. KTLA (TV) Los Angeles carried the news Jan. 3 on its "Line of Sight" half-hour telecast.

Reporter Bill Stout, left, interviews Bill Townes, managing editor of the "Examiner," in this picture shot from a tv screen. Later in the live presentation, "Examiner's" former city editor, Jim Richardson, was interviewed.

tion in a \$50,000 one-month campaign. Two-thirds of the spots are to be used in the initial 10 days of the 30-day campaign, a reciprocal deal placed by Eisaman, Johns & Laws. Three radio stations: KLAC, KPOL, KRLA, and two tv stations, KRCA (TV) and KTLA (TV) are running the Four Star spots.

The two remaining metropolitan dailies, *The Times* in the morning and the *Herald-Examiner* (which had been the *Herald-Express* up to last week), were also using radio spots on a few stations. A reciprocal deal between *The Times* and KNX has given this CBS-owned station a page-deep column "KNX Today" three mornings a week, but this started before the folding of the *Mirror* and *Examiner*, and had been discussed for some weeks before that.

More News — A few stations stepped up their newscast time immediately to fill an informational vacuum created by the papers' disappearance. KTLA (TV) moved up its daily sign-on from 8:30 to 8 a.m. to start each weekday with a half-hour newscast. KTLA is also planning a new half-hour Sunday evening news program, probably starting early in February. KTTV (TV) extended its 10 p.m. newscast from 15 minutes to a full half-hour.

Among radio stations, KGBS added

a quarter-hour newscast at noon. Most stations, however, felt that their present news schedule was sufficient to keep their listeners informed. They pointed out that over the past year many stations have substantially stepped up their news volume, reminded that survey made early last year found only

"a few fleeting periods of not more than a few minutes when news is not available" (BROADCASTING, Sept. 11, 1961).

N.J. etv group plans to file for uhf channel

The New Jersey Educational Television Corp. announced last week it plans to apply at the FCC for uhf ch. 37 in the state.

NJET is campaigning to raise \$750,000 to erect an educational tv station to serve seven northern counties. Orville J. Sather, president of NJET and director of engineering for RKO General, reported that the corporation's attorneys have been instructed to draw up an option to lease a school in Glen Ridge, N. J., for studios.

On the board of trustees of the non-profit corporation are three university presidents—the Rt. Rev. Monsignor John J. Dougherty of Seton Hall U., Dr. Peter Sammartino of Fairleigh Dickenson U. and Dr. Mason W. Gross of Rutgers U.

Wage-hour relief asked for Massachusetts law

Support for a move to exempt small-market broadcasters from the overtime provisions of the Massachusetts wages and hours law was asked of the state's Senate Labor & Industry Committee by James H. Hulbert, NAB broadcast personnel-economics manager.

The exemption was originally proposed by Massachusetts Broadcasters Assn. and would be similar to the exemption granted broadcasters last year by federal legislation. Mr. Hulbert said state exemption "would relieve Massa-

Big city newspaper weaknesses claimed

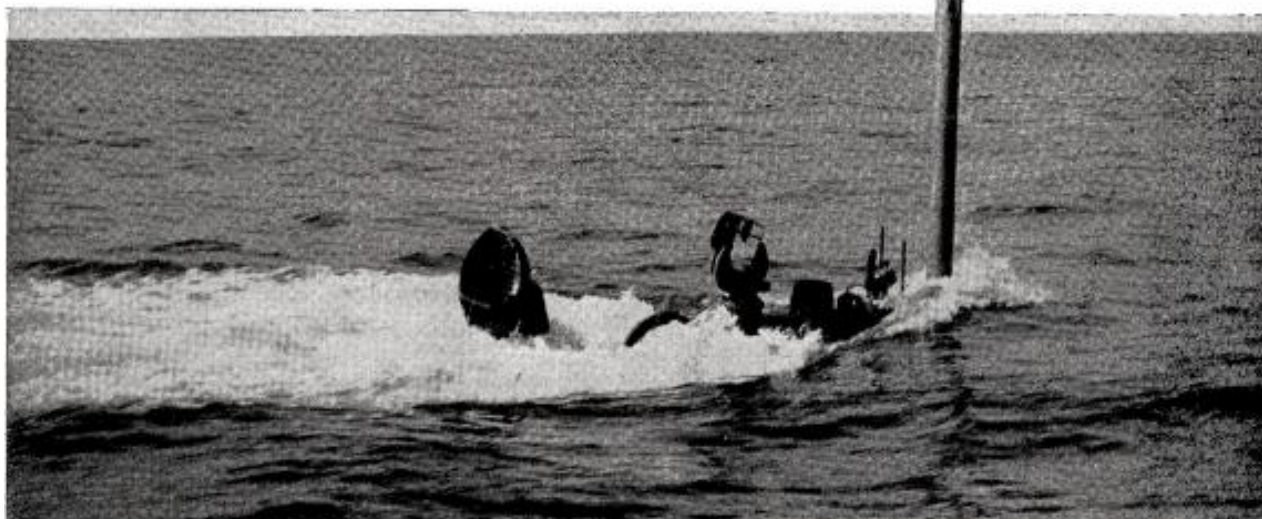
The closing of the *Los Angeles Examiner* and the *Los Angeles Mirror* (see adjacent story; also BROADCASTING, Jan. 8) is a double milestone in a trend that has been in progress for a decade: attrition in the ranks of big-city newspapers. Tv and radio authorities see this trend, coupled with the corollary growth in the number of suburban dailies, as evidence that the big "downtown" dailies do not have the reach to cope with television and radio in "outlying" areas.

TvB has compiled figures showing that in the 11 years from 1950 through 1960, a total of 200 daily newspapers in the U. S. went out of existence through suspension, merger or cutback to less than daily publication. These figures, based on reports

issued by the American Newspaper Publishers Assn., also show that in this same period 245 new dailies were started. An overwhelming percentage of the starts occurred in suburban areas and other relatively small towns, however, while major papers in major cities were among the closings.

Some of the principal dailies which suspended or merged during this period, starting in 1950, were the *New York Sun*, *St. Louis Star-Times*, *Washington (D. C.) Times-Herald*, *Los Angeles Daily News*, *Austin Post*, *Cincinnati Times-Star & Post*, *New Orleans Item & States*, *San Francisco Call-Bulletin & News*, *Pittsburgh Sun-Telegraph & Post Gazette*, *Cleveland News* and *Detroit Times*.

Why do they put periscopes on submarines?



The only logical way you can see where you're going is to look ahead. This wisdom is just as profound for people in the business of broadcast advertising as for skippers of submarines.

Radio and television are entering 1962 after tracking a turbulent course through 1961. What's ahead in 1962? Where will broadcasting run into heavy weather; where will the sailing be smooth?

Will radio and television, in 1962, increase their share of the advertising dollar? What changes are in store in audience patterns and ways of evaluating them, in marketing techniques, in radio and television facilities? How do the experts in broadcast advertising look at the new year; what do they say and why do they say it?

Answering these questions calls for either the gift of prophecy—or the gift of interpretive analysis based upon solid knowledge. In short, it calls for perspective.

And that is exactly what a special issue of BROADCASTING Magazine, scheduled for publication next February 19, will be called . . . "Perspective '62." Its many pages of special reports will add up to a chartered course for the year ahead.

Among all publications, only BROADCASTING is equipped by skills, by staff and by the experience of years of growing up with radio and television

to attempt so comprehensive an analysis. Each of the special Perspective issues that BROADCASTING has published in past years has become a standard source work for the important decision-makers in broadcast advertising. Perspective '62, like its predecessors, will be kept, studied and re-read for months after its issue date.

Within the framework of such a basic working tool for advertising men, *your* message takes on special value. Through BROADCASTING—in any issue—you command a guaranteed circulation of over 26,000. But in Perspective '62, your advertisement will command extra pass-along and re-readership that will make this the best buy of your year.

If you haven't reserved space yet in Perspective '62, we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places.

Deadline for advertising: Final deadline February 9.

Rates: No inflation here. For so much more, the cost is the same as any of BROADCASTING's 51 other issues of the year.

Reservations: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

A member of the Audit Bureau of Circulations

chusetts broadcasters from the difficulty of complying with two laws covering the same area but containing different requirements."

Explaining the request, he said: "The small market broadcasting station is a small business with unusual operating patterns. Most stations are on the air 16 to 24 hours a day, seven days a week. They employ small staffs and employes typically perform several jobs requiring variable hours and involving unusual compensation patterns."

Pennsylvania newsmen form new organization

A new organization, Pennsylvania News Broadcasters Assn., has been formed by broadcasting newsmen of that state. Tom Powell, WDAU-TV and WGBI Scranton, was elected president.

Other officers: Jack Fern, KDKA Pittsburgh, vice president; John Price, WHP-AM-TV Harrisburg, treasurer; Marlowe Froke, associate professor of journalism, Penn State U., executive

secretary. Elected to board of directors: Les Crystal, WFIL Philadelphia; Ron Stephenson, WJAC Johnstown; Roy Goshorn, WNEP-TV Scranton; Steve Milner, WRSC State College.

Media reports...

New am ■ WLNC Laurinburg, N. C., went on the air Jan. 3. The station, owned by George W. Phillips, operates on 1300 kc with 500 w daytime. WLNC's programming features a heavy emphasis on good music and local news.

Stereo programming ■ WFMT (FM) Chicago has begun broadcasting the majority of its programs stereophonically. Live concerts by Chicago's Fine Arts Quartet, concerts by the Philadelphia and Boston Symphony Orchestras, complete Shakespeare plays and a Gilbert and Sullivan opera series would be among the highlights of the 135 kw, fm outlet's stereo programming.

Catv sold ■ A community antenna system serving 300 families in Bonham,

Tex., has been sold to the Vumore Co. for \$75,000. Vumore is a subsidiary of RKO General and owns multi-catv systems in the Southwest. Broker was Daniels & Assocs.

Award winner ■ Quincy Howe, ABC news analyst and editor of *Atlas* magazine has been named as a co-winner of the second annual Columbia-Catherwood Award for "responsible and enlightened international journalism" by the Graduate School of Journalism, Columbia U., New York. Michel Gordey, chief foreign correspondent of the Paris daily newspaper, *France-Soir*, shares the award with Mr. Howe. They will receive silver plaques and travel grants providing for joint speaking engagements in this country and in France.

Factbook ■ WQXR-FM New York, which broadcasts in fm stereo 21 hours a week, has issued a booklet entitled "Fm Stereo: the Facts," offered free to listeners and also distributed by leading equipment dealers in the New York metropolitan area. The booklet tells what equipment is needed.

Pr firm appointed ■ WIND Chicago has appointed Donald Young & Assoc., that city, to handle its national public relations, according to G. E. Wallis, WIND general manager.

Tullahoma Story ■ WSIX-TV Nashville, Tenn., announced that its locally-produced documentary, "The Tullahoma Story," has been awarded a citation in recognition of an outstanding locally produced program presented in prime time. The show also was seen on ABC-TV's *Focus America* series last summer.

Station to broadcast hearings ■ WLIR (FM) Garden City, N.Y., will cancel its regular broadcast schedule Jan. 16 and 17 to provide coverage of the Federal Aviation Agency hearings on the disposition of Mitchell Airfield. Scheduled programming will be broadcast during recesses at the FAA hearings.

Interfaith award ■ Seymour N. Siegel, director of radio communications for the City of New York (WNYC New York), received the Interfaith Movement Award for 1961 "in recognition of his outstanding efforts toward better understanding among people of all faiths." Previous award winners include former President Harry S. Truman and Robert F. Wagner, mayor of New York.

Expansion ■ KULA Honolulu has joined the western division of Resort Market Radio Group, the J. A. Lucas Co., group representative announced. This brings to eight the total of stations now in the group. Resort Market Radio represents stations serving



The passing of nearly \$11 million

It took only four people to consummate the biggest radio station sale in history — the \$10,950,000 transfer of the 50 kw WMGM (now WHN), New York from Loew's Theatres Broadcasting Corp. to Storer Broadcasting Co (BROADCASTING, Jan. 8.). Handling the final transaction were (l to r): Seated, Preston

Robert Tisch, Loew's president, and George B. Storer Jr., Storer president; standing, Lionel F. Baxter, Storer radio vice president, and Arthur M. Tolchin, Loew's broadcasting executive vice president who last week was appointed assistant to the president of Loew's Theatres Inc. (see page 73).

IN RADIO'S WONDERFUL WORLD



Broadcast With The Fidelity Of Direct FM

What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is

the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

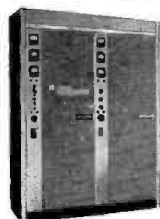
RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. DC-22, Building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



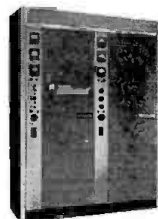
The Most Trusted Name in Radio



1 Kw



5 Kw



10 Kw



20 Kw

over 30 million tourists yearly. All stations can be purchased on a single contract. The Lucas Co., which headquarters in Los Angeles, also announced it had acquired sales offices in New York, Chicago and Detroit.

Heart Fund campaign reviewed for radio-tv

Broadcast leaders have been informed of materials and plans for the radio-tv phase of the 1962 Heart Fund campaign in February.

At a Jan. 4 luncheon meeting in New York, Sylvester L. (Pat) Weaver Jr., board chairman of the American Heart

Assn., and James T. Aubrey Jr., chairman of the Heart Committee of the Broadcasting Industry, were the co-hosts and topped a list of speakers who acquainted the industry representatives with films, scripts and other materials available. Mr. Weaver is board chairman of McCann-Erickson Corp., S. A., and Mr. Aubrey is president of CBS-TV.

Other speakers included Joe Floyd, president of KELO Sioux Falls, S. D., and chairman of the broadcasting committee's local station division; John F. Meagher, NAB vice president for radio, and Ted Bergmann, a Revlon vice president.

Education office sees future etv growth

Educational television faces "an explosive period of growth" and every American should share in its benefits, according to a panel report submitted to the U. S. Office of Education.

A new national policy in support of educational tv, using public and private funds, was recommended by the seven-member advisory panel to insure construction of necessary new stations. The panel was named in 1960 as an advisory group to the Office of Education. Commissioner Sterling M. McMurrin, of the office, described the report as "a carefully thought out, balanced assessment of the status, limitations and potentialities of educational tv." The report showed that 60 etv stations had gone on the air in less than a decade, but pointed out that further growth might be impeded because there is no national network or basic system of station financing.

ABC affiliates aiding Morgan essay contest

ABC Radio has announced that more than 60 affiliates and owned stations have made cash donations and have given "generous" amounts of local radio time in support of the 1961 Edward P. Morgan essay contest for college students.

Stations contributions last week had gone over the \$2,000 mark for two scholarships for graduate study, to be awarded to the male and female winners. The scholarships are currently valued about \$1,400 each. The eight runners-up, to be named Jan. 15, will each receive a set of the 1962 Encyclopedia Britannica.

Others sharing in the second annual scholarship fund drive include AFL-CIO, long-time sponsor of Mr. Morgan's daily news commentary on ABC Radio, with a \$500 donation; Furman, Feiner & Co., agency for AFL-CIO, and Mr. Morgan.

Two stations belong to western radio network

Creation of the Pacific Adult Radio Network (PAR) has been announced by KEST Boise, Idaho. Richard Cable, KEST program director, will assume a similar position with the new network, according to R. Lee Norton, KEST station manager.

PAR already has established affiliation with KAPT Salem, Ore., and is near accord with several others in the Northwest, Mr. Cable said. PAR will program good music and "intelligent news on an adult level," Mr. Cable explained.

pulse proves WEJL is the favorite... is truly *The Sound of The City!*

Pulse, Metropolitan Scranton Area, September, 1961

WEJL now has the largest share-of-audience in its history . . . it is number one more half-hours than any other Radio station heard in Scranton.

And, WEJL is a single-rate station, with one rate for all . . . featuring hard-hitting Editorials . . . news coverage that has brought thirty-eight awards for News Excellence in nine years.

And, WEJL is the only Radio station in America to twice win the National Competition for Radio Free Europe . . . just one example of its public service.

HERE IS THE PROOF OF THE PUDDING

Station	Relative Share
WEJL	100%
B	~60%
C	~45%
D	~35%
E	~30%
F	~20%

Chart is based on average half-hour ratings, 6:00 A.M. to 6:00 P.M., Monday thru Friday, as reported by Pulse, Incorporated, September, 1961. Using lowest published one-minute rates for each station, and average Pulse ratings, chart indicates number of Radio homes delivered per dollar of cost.

WEJL is Scranton, thanks to the thematic station identification, vocal and instrumental material, created and produced for WEJL by Archer Productions, Incorporated, San Francisco, California.

Represented, nationally by The Meeker Company

The Sound of The City...

in growing Jacksonville



WFGA-TV IS THE STATION TO WATCH

Everywhere you look in Jacksonville, new construction tells the story of a dynamically expanding city. Keeping pace with this growth, more and more TV viewers* are making WFGA-TV the station for advertisers to watch.

Let your PGW Colonel tell you how WFGA-TV will deliver the \$2,000,000,000 North Florida - South Georgia market at your lowest cost-per-thousand.

*ARB March-June, 1961



REPRESENTED NATIONALLY BY
PETERS, GRIFFIN, WOODWARD, INC.

abc WFGA-TV **WJTB**
JACKSONVILLE



WTVJ
WLOS-TV
WVOS-TV
WFGA-TV
(Affiliate)

Some network tv lineup changes

GENERAL FOODS RENEWS THOMAS ON CBS-TV, ABC-TV MAKES SHIFTS

In the negotiation thicket created by tv networks, agencies and producers repairing the current prime-time schedule and preparing for 1962-63, a few shafts of light were discernible last week.

General Foods renewed on CBS-TV for another season *The Danny Thomas Show* (Mon., 9-9:30 p.m., and in a Monday, CBS-TV period since 1957). The disclosure helped spike a persistent rumor that Mr. Thomas is calling it quits on the series. Benton & Bowles is the agency.

ABC-TV continued to fret over its Friday, 7:30-8 p.m. period. Initially *Straightaway* occupied the half hour but was moved into the Wednesday schedule (8-8:30) at Steve Allen's departure. The period was for three weeks given over to concert music supplied by Arthur Fiedler.

Soupy Sales, a west coast local program delight and also formerly on ABC-TV in earlier time periods, will fill in for several weeks. *Margie*, now Thursday, 9:30-10 p.m., is slated to occupy that period in April.

Margie is moving out of its current spot to make way for still another "old friend"—Procter & Gamble's *The Law & Mr. Jones*, which P&G sponsored

last season in prime time. ABC-TV indicated 13 new episodes would be produced for the series which resumes April 19.

Meanwhile, CBS-TV partially confirmed and partially denied a report—issued by the comedian himself on *Open End*—that Jackie Gleason, one of CBS-TV's top name stars still under contract, might return in a weekly series next season. The network indicated that Mr. Gleason, of course, might, but nothing definite is in sight.

MGM-TV revealed it is adding a few pilots to those already in the works for next season (see story, page 56).

Freedoms group offers free tapes, jingles

A new jingle, "What Have You Done For Freedom Today," featuring singer Frankie Laine, will be offered to radio and tv stations as part of the 1962 Freedoms Roll-Call program scheduled for Feb. 15-28.

In addition to the freedom jingle, a celebrity album featuring 60-, 30-, 20-, and 10-second messages by television and motion picture stars is being offered

to all radio stations interested in the project.

Freedoms Foundation, a non-profit, non-sectarian, non-political organization, was founded in 1949 to urge Americans to rededicate themselves to the American ideal of freedom under the constitutional form of government.

Serving on the national publicity committee of Freedoms Foundation, with responsibility for planning each year's Roll-Call, are Sydney H. Eiges, vice president, NBC; Herbert Hahn, vice president, ABC; Joseph Keating, vice president, Mutual Broadcasting System, E. K. Meade Jr., vice president, CBS Inc.; and Edward Stanley, director of public affairs, NBC. Marvin Kemper, executive vice president, Richard Ullman Inc., arranged for the services of the celebrities.

Radio and television stations desiring to join in the Roll-Call activities should write to Freedoms Foundations, 60 East 42nd St., New York 17.

WFMY-TV covers TB experiment in Haiti

The fight against tuberculosis has long been a matter for world-wide concern, and this universality was demonstrated by WFMY-TV Greensboro, N.C., last month when it sent a reporter-cameraman team to Haiti to cover a government health project there. Their report told the story of the five-year study launched in December by the Republic of Haiti and the North Carolina Tuberculosis Assn. to determine the effectiveness of vaccines against the disease.

Tuberculosis is North Carolina's number one infectious killer, and its incidence in Haiti is similarly severe. The campaign linking the state and the Latin American nation will be conducted among natives of remote areas of Haiti which are considered "medically virgin."

The natives will be vaccinated against the disease with the varieties of serum presently available, including R1, a vaccine developed by the N.C. sanatorium system.

In covering the initiation of the project, WFMY-TV announcer Dave Wright and cameraman Buddy Moore spent a week in the Jeremie district of southern Haiti. Their report was presented by the station, under the title, "The White Plague," as part of its *Channel 2 Reports* series which has

COLORCASTING

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

NBC-TV:

Jan. 15-19, 22-24 (6-6:30 a.m.) *Continental Classroom*, contemporary mathematics.

Jan. 15-19, 22-24 (6:30-7 a.m.) *Continental Classroom*, American government.

Jan. 15-19, 22-24 (10:30-11 a.m.) *Play Your Hunch*, part.

Jan. 15-19, 22-24 (11-11:30 a.m.) *The Price Is Right*, part.

Jan. 15-19, 22-24 (12-12:30 p.m.) *Your First Impression*, part.

Jan. 15-19, 22-24 (2-2:30 p.m.) *Jan Murray Show*, part.

Jan. 15-19, 22-24 (11:15 p.m.-1 a.m.) *Jack Paar Show*, part.

Jan. 15, 22 (8:30-9 p.m.) *The Price Is Right*, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Jan. 16, 23 (7:30-8:30 p.m.) *Laramie*, part.

Jan. 17 (10-10:30 p.m.) *The Bob Newhart Show*, Sealtest through N. W. Ayer.

Jan. 17 (10:30-11 p.m.) *David Brinkley's Journal*, Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Jan. 17 (9-10 p.m.) *Perry Como's Kraft Music Hall*, Kraft through J. Walter Thompson.

Jan. 18 (10-11 p.m.) *Sing Along With Mitch*, Ballantine through William Esty, Buick through Burnett and R. J. Reynolds through Esty.

Jan. 19 (9:30-10:30 p.m.) *Bell Telephone Hour*, AT&T through N. W. Ayer.

Jan. 20 (9:30-10 a.m.) *Pip the Piper*, General Mills through Dancer-Fitzgerald-Sample.

Jan. 20 (10-10:30 a.m.) *The Shari Lewis Show*, Nabisco through Kenyon & Eckhardt.

Jan. 20 (10:30-11 a.m.) *King Leonardo and His Short Subjects*, General Mills through Dancer-Fitzgerald-Sample.

Jan. 20 (5-6 p.m.) *All-Star Golf*, Kemper Insurance through Clinton Frank, Reynolds Metals through Lennen & Newell.

Jan. 20 (7:30-8:30 p.m.) *Tales of Wells Fargo*, part.

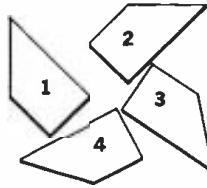
Jan. 21 (6-6:30 p.m.) *Meet the Press*, co-op.

Jan. 21 (7-7:30 p.m.) *The Bullwinkle Show*, General Mills through Dancer-Fitzgerald-Sample; Beech-Nut Gum through Young & Rubicam.

Jan. 21 (7:30-8:30 p.m.) *Walt Disney's Wonderful World of Color*, RCA and Eastman Kodak through J. Walter Thompson.

Jan. 21 (9-10 p.m.) *Bonanza*, Chevrolet through Campbell-Ewald.

Jan. 24 (10-11 p.m.) *David Brinkley: Our Man in Vienna*, Westinghouse through McCann-Erickson.



THE BIG BOYS GO where the buyers are . . . to the naturally rich Ark-La-Tex market. That's why major national companies are investing heavily here in distribution facilities, plants, and retail outlets. Their customers (over 1,000,000 in the area . . . 281,000 in metropolitan Shreveport) not only spend wisely . . . they choose wisely the TV station they believe in. In case you're not sure which one, ask Harrington, Righter and Parsons to give you the figures.



- United Gas Corporation headquarters 1.*
- Piggly Wiggly operators' warehouse 2.*
- Sears new department store 3.*
- Libby-Owens-Ford Glass Plant 4.*

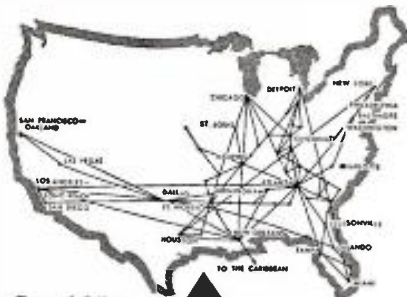
SHREVEPORT, LOUISIANA



in the
DELTA
tradition...



A second generation of air travelers is now flying Delta, pioneer across the South in 1929. In their lifetime the average fare has remained virtually constant, thanks to the Family Plan and Tourist service, available on every Delta 4-engine airliner, including jets.



General Offices:
Atlanta, Georgia

DELTA

the air line with the **BIG JETS**

54 (PROGRAMMING)

covered other feature and news-in-depth reports.

"The White Plague" showed how the Haitians lived, their physical condition, and the problem they face with TB. The program also explored Haitian medical facilities and details of the vaccine testing project.

The second half of the program was devoted to interviews with two North Carolinian medical specialists serving with the Haitian project. Experts feel that if the R1 vaccine is successful, it could result in 80% protection against tuberculosis.

H-B cartoons plans public stock issue

Yogi Bear and Huckleberry Hound have joined the tycoons of broadcasting. The company which their talent sparked to rapidly accelerating profits — Hanna-Barbera Productions — last week filed with the Securities & Exchange Commission to offer the public 200,000 shares of capital stock.

H-B Productions derives 77% of its income from tv cartoon programs, 7% from tv commercials and the rest from merchandising products associated with the cartoon characters and from motion picture cartoons. Currently on ABC-TV are the H-B "adult cartoons" *The Flintstones* and *Top Cat*; others on tv, the "family" group, are *Yogi Bear*, *Huckleberry Hound*, *Quick Draw McGraw* and *Ruff & Reddy*. All are sponsored programs. The programs are distributed through Screen Gems; proceeds vary from 10% to 40% depending on the type of distribution and the program series.

The company has 1,200,000 shares of capital stock (\$1 par) outstanding and \$500,000 in 5% convertible notes due Dec. 31, 1966. The public offering price of the 200,000 shares H-B seeks to register will be supplied at a later date, but the maximum is \$10 per share. Of the proceeds, \$900,000 will be used to construct a new building for expanded office and production facilities. The balance will be added to working capital and applied to production costs of new programs (in lieu of obtaining advances from distributors).

The popularity of cartoons as television program fare is reflected in Hanna-Barbera's profit and loss statements over the past three years:

	1961	1960	1959
Tv film rentals	\$4,791,474	3,229,054	1,232,156
Character merchandising income	793,184	242,429	13,562
Other income, principally from sale of tv commercials	427,565	278,337	156,944

Gross revenue	\$6,012,223	3,749,820	1,462,662
Net income	914,024	578,628	121,703
Earnings per share	76¢	48¢	10¢

Stock is currently closely held by the company's principals. William Hanna, president, and family trusts hold 39%; Joseph H. Barbera, vice president, holds 39%; George Sidney (former MGM producer-director), vice president, owns 22%. Animators and creators Hanna and Barbera each drew \$52,000 annual salary in fiscal 1961. They have entered into new contracts which will pay them each an annual salary of \$78,000.

The company claims Hanna-Barbera features are shown on tv and in theatres throughout the world (often in dubbed versions) except in Iron Curtain countries.

Stripper interests jury by 'Open End' testimony

Grand juries in New York City and Newark, N. J., last week were interested in hearing what a guest on David Susskind's *Open End* program on New Year's Eve might know about certain on-and-off-stage practices of striptease performers.

Libby Jones, who has been described as "the stripper with an intellectual approach," was scheduled to appear Friday (Jan. 12) before a New York grand jury for questioning about drink peddling by strippers, a practice that she told Mr. Susskind and his viewers on WNEW-TV New York goes on in New York, New Orleans, Miami and Chicago. The Essex County, N. J., grand jury in Newark also subpoenaed the performer to testify last Monday, but she was reported to have gotten permission to answer questions by mail.

Mr. Susskind's weekly two-hour discussion show (Sun. 9-11 p.m.) featured five strip artists on Dec. 31, 1961, in a discussion, "The Bare Facts—the Art of Strip Teasing." The show had been taped 12 days earlier.

23 stations begin using TAC programming wares

Television Affiliates Corp. reports member stations started using about 30 programs from its library of cultural and informational tv shows this month. The Trans-Lux Corp. subsidiary has 23 member stations. TAC selects its programs from those produced by local tv stations across the country. Producer stations earn revenue based on a formula of performance credits. The number of credits each program receives is determined by running time of the show, size of each market where the show is telecast, and total number of

BROADCASTING, January 15, 1962



SPOTMASTER—FIRST WITH STEREO

NOVEMBER 25, 1961—Today at WTFM, Fresh Meadows, L.I., N.Y., Spotmaster scooped the cartridge industry by having the first stereo cartridge tape equipment on-the-air in actual commercial station operation. WTFM, broadcasting 24 hours-a-day...

Spotmaster, manufactured by Broadcast Electronics, proved once again why it is the recognized leader in Cartridge Tape equipment by installing the first commercially accepted stereo cartridge tape playback/recording equipment. Broadcast Electronics salutes radio station WTFM, first on the air with stereo, first on the air with Spotmaster stereo.

If you would like to know more about the superb performance of our Stereophonic as well as our Monophonic units—call, wire or write today.

BROADCAST ELECTRONICS, INC.
8800 Brookville Rd., Silver Spring, Md. Dial JU 8-4983



Spotmaster

SOLD NATIONALLY BY: Visual Electronics Corp., 356 West 40th St., N.Y., N.Y., Richard H. Ullman, Inc., 1271 Ave. of the Americas, N.Y., N.Y., CANADA—Northern Electric Co., Ltd., 250 Sidney St., Belleville, Ontario, AUSTRALIA—Simon Gray Pty., Ltd., 28 Elizabeth St., Melbourne, C.1.

TvQ's top ten for November by income

(Percentage of viewers familiar with a show who consider it "one of my favorites.")

Rank	Program	Total Audience TvQ	Less than \$5,000 TvQ	\$5,000-\$7,999 TvQ	\$8,000+ TvQ
1	Ben Casey (ABC)	50	49	53	48
2	Saturday Night Movies (NBC)	49	54	46	45
3	Bonanza (NBC)	48	54	40	45
4	Disney World of Color (NBC)	46	48	45	43
4	Red Skelton (CBS)	46	50	40	45
6	Andy Griffith Show (CBS)	45	51	38	38
6	Sing Along With Mitch (NBC)	45	47	46	37
8	International Showtime (NBC)	43	50	40	28
8	Wagon Train (NBC)	43	51	33	38
10	Gunsmoke (CBS)	42	48	35	37
10	Perry Mason (CBS)	42	46	35	45

© Home Testing Institute Inc., 1961

telecasts the program receives during the year. TAC has about 20 producer stations, according to the spokesman, originating mostly half-hour presentations.

Station members pay a fee each year, varying with market size.

Perjury trial set for quiz winners

The trial of 11 remaining quiz-show contestants who have not pleaded guilty to perjury is set for Wednesday (Jan. 17). A justice in special sessions court in New York on Jan. 10 ordered the defendants to prepare for trial after assistant district attorney Joseph Stone told the court that it's "time we disposed of this thing."

Warrants for the arrest of quiz-show winners Charles Van Doren, Mrs. Terry Curtis and Neil Wolf, all of whom face trial this week, were issued Jan. 10 when they failed to appear for pre-trial hearing. Their lawyers explained to Justice Edward F. Breslin that the absences occurred through a misunderstanding of instructions on whether it was necessary for the defendants to attend. Justice Breslin stayed execution of the arrest warrants until the trial date.

On Wednesday, former contestant Mrs. Patricia Sullivan, White Plains, N.Y., pleaded guilty to second-degree perjury and received a suspended sentence. She had won \$14,300 on *Tic Tac Dough*. Seven other contestants, of an original 19 charged, previously entered guilty pleas and received suspended sentences.

Mr. Stone said the first case he would try this week would be that of David Mayer, a New York psychologist, who won \$47,500 on the former *Twenty-One* series (NBC-TV). Others to be tried besides Messrs. Van Doren and Wolf and Mrs. Curtis are: Paul Bain, Morton Harelik, Richard Klein, Patricia Nance, Ruth Klein, Henry Bloomgarden and Elfrida von Nardroff.

Program notes...

Television innovation ■ A single story, comprising three successive broadcasts of a weekly program series, will go on the air next month when "Lassie's Odyssey" occupies the Feb. 18, Feb. 25 and March 4 broadcasts of *Lassie* on CBS-TV Sun., 7-7:30 p.m. Sponsored by Campbell Soup Co., *Lassie* is produced by Wrather Corp.

Stripping 'Divorce Court' ■ Storer Programs Inc. reports it has made its *Divorce Court* hour-long series available on a Monday-through-Friday basis. Heretofore the syndicates series of 130 programs had been offered only on a once-a-week basis. Sales manager Jacques Liebhenguth said seven stations have bought *Divorce Court* for across-the-board presentation.

Series star signed ■ Martin Gabel, Broadway and tv star, has been signed

MGM breaks its own tv production record

PLANS TOTAL OF 12 SERIES FOR ALL 3 NETWORKS

Metro-Goldwyn-Mayer last week announced it is at the "highest tv production peak in the studio's history." The motion picture company launched two new pilot shows last week, bringing to 12 the total number of current and new series now in pilot or regular production.

Up to this point, MGM-TV has had *Cain's Hundred*, *Dr. Kildare* and *National Velvet* (all NBC-TV) and *Father of the Bride* (CBS-TV) representing its tv effort. Last week, it became apparent that MGM-TV next season will be working for all three networks.

This stepped-up tv production coincides with the promotion of Robert M. Weitman, vice president in charge of tv operations since May 1960, to vp and studio administrator of MGM. This takes Mr. Weitman, who retains his tv responsibilities—at least for now—to the top rung at the overall motion picture company. (Also see WEEK'S HEAD-

by MGM-TV to star in a new half hour series, *The Adventures of Hercule Poirot*. The series is based on the mystery stories of the same name by Agatha Christie.

Opera repeat ■ The NBC Opera Co.'s production of Mozart's "Don Giovanni," broadcast originally in April 1960, will be repeated in color Sunday, Jan. 28 (NBC-TV, 2:30-5 p.m. EST). Producer is Samuel Chotzinoff.

Film sales...

Adventures of the Sea Hawk (Tv Marketeers Inc.): Sold to WGAL-TV Lancaster, Pa. Now in 11 markets.

Dr. Hudson's Secret Journal (Tv Marketeers Inc.): Sold to WXEX-TV Richmond-Petersburg, Va.; WLWC (TV) Columbus, Ohio; WTCN-TV Minneapolis-St. Paul; KTVI (TV) St. Louis. Now in 49 markets.

Waterfront (Tv Marketeers Inc.): Sold to WAVE-TV Louisville, Ky.; WFIL-TV Philadelphia; WGAL-TV Lancaster, Pa.; WEWS (TV) Cleveland, and KTVI (TV) St. Louis. Now in 45 markets.

Mayor of the Town (Tv Marketeers Inc.): Sold to WJZ-TV Baltimore and WLWC (TV) Columbus, Ohio. Now in 10 markets.

Tarzan (Banner Films): Sold to KPIX (TV) San Francisco; WKRC-TV Cincinnati; KSYD-TV Wichita Falls, Tex.; WISC-TV Madison, Wis.; and KALB-TV Alexandria and KPLC-TV Lake Charles, both Louisiana. Now in 130 markets.

LINERS, page 10).

MGM-TV's new pilots are the hour-long *333 Montgomery* in association with NBC-TV and the half-hour *Adventures of Hercule Poirot*, which may be inserted as an episode in the *General Electric Theatre* series sometime this season, on CBS-TV. Three pilots already filmed and now in final editing and scoring: *Johnny Dollar* (Project III Enterprises production for MGM-TV), *The Search*, starring Jeremy Slate, and *The Eleventh Hour* with Wendell Corey in the lead. The last two are spin-offs from *Dr. Kildare* and will be seen Feb. 1 and March 8 respectively.

Nearly ready for shooting are other pilots: *The Human Comedy* for ABC-TV, and *Andy Hardy* for NBC-TV. These two are half-hours. A half-hour series, *Zero One*, is being co-produced with the BBC. The series starts on BBC in February, and will be distributed in the U. S. by MGM.

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more
for the
money



In 1959 Kern county petroleum production was over \$287 million — 29% of the California total. (Source: Bureau of Mines.)

You're talking to consumers with incomes well above average when you use the Beeline stations. In Bakersfield, for example, effective buying income per household is \$8095* — 27% higher than the national average, 16% higher than California's average. This is sales potential for your product.

Beeline's KERN helps you tap it. In fact, throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — and at the lowest cost per thousand (Nielsen, SR&D).

*Sales Management, May, 1961

BROADCASTING, January 15, 1962

McClatchy
Broadcasting
Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE





FIRST
in **Acceptance**

FIDELIPAC

**AUTOMATIC TAPE
CARTRIDGES by
CONLEY**

The cartridge that made station
automation possible



Fidelipac Tape Cartridges by Conley. First and still best. Result! More successful broadcasters use Fidelipac Cartridges by Conley than any other.

Fidelipac assured dependability—its greater acceptance—result from these features:

- easily handled • easily stored
- easily reloaded • minimized tape breakage
- your present equipment was made to handle Fidelipac
- increased tape life • varying sizes permit programming from seconds to hours on a single cartridge
- automatically cued and ready for instant use
- technical perfection in every detail.

Be sure every time . . . put efficiency, economy, quality into your broadcast operations by putting Fidelipac Cartridges by Conley to work for you . . . for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths
In Three Cartridge Sizes:

Model 300 —with up to 300 feet of single coated tape

Model 600 —with up to 600 feet of single coated tape

Model 1200 —with up to 1200 feet of single coated tape

Ask for
FIDELIPAC "THE STANDARD OF THE INDUSTRY"
from your regular source of supply



CONLEY

**CONLEY ELECTRONICS
CORPORATION**

1527 Lyons Street • Evanston, Illinois

GOVERNMENT

HOUSE UNIT SETS HEARINGS

Deintermixture, clear channels two of four topics prepared by House Communications Subcommittee

The House Communications Subcommittee, giving every indication of intending to get off to a running start in the new session of Congress, began preparing last week for four hearings affecting broadcasters.

As disclosed by Subcommittee Chairman Morgan Moulder (D-Mo.), they will deal with:

▪ The FCC's plan to deintermix eight markets by withdrawing the vhf channels.

▪ Deintermixture and all-channel-set legislation. Congressional opponents of the FCC plan to deintermix eight markets by withdrawing their vhf channels have introduced nine bills to block the move. Five of the bills, however, incorporate the FCC-requested legislation to require manufacturers to build only all-channel television receivers (See story, page 27).

▪ Clear channels. The FCC proposal last year to break down 13 of the 25 Class 1-A clear channels produced a rash of bills aimed at denying the commission the authority to duplicate any of the remaining clear channels.

▪ Daytime broadcasters. This will mark a resumption of hearings begun last year on the perennial request of daytime-only broadcasters for permission to operate from at least 6 a.m. to at least 6 p.m.

▪ Communications satellites. The full Commerce Committee held hearings on this subject last year. The planned sessions, Rep. Moulder indicated, will deal largely with the controversial question of whether the U. S. space communications system should be owned by private interests or the government.

Rep. Moulder ticked off these subjects after conferring with Rep. Oren



Champaign campaigns to retain vhf ch. 3

WCIA (TV) Champaign, Ill., claims a potential audience of approximately one million persons and the FCC can be excused if it thought 999,999 of them had descended on Washington last week. The viewers of WCIA, incensed over the commission's announced plan to delete the station's vhf ch. 3 and replace it with a uhf channel, flooded the FCC with petitions against the proposal. Above are a portion of the 21

large boxes used to air freight 523 petitions from the "undersigned viewers of ch. 3 in central Illinois and western Indiana."

Each petition bore 15 to 250 signatures. All were addressed to members of Congress in addition to the FCC. Unpacking the "strong" objections to the plan to make the area all-uhf are Clara Fairall (c), chief of the FCC's Mail & Files, Sandra Parrish (l) and Irene Sawyer.

THE DAY **a man came home**



If this man looks familiar, it's because he is.

Steve Allen is looking at a scene from his boyhood. Soon Chicago will look at Steve and with Steve when he comes "Home Again." That's the name of the new series WBKB will initiate this winter.

Another home town boy who will attempt to recapture his past is Archibald MacLeish, prize-winning poet, public servant and well-known educator. From time to time we hope other famous Chicagoans will come "Home Again."

"Home Again" is warm, full of heart. It's humorous, sprinkled with chuckles. It's thoughtful, laced with nostalgia.

It's typical of WBKB's over-all programming in that it is different.

That's the sort of television station we run here in Chicago. It comes naturally to us because of the "Climate of Creativity" that pervades the studios and offices of Channel 7.

Are **your** clients taking advantage of WBKB's "Climate of Creativity"?

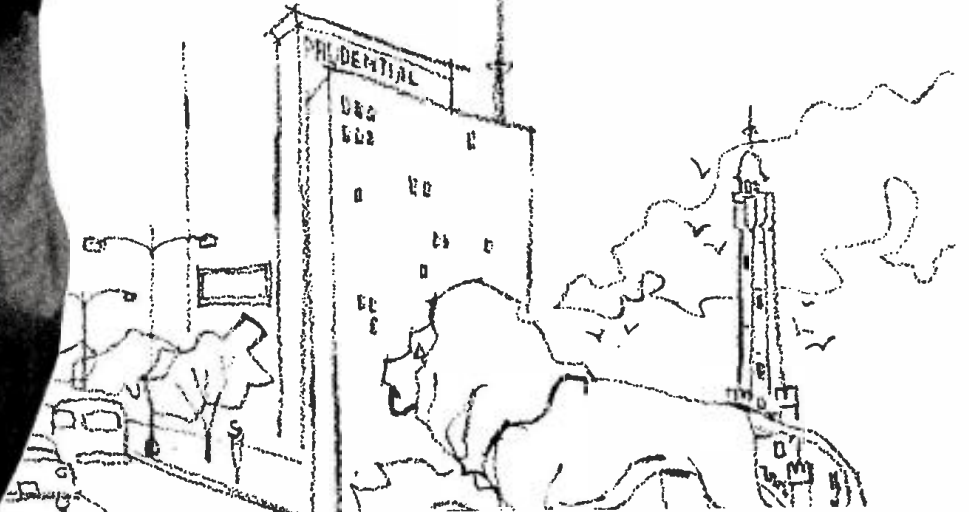
A GOOD
CHICAGO HABIT

WBKB
CHICAGO'S
CHANNEL

7
abc

America's most exciting network!

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.



Harris (D-Ark.), chairman of the full committee, before the 87th Congress reconvened on Wednesday. But in answer to a question, he indicated additional hearings may be in the offing.

He expressed considerable interest in network-regulation and licensing bills introduced in the House early last year. "I think hearings should be held and consideration given to the matter," he said. "I don't see why networks shouldn't be subject to regulations, as stations are."

The Senate Communications Subcommittee plans to hold hearings on an FCC-drafted network-regulation bill when the commission completes its own network-programming hearing, beginning on Jan. 24.

FCC to keep ch. 7 at Calais, Maine

The FCC last week changed its mind about its action of April 19, 1961, and decided to keep ch. 7 at Calais rather than shift it to Bangor, both Maine.

The vote was 4-3 on each of the questions involved—whether the channel should be shifted back to Calais and whether it should be reserved for educational use.

The commission shifted the channel to Bangor last year because it saw a need for a third commercial service in that city. In so doing, it recognized that Calais was still without any U. S.-originated service, commercial or educational, but assumed a satisfactory solution to the problem would be found—possibly through the introduction of uhf. However, difficulties "not previously apparent" with regard to conversion were seen when it was found that "about 90% of the homes in that area" have vhf-only receivers. This, together with indications that ch. 7 would receive earliest use if returned to Calais, led the commission to reconsider.

The FCC emphasized that, although it is not reserving ch. 7 for educational use at Calais, it is not deciding against possible etv operation on that channel. The agency noted that both commercial and educational interests may apply, and if they do, use of the channel will be decided in a comparative hearing in which "the public interest question . . . may be fully explored."

One application for the facility already has been filed—by Community Telecasting Service, commercial licensee of WABI-TV Bangor.

Chairman Newton Minow and Commissioner Rosel H. Hyde concurred in moving ch. 7 back to Calais but voted for educational reservation; Commissioners John S. Cross and T. A. M. Craven voted to keep the channel in Bangor for commercial use. Commissioner Robert E. Lee dissented altogether.

FCC, NASA ideas on satellites vary

AGENCIES DIFFER OVER WHO WILL OWN, RUN, WATCH

President Kennedy told Congress last week that he would shortly propose legislation to set up a space communications system. He did not amplify these remarks.

It is known that the President's Space Council, which is headed by Vice President Lyndon B. Johnson, has submitted a draft bill to establish an operating satellite communications system. No details have yet been released.

Meanwhile, both the FCC and the National Aeronautics & Space Administration have drafted proposed legislation to implement the system.

The FCC maintains its position that the operating corporation should be owned by international common carriers—with additional ownership by domestic carriers to be permitted at the commission's discretion.

The commission's draft proposes that there be one representative director from the State Dept., one from NASA and one from the FCC. None of these three would have a vote. Each international carrier investing \$500,000 or more would be entitled to two directors, the FCC bill suggests, with carriers not subscribing entitled to a single director collectively. The FCC proposal provides for close supervision over standards, rates and usage by the FCC—all as part of an amendment to the Communications Act.

The NASA bill would establish a new agency to own and operate the space system. It provides that the President would be the controlling element in the corporation, established with a 9 to 13 member board. The NASA bill would limit ownership by one company to not more than 15% of the authorized common stock, and not more than 25% of the outstanding common stock. This version would also provide that NASA shall advise on the establishment of technical standards.

FCC officials feel the NASA version is too broad and puts the space agency into areas in which it is not expert (such as technical requirements for the space communications system). It has maintained that ownership at this time should be limited to international common carriers, since space communications will be a supplement to existing radio and cable overseas communications (not a new competitive service).

In other space activities:

■ Dr. Harold S. Black, Bell Labs scientist, said that NASA's rigidized passive Echo II balloon and AT&T's Telestar active relay satellite probably will be put into orbit this spring.

■ Rep. Moulder (D-Mo.) announced that his communications subcommittee

of the House Commerce Committee will hold hearings on space communications shortly. Senate Commerce Committee officials said they will wait until the President's recommendation is submitted.

■ Sen. Robert S. Kerr (D-Okla.) introduced a proposal to establish a \$500 million corporation to develop and expedite a world-wide satellite communications system through the efforts of both government and private enterprise.

■ Sen. Hugh Scott (R-Pa.), a member of the Senate Commerce Committee, said last week that he believes the program should be supervised by the government, but administered by private enterprise. He said he favors the proposals which call for ownership of the satellites by international common carriers.

■ Rep. Horace Seely-Brown (R-Conn.) defended the recommendations of the industry committee against charges they would lean to monopoly control of the satellite system in a letter to FCC Chairman Newton N. Minow.

Superior gets STA to keep WIOS on air

So that the only am service in the Tawas City-East Tawas, Mich., area might not be discontinued, the FCC last week granted Superior Broadcasting Co. temporary authority to operate WIOS, the license of which has been revoked effective March 20 (BROADCASTING, Dec. 25, 1961).

The commission further waived its rules and placed Superior's application for permanent operation on WIOS's facilities (1480 kc, 1 kw, D) at the top of its processing line.

Superior, to which sale of the station from Roger H. Underhill was pending when the revocation proceeding was instituted in March 1961, filed the application for permanent authorization, together with a request for the STA and rule waiver, after Mr. Underhill informed the FCC he would close down the station Jan. 13 (BROADCASTING, Jan. 8).

The commission on Dec. 20, 1961, revoked Mr. Underhill's license for WIOS because it found him guilty of misrepresentation, lack of candor and other violations in connection with the application of Capitol Broadcasting Co. for a new am station in East Lansing, Mich., in which he owned a 35% interest. Mr. Underhill had waived a hearing on the WIOS revocation proceeding.

PROMISES?

Will your advertising's promise of profits be kept?

Every investment in advertising is made in the expectation of a profitable return.

Some expectations are more valid than others, for there is a great deal that the best advertising agencies can do to help eliminate profit risk.

They can, for example, develop realistic situations which will tell you how many prospects are likely to notice, pay attention to and remember your advertising.

They can tell you how your advertising is likely to affect people: whether it will leave them hostile or friendly, indifferent or interested.

They can test products and prices and packages. Actual market tests they conduct will indicate a campaign's selling power, perhaps strengthen it.

And in addition, they can develop a great deal of realistic information about the size, and the profit potential, of the *market position* you intend to give

your product. All this is available to you through ably directed and skillfully conducted research.

You need not think of this research as a substitution, by any means, for the great men of management and advertising who sense and perceive what the public is going to want—even before the public *knows* what it wants and can tell the researchers the facts.

You need not think of research as a substitute for the creative selling idea.

But isn't all the information research can provide a highly important aid to you in making a *well-informed* judgment? Can't it be a real help in cutting down profit risk?

Today—when profit margins are tighter than ever—you will undoubtedly want to look for the best over-all agency service, including the best research you can get.

YOUNG & RUBICAM, Advertising

SPEAKER MAY TAKE RADIO-TV STAND

He's committed, if Rep. Meader makes promised inquiry

The conditions under which House Speaker John W. McCormack (D-Mass.) has said he will take a stand on whether radio-tv coverage of House committee hearings should be authorized may be fulfilled this week.

The first was that he be firmly in the speaker's chair, which he was as of last Wednesday; the second was that a parliamentary inquiry be raised, which may come this week.

Rep. George Meader (R-Mich.), who since 1955 has futilely sought reversal of the late Speaker Sam Rayburn's ban on radio-tv access to hearings, said he plans to raise the issue on the House floor. He has already discussed the matter informally with the speaker, and last week was preparing a brief to support his position that House rules do permit committees to decide for themselves whether to allow camera and microphone coverage of hearings.

Rep. Meader has a staunch supporter in Rep. Francis E. Walter (D-Pa.), a veteran legislator high in the Democratic House hierarchy. Rep. Walter on several occasions tried to get Speaker Rayburn to lift the ban on radio-tv, and has discussed it with the new speaker.

But if Rep. McCormack adopts the Rayburn interpretation — that since House rules do not expressly provide for radio-tv coverage it cannot be allowed—Rep. Meader has a fall-back position. He will ask the Rules Committee to reverse its decision of a year ago on a resolution he introduced to

authorize radio and television broadcasts of House hearings.

New Hope from Rules ■ The committee then voted 8-6 to shelve the issue (BROADCASTING, Feb. 27, 1961). But that was after Speaker Rayburn threw his weight against the proposal. Rep. Meader feels that, with a new speaker, there is some hope now that the committee might be willing to permit the question to come up for a House vote.

Rep. Richard Bolling (D-Mo.), a member of that committee, said last week, however, that while telecasts of House chamber sessions might be in the public interest, he will oppose any proposal to broadcast committee hearings. But he acknowledged there is "a chance" Speaker McCormack may permit radio-tv coverage of committee sessions. He expressed that view on the *Mark Evans Show* on WTTG (TV) Washington Jan. 7.

Meanwhile, an effort parallel to Rep. Meader's, but somewhat more cautious, is being made by another member of the Michigan delegation, Rep. Martha W. Griffiths, a Democrat. She has long favored radio-tv coverage of sessions of the House as well as of committee hearings, and has introduced resolutions to allow coverage since 1956.

She said last week she will "sound out the possibilities" for a change in the Rayburn ruling in talks she plans this week with Speaker McCormack and members of the Rules Committee. That committee was to have taken up

her resolutions last year, but considered Rep. Meader's proposal instead when she failed to appear at the hearing. She said at the time that she was stranded in Detroit by lack of transportation, but there were some suggestions that she was absent on Speaker Rayburn's advice.

Examiner denies plea by WREA for renewal

Hearing Examiner Jay A. Kyle last week dismissed with prejudice the application of WREA East Palatka, Fla., for renewal of license because the applicant failed to publish a notice that the FCC had set the case for hearing (BROADCASTING, Oct. 23, 1961).

WREA, which has been dark since last winter, is owned by Peter, Anthony and Concetta Corrado. The station's renewal application was set for hearing on questions of unauthorized transfer of control, financial qualifications and going off the air without authority, among other issues.

FCC refuses to clear Tedescos of charges

The FCC last week refused to issue a declaratory ruling that Tedesco Inc. and its principals, Nicholas and Victor Tedesco, have not been engaged in trafficking in broadcast licenses. Such a question against Tedesco had been raised by the commission in setting for hearing the application of Tedesco to purchase WMIN St. Paul, Minn.

The Tedescos had asked for such a ruling by the commission and recon-

NBC's behind the cameras for the FCC's blue shirt day

Radio and television will give extensive coverage to the FCC network hearing, scheduled to start Jan. 24 in Washington, judging by network and station plans at the weekend.

A pooled pickup of the proceedings by NBC was approved Jan. 11 by the FCC after a flurry of excitement about a union jurisdictional problem involving the National Assn. of Broadcast Employees & Technicians. Comr. Robert E. Lee notified the network it had been given permission to originate the hearing on a pooled basis.

A meeting of those interested in coverage of the hearing was scheduled at 10 a.m. today (Jan. 15) at the FCC secretary's office. Technical details of the coverage will be discussed. Comr. Lee, who has handled this phase, will attend.

The details of lighting the dimly-illuminated hearing room will be discussed. The Commission originally directed that only available lighting would be permitted.

Last Dec. 12 the Commission granted coverage permission to G. Bennett Larson, head of Washington, D. C., Television & Program Service, production firm. The letter from Chairman Newton N. Minow specified that exclusive coverage would not be permitted, and that a pooling arrangement would be necessary should others want to participate.

When NBC went to the Commission with a request to originate the hearings the network was referred to Mr. Larson. At this point, it's understood, NBC was reminded by NABET that the network cannot, under its union's contract, take a

pickup from Mr. Larson's firm (which is an independent producer) though this firm reportedly has a NABET contract, too.

Mr. Larson agreed to step aside to let NBC originate the testimony for the pool. His firm will take its feed from the pool. NBC originally had wanted to take the hearing from the Larson firm because NBC is a party in the proceeding.

The FCC hearing was first scheduled to start Jan. 23. The date was changed last week when CBS noted a space shoot is scheduled that day.

Triangle Stations announced Jan. 11 that all stations in the group will cover the hearing. It plans to offer testimony by network presidents along with other significant developments. Live highlights will be given during the day, with special evening excerpts.

sideration of the proposed hearing issues in the WMIN transfer. A hearing on the \$200,000 transfer was ordered by the FCC on trafficking questions involving both Tedesco Inc. and WMIN majority owner, William F. Johns (BROADCASTING, July 3, 1961).

WMIN had asked the FCC either to approve the transfer without a hearing or to dismiss the application. The commission denied the first request and Hearing Examiner Jay A. Kyle then dismissed the sale application, with prejudice. Chairman Newton N. Minow dissented to last week's order refusing to clear Tedesco Inc. on the grounds all the licensee's sales and purchases have been approved by the FCC without question in the past and that a general rule is needed rather than singling out one applicant.

Biloxi ch. 13 grant switched to WLOX

What the FCC gives, it also may take away.

And, the FCC last week "took away" a 1957 grant of ch. 13 Biloxi, Miss., to Radio Associates Inc. (WVMI Biloxi) and gave the channel to competing applicant WLOX Biloxi. The action was taken on a 3-2 vote with two commissioners abstaining.

WVMI lost out on a re-evaluation of the comparative criteria following a court remand to determine the terms and conditions of a loan agreement between Edward Ball and Radio Assoc. and whether Mr. Ball is a party to the application. On reconsideration, the FCC concluded that Mr. Ball "represents in the fullest sense of operational control the type of principal who is a significant factor of great importance in the comparative assessment of the applicants."

WLOX, principally owned by Mr. and Mrs. J. S. Love Jr., emerged from the new comparison with pronounced gains in local residence and civic participation, broadcast experience and integration of ownership with management, the commission said. These gains, the FCC ruled, are not "counterbalanced" by any gain for Radio Assoc.

WVMI-TV was never constructed and ch. 13 has been used on a temporary basis by WVUE (TV) New Orleans. Favoring WLOX in last week's decision were Chairman Newton N. Minow and Commissioners Frederick W. Ford and T. A. M. Craven. Commissioners Rosel H. Hyde and John S. Cross dissented while Commissioners Robert T. Bartley and Robert E. Lee did not participate because they did not hear oral argument in the case.

PORTER CHARGES FCC CENSORSHIP

He demands that FCC kill charges against Fredericks

A former chairman of the FCC last week charged that agency with program censorship.

Paul A. Porter, Washington communications attorney and 1944-46 chairman of the FCC, raised the question of that agency's interference with programming in a 23-page legal memorandum defending Carlton Fredericks' *Living Should Be Fun* health-diet-nutrition program.

The FCC on Dec. 6, 1961, sent a letter of inquiry to 50 radio stations carrying the Fredericks' program raising questions of fairness and the possibility of hidden sponsorship because of the inter-relations of Mr. Fredericks, C. F. Productions Inc., Curtis Advertising Co., and Foods Plus Inc. (BROADCASTING, Dec. 18, 1961). All are in New York.

By raising the question of the controversial issues-fairness doctrine, the commission presumably has prejudged the issue, Mr. Porter said in his memorandum submitted to the FCC and sent to the radio stations carrying the Fredericks program. This, he averred, is censorship by indirection. The commission is forbidden to censor programs by Sec. 326 of the Communications Act.

The program is not a controversial public issue, Mr. Porter stated; there's nothing controversial about health and diet. And, assuming it were, Mr. Porter said, the program has included guests who disagree with Mr. Fredericks' views. In fact, Mr. Porter added, Mr. Fredericks himself during his programs has quoted from speakers and publications that hold views at variance with his.

Nor, Mr. Porter continued, is there any hanky-panky about sponsorship identification. Mr. Fredericks is the sole producer and owner of his radio program. C. F. Productions Inc., which distributes the *Living Should Be Fun* program for a 20% commission on gross billings, guarantees a monthly minimum to Mr. Fredericks and that's all. There is no other relationship between Mr. Fredericks and C. F. Productions.

Curtis-C. F. Connection — Curtis Advertising Co. is the advertising agency for C. F. Productions. Curtis, which receives nothing more than the regular 15% commission from C. F. Productions, is owned by Lawrence R. Curtis and his wife. Mr. Curtis is 50% owner of C. F. Productions; the other 50% of C. F. Productions is owned by Robert Dave Nathan, who is director of radio-tv for the Curtis Advertising Co. Both Curtis and C. F. Productions are

at the same New York address. Mr. Fredericks, Mr. Porter stressed, has no interest in the advertising agency.

Mr. Fredericks does have a consultancy contract with Foods Plus Inc., mail order vitamins, Mr. Porter acknowledged. He receives \$200 a week for this service, which includes permission to use of his name, photograph and other material in merchandising Foods Plus products. He also turns over to the food company all mail received from radio, tv and other public appearances. It is used in connection with the merchandising of Foods Plus products.

Foods Plus' advertising agency is Curtis Advertising, Mr. Porter said. Foods Plus has a standing order with Curtis Advertising to purchase spot announcements on those stations which have just begun carrying *Living Should Be Fun*. Other national advertisers (Blackberry Julep and Mountain Valley Water) have similar standing orders with Curtis Advertising, Mr. Porter pointed out.

In none of these relationships, Mr. Porter stressed, is there any understanding or agreement that money shall be paid for inclusion of any matter in the Fredericks' program.

Mr. Porter asked the FCC to advise him quickly that the stations to which the letter of inquiry had gone are free to use the Fredericks program and that the allegations are unfounded.

FCC has no authority to regulate catv—NCTA

The National Community Television Assn. last week told the FCC that agency has no jurisdiction for control over community antenna systems and that a proposal to exercise such regulation via rules pointed at broadcast licensees is illegal and unworkable.

The NCTA comments were made in an opposition to a request by WBOY-TV Clarksburg, W. Va., one of the Friendly Group stations, that the FCC rein in catv operators by making it illegal for a tv station to permit its programs to be carried by a catv system in a market served by a local tv station which broadcasts the same program (BROADCASTING, Dec. 18, 1961).

NCTA said that the FCC already has ruled it has no authority over cable companies and that the proposed rule would be doing by indirection what the commission has said it cannot do directly. Congress has turned proposed legislation to give the FCC jurisdiction over catv, the NCTA brief stated.

A rosy report on color tv, stereo fm

NARDA HEARS SET MAKERS' OPTIMISTIC PREDICTIONS FOR 1962

Color television prospects brightened last week in the eyes of RCA, color's biggest investor and promoter.

RCA's hopes are pinned on two facets of color set expansion: a rise in retailing of its sets and in the increased use of its color tv picture tubes.

Raymond W. Saxon, marketing vice president of RCA Sales Corp., said color has become "the favorite rich uncle" of tv retailers, and will account for more and more of their profits as time goes on.

He told the annual convention of the National Appliance Radio-Tv Dealers Assn. in Chicago last Tuesday that



Mr. Saxon

RCA's distributor-to-dealer color set sales in the three weeks before Christmas were 101% higher than in the same period of 1960, and that total 1961 sales were up 51% from 1960. The last quarter of 1961, he said, will be known as "the turning point in color television."

The sales gains shown by color tv in 1961 "show excellent promise of continuing right through 1962," Mr. Saxon said.

Portables Up ■ He warned the dealers that more and more of their profit on black-and-white sets will be coming from low-margin items, especially portables.

During the next five years, he predicted, tv set sales will average close to six million receivers a year, but "of these total sales, lower-priced merchandise with traditionally lower profit margins will continue to increase its share of the total black-and-white market."

He ventured that low-margin portables will represent 80% of the black-and-white market in 1966, as compared to 58% now. The dealer's profit outlook, he said, will be much brighter if he moves "more aggressively" into color television, where there are "built-in opportunities for dealers who are salesmen first, and not simply checkout counters."

During the last quarter of 1961, Mr. Saxon said, some distributors reported their color-set volume was three times what it was in the same period of 1960. By the end of 1961, the color inventories of both dealers and distributors were exhausted in most areas, he reported.

Boost In Demand ■ RCA said it

plans a \$1.5 million expansion of its current \$10 million color tv picture tube plant to meet an anticipated 250% boost in industry demand this year. The plant is at Lancaster, Pa. Color tube production there is at a record rate, D. Y. Smith, vice president and general manager, RCA Electron Tub Div. reports. He adds that production has doubled in the last year alone. It's Mr. Smith's contention that RCA wants to be prepared to supply a quantity of "high quality" color picture tubes should every major tv manufacturer begin marketing a color set.

The expanded facilities are expected to be operating by the second half of this year.

Mr. Smith's projection is of a \$200 million volume status for color tv this year, or twice the volume of two years ago.

From 6 to 10 Million ■ Edward R. Taylor, executive vice president of the Consumer Products Div. of Motorola



Mr. Taylor

Inc., told the radio-tv dealers that the annual sales total of 6 million tv sets could be boosted as high as 10 million if dealers would stop "gimmick" merchandising and concentrate on building the second-set market. He observed that there

are more two-car American families today than two-tv set families, not to mention the multiple radio set market that developed only in the past few years.

A bright market for stereo fm sets was predicted by J. B. Anger, Zenith Sales Corp., if dealers will cooperate more with local fm stations in mutually beneficial promotions. He said live demonstration is the most effective sales device for stereo. Mr. Anger cited sponsor support afforded by major manufacturers of fm stereo programs in many markets.

The Zenith executive predicted that by April 1 there will be 194 fm stations in the country broadcasting stereo fm programs. By June 1, the total would be 225 stations on stereo, and by the end of the year 261 stations, he said. At the present there are 56 fm stations stereocasting, according to survey statistics compiled by Zenith.

No Premiums ■ S. R. Herkes of Motorola went on the record strongly against the "I. D. tape plans" now mushrooming among food store operators. By the "instant dividend" arrange-

ment, major appliances, including radio-tv sets, are offered as discount premiums to be partially paid for by food store cash register receipts. He asserted that such plans tend to destroy consumer confidence in the quality of the appliance product offered, and to undermine the long-range market potential of the appliance dealers involved.

Sam Jenkins, Majestic International Sales Corp., predicted that the next mass volume consumer product in the electronics field would be the tape recorder, emphasizing that the tape recorder for home use is just at its sales threshold. The tape explosion in business and industry clearly indicates the big consumer market potential, he said.

Radio-tv and appliance dealers should experience a sales spurt of eight to ten % during 1962, according to Richard Snyder, NARDA economist.

Continental to build 1 megawatt transmitter

A \$1,250,000 contract to manufacture and install a 1-megawatt standard broadcast radio transmitter for the United Arab Republic was announced last week by Continental Electronics Mfg. Co., subsidiary of Ling-Temco-Vought Inc., Dallas.

Thomas B. Moseley, Continental sales director, said the transmitter would be delivered to Alexandria, Egypt, within 12 months and would be operative within 18 months.

The contract closely follows award to Continental of two multi-million dollar contracts for vlf military radio transmitters by the L-T-V subsidiary. One is a \$10.5 million contract to design and construct a NATO fleet communications radio station in England; the other is to design for the Pacific fleet communications an installation similar to the \$70 million Atlantic fleet radio in Cutler, Me., which Continental completed earlier this year.

Technical topics...

STEP system ■ A Chrono-log STEP (Sequential Television Equipment Programmer) system has been installed at WTVR (TV) Richmond, Va. STEP automatically switches video and audio during station breaks. The system was purchased from the Chrono-log Corp., Broomall, Pa.

New antenna ■ The Crush Craft Co., Manchester, N. H., presents its new vhf-uhf antenna for fixed station use. Clover leaf in design, the antenna is

Bootola

If you've never seen a pair of five-buckle rubber boots, the flavor of this anecdote may be lost on you, especially if the only view you've had recently of 5:30 a.m. is from the hangover side of New Year's Eve.

WMT's intrepid engineers crank up all of our enterprising watts to get the show on the road every weekday morning at 5:30. Even in Eastern Iowa this is early—and pretty far down the time alphabet (it comes out "C"). We call it the Sunrise Hour—but in the winter even the sun doesn't show up. However, the team of Alford, Brady and Nance, our three-deep college-graduate farm reporting team, is on hand, bleary-eyed and bushy-voiced.

"We must be the only people in Iowa up at this ridiculous hour," said Alford to Brady one 5:31.

"Glub?" said Brady. "Me too," said Nance.

And that's the way they cooked up a scheme, with the cooperation of U.S. Royal Tempered Rubber Boots, known as the U.S. Royal Tempered Rubber Boot Contest. One pair of boots was awarded every week for eight weeks. Listeners had to write in (1) swearing they were up; (2) providing their name, address and boot size; and (3) indicating the number of buckles they wanted. (Ed. note: the more buckles, the deeper the negotiable snow.)

You know, we disposed of all eight pairs of boots—and not a pair went to an engineer.*

* * *

*But Alford, Brady and Nance jingle

This is the way we'd like to leave it—but there's that Sales Dept. Actually, 1,745 cards and letters were received from 44 Iowa, seven Illinois and two Wisconsin counties; one lucky winner was drawn fair and square every week. The moral of this story is that the snow gets mighty deep in Eastern Iowa.

WMT

CBS Radio for Eastern Iowa

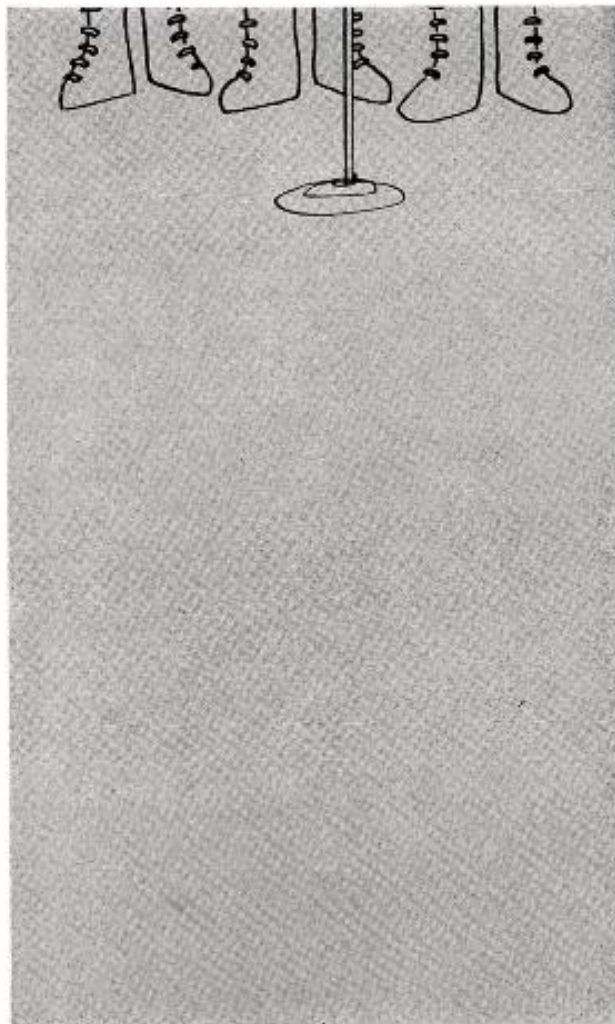
Represented by the Katz Agency

Affiliated with WMT-TV,

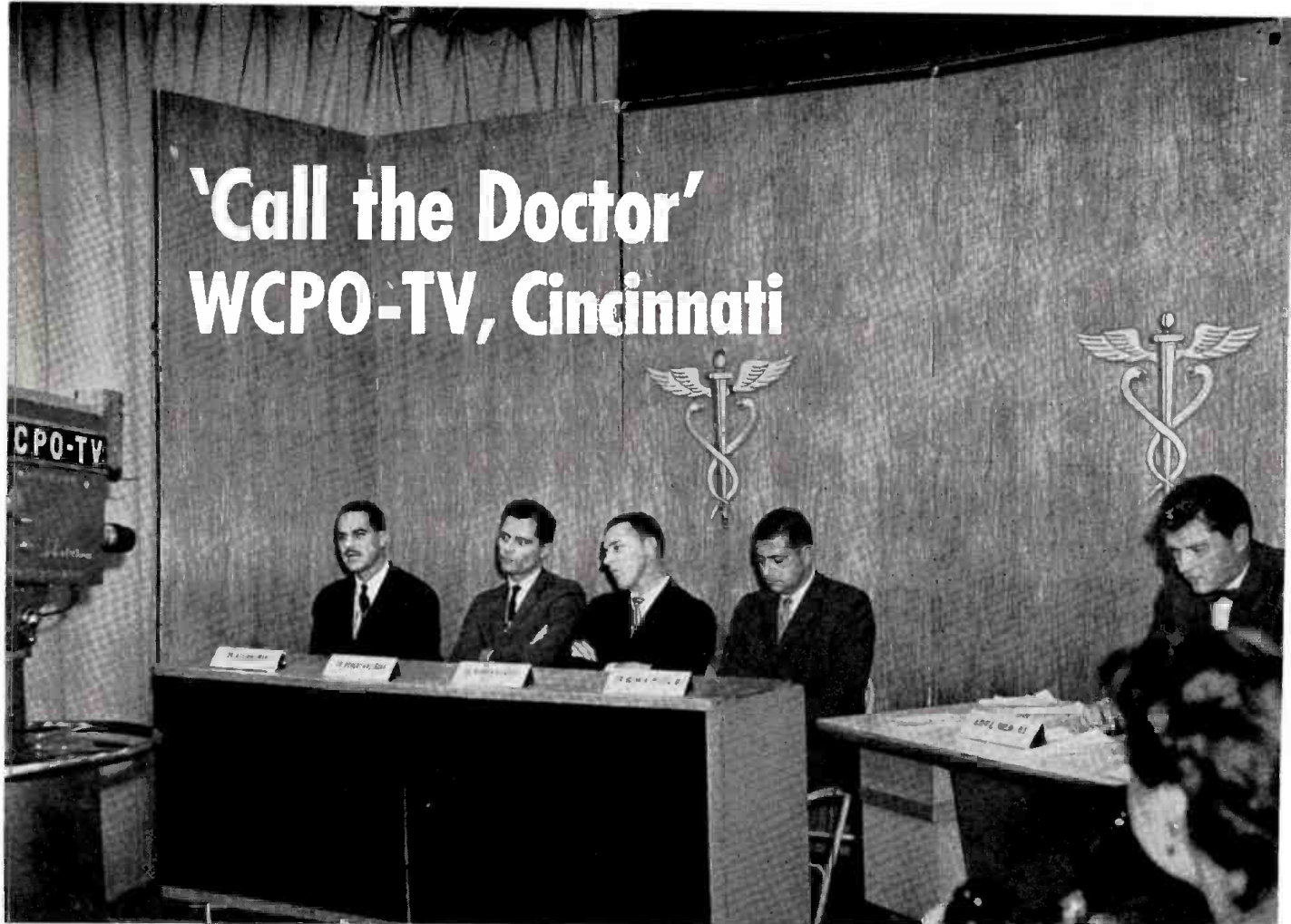
Cedar Rapids—Waterloo

K-WMT, Fort Dodge

WEBC, Duluth



'Call the Doctor' WCPO-TV, Cincinnati



Center—Four-man medical panel and Dr. Albert Thielen, moderator, await signal to begin another telecast of 'Call the Doctor.' Lower left—Plaque awarded by profession to WCPO-TV for development of 'Call the Doctor,' is held by Doctor Thielen and by Mort C. Watters, vice president and manager of the station. Lower right—Question for panel discussion is handed to Dr. Ralph Graves by member of Women's Auxiliary manning the battery of telephones.



One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by

BLAIR-TV

GUARDING HEALTH

In keeping with our continual search for programs that benefit our entire area, WCPO-TV has made a weekly feature of 'Call the Doctor.' It fulfills a vital community responsibility by providing basic knowledge on Health. Those who fear certain symptoms are encouraged to seek professional advice, so that serious illness may be averted if treated in time. Each program explores the topic in depth, with enlightening discussion but no diagnostic opinion. At WCPO-TV we are so pleased with overwhelming public acceptance of 'Call the Doctor' that it has been increased from 30 minutes to a full hour.

M. C. WATTERS
Vice President, WCPO-TV

Profession Cooperates to Ease Apprehensions

In cooperation with the Academy of Medicine of Cincinnati, WCPO-TV presents 'Call the Doctor' each Sunday from 10 to 11 a. m. On camera is a panel of physicians, different each week, to answer questions on medical subjects as phoned in by viewers.

Dr. Albert E. Thielen, chairman of the Academy's public relations committee, is usually moderator. Viewers call-in questions for consideration in connection with the announced topic of each telecast. Each week, four doctors' wives answer the phone calls. As members of the Women's Auxiliary to the Academy, they are in position to handle the calls with above-average speed and understanding.

Dr. Ralph Grace, chairman of the Academy's TV committee, screens each question before it goes to the panel. He also frequently serves as moderator.

Range of topics is remarkably wide, including Alcoholism, Arthritis, Brain Diseases, Cancer, Dermatology, Obesity and various types of surgery.

Physicians credit the telecasts with helping dispel any false notions about professional reluctance to share medical knowledge outside the consultation room. And the mounting mail-and-phone response shows that the knowledge made available on 'Call the Doctor' has eliminated needless fears and apprehensions in thousands of homes.

To Blair-TV, creative public-affairs programming by great stations like WCPO-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WNBF-TV — Binghamton
WHDH-TV — Boston
WKBW-TV — Buffalo
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KTVT — Dallas-Ft. Worth
KOA-TV — Denver
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

BROADCASTING, January 15, 1962

omni-directional with horizontal polarization. Its elements are constructed of ¼" 17T6 aluminum rod, polystyrene insulation and ¾" to 1½" pipe mounting. Contact the company at 621 Hayward St. for additional information.

Power supply ■ A new dc power supply capable of remote programming, remote sensing and output current limiting is now available from Hewlett-Packard Co., Palo Alto, Calif. Designated Model 726AR, the rack-mounted power supply is priced at \$545 with delivery in two weeks.

New office ■ Dielectric Products Engineering Co., Raymond, Me., has established an application engineering office in Haddonfield, N. J., under the direction of Richard Fiore, formerly a senior

engineer on the firm's research and development staff in Bridgton, Me. The new office will service the area from Washington, D. C., to upper New York State.

Japanese color tv sets

Delmonico International, New York, introduced its Japanese-made color tv set to the American public on Jan. 8. The combination radio-phono-tv unit is priced at \$599.95 (BROADCASTING, Oct. 30, 1961).

The unit, which was previewed for trade last year, is making its retail debut at Liberty Music Stores, New York.

Herbert Kabat, Delmonico executive vice president, said the unit was a "breakthrough" in color tv set production.

INTERNATIONAL

Thomson outlines African radio-tv plans

HE URGES ASSISTANCE TO ASIAN, AFRICAN RADIO-TV

Roy Thomson, who started with one radio station at Timmins, Ont., 30 years ago, is expanding rapidly with radio and television stations throughout Africa, he told the Radio and Television Executives Club at Toronto on Jan. 4. Mr. Thomson and his associates recently obtained television and radio station licenses in Kenya, Rhodesia, Western Nigeria, Gibraltar, Sierra Leone, and with U. S. interests in the new republics of Mauretania, Senegal and Ivory Coast.

Mr. Thomson, who now has 93 newspapers in North America, Great Britain, Africa, the Caribbean area and Australia, is 80% owner of Scottish Television. He recently obtained radio and television station licenses in Trinidad at Port-of-Spain and will expand with a station at Tobago.

He told the Canadian broadcasters and advertising agency executives that radio and television are important in countries emerging into freedom. Populations are largely illiterate and radio and television can be used not only for entertainment but also for education, which is presented in entertaining programs mostly in the English language, except in the former French African colonies. He urged Canadians to help develop the African and Asian areas with radio and television, to combat communism and aid the new countries in their development.

Mr. Thomson is known not only for his chain of radio-tv stations and newspapers, but also for his remark that his Scottish television station is the equivalent of a license by the British government to print money. It has been phenomenally successful. He told the Ca-

nadian audience, however, that after 1964, when his license runs out and competitive tv stations will probably be permitted, the profits will not be as great as now.

Mr. Thomson thinks North Americans should learn more about Africa and its people. He said Africans are able and if given a generation of education can compete with North Americans on any basis. He said radio and television are expanding rapidly into many countries where economic features are not the highest. He said he will soon start a tv station in an Asian

CTV outlets' troubles

The financial problems of Canada's second television stations in the eight major markets, and the financial problems of their co-operatively-owned network, CTV Television Network, Toronto, were examined at a meeting of the station presidents and CTV officials with the Board of Broadcast Governors at Ottawa, Ont., on Jan. 10. Of special interest to the BBG was the stations' problem in meeting the 55% Canadian program content requirement starting April 1. Some of the stations are having trouble meeting the 45% content now in effect, especially in prime evening time. Because of competition with Canadian and border U. S. stations, Canada's second major market tv stations have not had an easy time in their first year.

Jamaica station grants run afoul of NARBA

A touchy international radio situation has cropped up in the Caribbean. Eight radio stations on the island of Jamaica are operating, or have been announced as granted, with facilities that are considered objectionable under the North American Regional Broadcasting Agreement. Four of these stations are on U. S. clear channels.

The matter has been known to the FCC for the past "several" months, it's said there. Negotiations have been in progress between the U. S. and the United Kingdom about the matter, but the difficulty is that UK has not yet ratified the NARBA treaty. This means the Jamaicans

are not bound by the NARBA terms. The United States Senate ratified the NARBA treaty in the fall of 1960, almost 10 years after it was drafted in 1951. The NARBA covers agreements with Canada, Bahamas, Jamaica, Dominican Republic, Haiti and Cuba. A separate radio treaty with Mexico was also ratified.

According to the latest International Telecommunications list, the Jamaica stations included are as follows (all are 5 kw non-directional unless otherwise indicated):

- 550 kc (regional)—NEW Montego Bay.
- 560 kc (regional)—ZQI Kingston (now Radio Jamaica Rediffusion [RJR]).
- 580 kc (regional)—NEW Galina (directional

day and night).

620 kc (regional)—ZQI Spurtree (RJR).
700 kc (clear, with WLW Cincinnati as Class 1-A)—ZQI Montego Bay (RJR).

720 kc (clear, with WGN Chicago as Class 1-A)—NEW Kingston.

750 kc (clear, with WSB Atlanta as Class 1-A)—ZQI Galina (directional day and night). (RJR.)

770 kc (clear, occupied by WABC New York and KOB Albuquerque)—NEW Spurtree.

Under the NARBA provisions, Jamaica has priority on 880 kc and 1180 kc; the former at Kingston, the latter at Montego Bay. Both should transmit with 5 kw directional antenna patterns. Both frequencies are U. S. clears; WCBS New York is on 880 and WHAM Rochester, N.Y., is on 1180 kc.

country, but declined to say which because of delicate negotiations now under way.

He expects to have radio and television station licenses soon at Entebbe in Uganda, and Dar-es-Salaam in Tanganyika, where he feels there are the best opportunities, along with Kenya, in all Africa. Although there is a political investment risk, he said, he feels sure investment profits would be high.

Gibraltar Station ■ The tv license he has for Gibraltar will be operated as economically as possible and also will cover southern Spain, Tangier and Morocco, he said. He plans a tv station in Aden to compete with the radio propaganda from Cairo radio Arabic language stations. He is negotiating to start radio and television stations in Ethiopia following the establishment there by one of his companies of English and native-language daily newspapers.

Insofar as Canadian television is concerned, he felt that the Canadian Board of Broadcast Governors should change the Canadian content requirements for new Canadian tv stations, and should permit British Commonwealth films to count as 100% Canadian content instead of 50% as at present. In Great Britain Canadian imported film tv programs count for 100% British program content, and British authorities may change this, which would be harmful to Canadian program producers now exporting to Great Britain.

He expects that commercial radio will come soon in Great Britain, but will be more costly to operate than in North America because of restrictions on the use of records and the high charges of British musicians' unions for the rights to use recordings.

Mr. Thomson still has interests in Canadian radio and tv stations, which he said are doing well financially, since

they are on the Canadian Broadcasting Corp. network. But he felt that the BBG had made an error in requiring high Canadian program content for new second tv stations in major Canadian markets.

He pointed out that Canadian viewers cannot be stopped from looking at U. S. border stations and the high quality programs provided there by networks. He thinks Canadian stations should have been permitted to develop an audience with imported shows, instead of being required to use the limited amount of Canadian talent to provide 45% of their program content. Mr. Thomson explained he has no interests in any of the new tv stations in Canada's major markets.

Research firm formed for Canadian marketing

The formation of Market Facts of Canada Ltd., with headquarters in Toronto and Montreal, has been announced by W. F. O'Dell, board chairman of the new marketing research firm.

Formed through an exchange of stock between Associated Marketing Services Ltd., Toronto, and Market Facts Inc., a Chicago-based international marketing research company, the new firm will provide research services for consumer and industrial markets in the U. S. and Canada.

John C. Robertson, president of Associated Marketing Services Ltd., is president of the new company.

Market Facts of Canada is a further extension of the services of Market Facts Inc., now being offered to companies throughout most major trade areas in non-Communist countries through its international division, Market Facts Roc International.

Sound of coins comes from the ships at sea

A small ship bobbing in the Baltic Sea four miles off the coast of Denmark houses a successful commercial radio operation. The fm transmitter on the *Lucky Star* broadcasts on 94 mc and offers fair field strength to heavily populated Danish areas. Since it is in international waters, the *Lucky Star* station doesn't need a government license.

Fm tuners are now standard equipment in a vast majority of Danish radio receivers, and Danmarks Commerciale Radio, operator of the shipboard station, can maintain high audience figures.

Another unlicensed shipboard station, the *Bon Jour*, operates from international waters off Sweden. This station uses a 10 kw medium wave transmitter on 606 kc, but hopes to increase its power to 20 kw shortly.

Both stations report great commercial success from their watery bases.

Canadian tv sales rise

Canadian television receiver sales continued to increase in November, as for each month since August. The Electronics Industries Assn. of Canada reports that in the January-November period television receiver sales were up 2.5% over the 1960 period to 266,071 units. Canadians are now rapidly replacing original tv receivers with improved models, the EIAC reports.

On Nov. 30, radio set sales were down 3% compared with 1960. Imported radio sets in the first seven months of 1961 accounted for 69% of sales in Canada. Since then the Canadian government has placed import quotas on radio receivers from Japan. An increase in fm sales is noted in that 52% of all radio-phonograph combinations sold now have fm tuners installed.



What famous communicator said what? Here are three little words that say a mouthful—and yet say nothing at all! To continue the paradox, there's a bit of a "twist" to their author's first name. As for his surname, it's precious and common—reading from left to right! Thoroughly confused? Now tackle those three initial letters SGC—then look below to see how smart you are.

On the subject of famous communicators, the letters WWDC have long spelled **radio leadership** in the rich, ever-expanding Washington, D. C. 5-county metropolitan area. Leadership in listeners—in programming—in personalities—in dollars-and-cents results to advertisers. Let us communicate **your** sales message.



WWDC

Radio Washington

... the station that keeps people in mind

Represented nationally by John Blair & Company

And in growing Jacksonville, Fla., it's WWDC-owned WMBR



Oliver Goldsmith—"Silence Gives Consent"

Radio Month slogan announced by NAB

A slogan—Radio, the Sound Citizen—has been adopted by NAB for observance of National Radio Month during May. The event will focus on the individual radio station's contribution to the American way of life through programming and exercise of civic responsibility.

John M. Couric, NAB public relations manager, said Scott-Textor Productions, New York, has been retained to produce a series of musical announcements for station use. The announcements will reflect both the soundness of radio's services as well as "the good sounds which emanate from radio," he said.

All member stations will be sent a kit of materials including announcements, speech text, programming-promotion ideas and background material on the broadcasting industry. Mats and artwork will be supplied. The musical jingles will be cleared for broadcast over a 13-week period starting May 1.

Drumbeats...

Winter wonderland ■ WLCY St. Petersburg offered a "white" Christmas before the holidays to the listener who could best tell why he wanted it. The contest's prize was 20,000 pounds of

snow blown by a mobile snow machine onto the lawn and house of the winner. From the 1,500 entries received, the an outlet chose the letter sent in



Fashion editors in tv commercial

American Cyanamid Co., New York, held a preview of new women's fashions illustrating the design versatility of Creslan, Cyanamid's acrylic fiber, for the nation's fashion and trade editors in New York on Jan. 4. The event was filmed for use on the company-sponsored *Eye-witness* program last Friday (Jan. 12). Erwin Wasey, Ruthrauff & Ryan, New York, agency for Cyana-

mid, supervised the filming of the fashion show in the Hotel Plaza in New York, and arranged for editing the footage for tv commercial use. Since part of the 200 editors present at the show were to appear in the commercial, each editor was paid a silver dollar for signing a waiver permitting Cyanamid to use the film sequence in which he or she was present.



PGW's Colonels of the year

Peters, Griffin, Woodward Inc., New York, has announced its 1961 "Colonel of the Year" honors, which annually spotlight two of the rep firm's employees who have "shown the most growth" during the year.

George B. J. Adkisson of PGW's Chicago Office received the radio honor, and Arnold K. Knippensberg,

who opened the firm's new St. Louis office during the year, was named tv "colonel."

On hand for the festivities were: (l to r) Bill Tynan, vice president in charge of tv sales; Col. Knippensberg; John Cory, vice president; Col. Adkisson, and Art Bagge, midwest radio vice president.

by Mayor Grover Criswell of St. Petersburg Beach, Fla., who wanted a "white Christmas" for the children of his town. And on a bright Saturday, in 80 degree weather, some 600 young residents of the Florida town enjoyed a winter wonderland.

WOR study ■ National Sales Div. of RKO General Inc. has released a new report that shows the extent of popularity claimed by WOR New York based on figures compiled by The Pulse. The study looks into audience profile dividing it into male and female listeners (or "impressions"), including weekdays and "drive" times.

Comments on research ■ Ad agency media executives responded enthusiastically to publication of "Anatomy of An Audience," a study by Gonzaga U. School of Business of the Spokane, Wash., radio audience. The study, commissioned by KREM Spokane, probed listening habits with emphasis on radio versus other media as a source of news.

Penny sense ■ More than 21,000 youngsters in the Spokane area sent in pennies to station KREM-TV, that city, during its annual "Pennies for Presents" campaign. The Christmas drive brought in \$895 this year, all of which was distributed to local charitable organizations to have presents purchased for poor children.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Clark



Mr. Ryan

Dick Clark and **Thomas Ryan** elected vps of Cunningham & Walsh Inc. Mr. Clark is director of marketing, western region, with headquarters in C&W's San Francisco office. Mr. Ryan, who joined C&W last year, is presently account supervisor of St. Regis account. He formerly was account executive with McCann-Erickson, that city.

Alan M. Pottasch, director of marketing services, Pepsi-Cola International, New York, elected vp in charge of marketing services. Responsibilities include development of all advertising and sales promotion for company.

Leonard Stein, president, Leonard Stein Adv., New York, elected president, League of Advertising Agencies, succeeding **Nat Kameny**, Kameny Assoc., that city.

Walter W. Selover, vp, and account supervisor on Firestone and Gobel Brewery accounts, Campbell-Ewald, Detroit, appointed supervisor of United Motors Service account succeeding **Austin Chaney**, resigned. **Thomas R. Chick** named general account executive at agency.

Kenneth C. Ring, executive vp and manager, Aves, Shaw & Ring, Chicago, joins Waldie & Briggs, that city, as vp and account supervisor.

Charles Mottl resigns as vp and account supervisor, Hixson & Jorgensen, Los Angeles, effective Feb. 1, with future plans to be announced. **Reg W. Twiggs**, H&J vp, will supervise account group formerly handled by Mr. Mottl.



Mr. Mayer

Arthur C. Mayer copy chief, Hicks & Greist, New York, elected vp of agency. Mr. Mayer joined agency as copy supervisor in 1956, and was appointed to his present position in 1959. Earlier he was associated with Norman, Craig & Kummel and Sullivan, Stauffer, Colwell & Bayles, both New York.

D. C. (Clem) Sperry, advertising manager, Oklahoma Tire & Supply Co., Tulsa, wholly-owned subsidiary of Mc-

Croy Corp., New York, announced his retirement after 30 years with company.

Edwin R. Wentz elected vp, Waldie & Briggs Adv., Chicago. He has been with agency for five years, and has been art director since 1957.

Sue Callaway joins W. D. Lyon Adv., Cedar Rapids, Iowa, as manager of agency's radio-tv department.

Kerry Sheeran, Ted Bates & Co., New York, joins Doyle Dane Bernbach, that city, as account supervisor.



Mr. Hysen

Murray Hysen, associate research director, Geyer, Morey, Madden & Ballard, New York, elected vp. He joined research staff in 1955 as project director and advanced to associate director of department in 1956. Mr. Hysen was group research supervisor at Grey Adv., that city, for two years before moving to GMM&B.

Spencer Greason Jr., assistant to president, LaFrance Industries, New York, joins Lennen & Newell, that city, to handle merchandising responsibilities on Cluett-Peabody account.

Gene Accas, vp for programming, Grey Adv., New York, joins Leo Burnett Co. in newly created post as vp, network relations, with headquarters in New York. Before joining Grey, Mr. Accas had been administrative vp of ABC-TV and vp for operations, Television Bureau of Advertising, both New York.



Mr. Accas

Raymond D. Strakosch, Erwin Wasey, Ruthrauff & Ryan, New York, joins William Esty Co., that city, as account executive on heating oil division of Sun Oil Co. account.

Jerry Conway, account executive, Communications Affiliates Inc., joins Mickey Garrett Assoc., Los Angeles pr firm, as account executive on Buick Motor Div. and director of new business activities.

Ted Howell joins Sanders Adv., Dallas, as account executive on Continental Trailways account.

Charles H. Forbes, account executive, Maritz Inc., St. Louis sales promotion agency, joins Aubrey, Finley, Marley & Hodgson, Chicago, in similar capacity. Earlier, Mr. Forbes served as regional account manager in radio-tv production department, Gardner Adv., St. Louis.

*"Our live
TV show on
WSUN is in its
3rd year . . .
the reason . . .
RESULTS!"*



This is how **Charlie Cheezem**, Realtor, Builder and Developer of Florida's leading West Coast Retirement Home Development feels about WSUN-TV, Tampa-St. Petersburg, Florida.

"Our 8 salesmen at Ridgewood Mountain Village make it a point to learn where our customers come from. Our weekly half-hour Community Sing program on WSUN-TV is over 2 years old, and has consistently been one of our best advertising investments."

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy

WSUN-TV

Not. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS



HAB elects its officers for 1962

Perry W. Carle (r), general manager, KOOD Honolulu, elected 1962 president of Hawaiian Assn. of Broadcasters, succeeding **Cornelius Keur** (second from left), executive vp and general manager, KAIM-AM-FM Honolulu. Others elected: **Richard E. Mawson** (l), station manager, KMVI-AM-TV Wailuku,

vp, and **Jack Irvine** (not present when photo was taken), vp and general manager, KLEI Kailua, secretary-treasurer. Also in photo (second from right) is **Trent Christman**, vp for radio-tv, Holst & Male Advertising, Honolulu (McCann-Erickson), who was guest speaker at the HAB meeting in Maui, Hawaii.

Edward G. White, president, Capitol Research Industries, Alexandria, Va., joins **Henry J. Kaufman & Assoc.**, Washington advertising and pr firm, as advertising account executive.

Joseph Dolan joins **Hal Stebbins Inc.**, Los Angeles advertising and pr firm, as account executive on pr staff.

Ernest S. Lang, product manager, Ovaltine food products division, The Wander Co., Chicago, promoted to director of marketing.

Otto Prochazka, creative supervisor, Benton & Bowles, New York, joins **Young & Rubicam**, Los Angeles, as copy supervisor.

Helen Van Slyke, promotion director, *Glamour* magazine, joins **Norman, Craig & Kummel**, New York, as copy plans supervisor.



Mr. Eglies



Mr. Poretz

F. Joseph Eglies and **Arthur Poretz** elected vps of **Mogul Williams & Saylor**, New York. Mr. Eglies, member of account group servicing **M. Lowenstein & Sons** (Wamsutta Mills and Pacific Mills Divs.), joined agency in 1960 after several years as distributor sales manager, **Fieldcrest Mills**. Mr. Poretz, who becomes vp in charge of public relations,

joined original **Emil Mogul Co.** in 1957 and was named pr director year later. He also heads agency's pr subsidiary, **Publicity Counselors Inc.**

Don B. Amsden, vp, radio-tv department, **Allen & Reynolds**, Omaha advertising agency, promoted to executive vp. Mr. Amsden joined **A&R** in 1949 as copywriter, and later served in an administrative capacity in radio-tv department. He became director of that department in 1958, and was elected vp in March 1960. Prior to joining **A&R**, Mr. Amsden was with the advertising department of **Omaha World Herald**. Earlier he served as continuity writer for **KOIL** Omaha.



Mr. Amsden

J. H. (Jack) Giroux, advertising and merchandising manager, **Perkins-S.O.S. Div.**, **General Foods Corp.**, Chicago, named marketing manager.

James Rieff, former art designer, Port of New York Authority, joins **Allen, De St. Maurice & Spitz**, San Francisco advertising agency, as art director. **Don Hadley** and **Judy Noll** join **ADS** as writers.

Mary Lou Seaman, account executive, **Hank Meyer Assoc.**, Miami Beach, joins pr department, **FitzGerald-Toole & Co.**, Providence (R.I.) advertising and pr firm.

Alfred Kelly, manager, **Sponsors' film storage, Advertising Radio & Tele-**

vision Services Inc., New York, appointed manager of commercial distribution, **Sponsors Films Service**, that city.

Richard K. Bellamy appointed pr director, **Fuller & Smith & Ross**, Cleveland.

Raymond H. Baker, **MacLaren Adv.**, Toronto, and **Gordon H. Jett**, **Rumrill Co.**, Rochester, N. Y., join copy staff of **Doyle Dane Bernbach**, New York.

THE MEDIA



Mr. Friedland

Milton D. Friedland, general manager, **WICS** (TV) Springfield, **WCHU** (TV) Champaign, and **WICD** (TV) Danville, all Illinois, elected vp of **Plains Television Corp.**, licensee of above-mentioned stations. He will continue to serve as stations' general manager. Mr. Friedland joined **Plains** in July 1953 as general manager assigned to establish **WICS**, which began operations in September 1953. When **WCHU** was established in April 1959, and when corporation purchased **WICD** in August 1960, he assumed duties of general manager for new properties. Before joining **Plains**, Mr. Friedland was national sales manager for **WBKB** (TV) Chicago.

Sheldon Smerling, former executive vp, **National Theatres & Television**, Beverly Hills, elected president, **National Telefilm Assoc.**, New York. **Leonard Davis**, who has been serving as board chairman and president of **NTA**, will continue as chairman.

William L. Wright, director of sales, **WIBG** Philadelphia, named national radio sales manager for **Storer Broadcasting Co.**, with headquarters in New York. He succeeds **Joseph T. Conway**, who becomes general manager of **WIBG**.

George C. Collie Jr., national sales manager, **Trigg-Vaughn Broadcasting Co.** (**KVII-TV** Amarillo, **KOSA-AM-TV** Odessa, and **KROD-AM-TV** El Paso, all Texas), elected vp, **Southwest States Inc.**, parent company. Mr. Collie, veteran broadcaster with 12 years tv experience, has served as group's national sales manager since August 1958, and will continue in this capacity. He has served as merchandising manager, local sales manager, commercial manager and national sales manager since entering industry with **WOAI-TV** San Antonio in November 1949.



Mr. Collie

Robert J. Reardon, for eight years vp and associate copy director, Leo Burnett Co., Chicago, joins Clinton E. Frank Inc., that city, as senior vp and creative director. He succeeds **Bowman Kreer** who becomes director of client services. Other Frank agency appointments: **Philip E. Bash**, senior vp, named director of marketing services, embracing media, research and publicity; **Hill Blackett Jr.**, senior vp, named director of administration, and **M. Wayde Grinstead**, senior vp, named chairman of plans board.

Sherod Rouser, general manager, WLOD Pompano Beach, Fla., appointed general manager, KOMA Tulsa. He is succeeded by **George Liddy**. **Bob Roberts** named commercial manager of WLOD. Franklin Broadcasting Stations: WMIN St. Paul, WEW St. Louis, WWOM New Orleans, KOMA Tulsa and WLOD Pompano Beach.



Mr. Bolton

David Bolton, local sales manager, WIBG Philadelphia, promoted to general sales manager, succeeding **James P. Storer** (BROADCASTING, Jan. 8). Mr. Bolton began his radio career at WIBG in 1956 as time salesman. He was appointed local sales manager in 1959. Previously, Mr. Bolton served in sales promotion department of Don Bennett Productions.

E. L. Lincoln Jr., formerly with KDUB Lubbock, named general manager, KTXL San Angelo, both Texas.

Louis Pells, general sales manager, WEOK-AM-FM Poughkeepsie, N. Y., named general manager. Mr. Pells joined station in 1949 as salesman.

Leavenworth (Bud) Wheeler, chief engineer and operations manager, KIVA (TV) Yuma, Ariz., promoted to general manager, effective Feb. 1. He succeeds **Roger Van Duzer** who resigned to accept management of new tv station, ch. 4, in Reno, Nev.

Terry P. Mason named general manager, KMSO-TV Missoula, Mont.



Mr. Tolchin

Arthur M. Tolchin, executive vp and director, WMGM New York, until its Jan. 5 transfer to Storer Broadcasting Co. (AT DEADLINE, Jan. 8) appointed assistant to president, Loew's Theatres Inc. Mr. Tolchin began with Loew's 24 years ago as time salesman for WHN New York (later changed to WMGM). He assumed direction of station in 1954.

NBC elevates three executives



Mr. Ervin



Mr. Kenney



Mr. Russell



Mr. Rukeyser

Thomas E. Ervin, vp and general attorney, NBC, New York, elected to board of directors (CLOSED CIRCUIT, Jan. 8). Mr. Ervin joined NBC legal department in March 1948, and was appointed assistant general attorney in July of that year. He has been vp and general attorney since March 1953. **Merryle S. (Bud) Rukeyser Jr.** appointed director, news information, Washington. He will direct all publicity activities involving NBC News' expanded Washington staff, reporting to **Ellis O. Moore**, vp, press and publicity. Mr. Rukeyser has been manager, business and trade publicity, since April 1959. He joined NBC press department in Jan-

uary 1958 as staff writer and was named press editor, news and public affairs, in January 1959. **Alan Baker**, assistant trade news editor, replaces Mr. Rukeyser as manager, business and trade publicity. Network earlier announced election of **Peter B. Kenney**, former vice president, NBC International, to vice president, NBC, Washington (WEEK'S HEADLINERS, Jan. 8). The NBC Washington vice presidency has been vacant since mid-1958 when the network's veteran Washington executive, **Frank M. (Scoop) Russell**, retired to become an RCA-NBC consultant. Mr. Russell continues in that capacity in Washington.

William R. Arnold, advertising staff, *Life* magazine, New York, joins Time-Life Broadcast Inc., that city, as sales executive, concentrating on program sales, including Bob Drew Assoc.'s film productions and new *March of Time* tv series. Mr. Arnold was account executive at WOR-TV and WABC-TV, both New York, before joining *Life* in 1954.

Roy V. Whisnand elected to board of directors of Concert Network Inc., Boston. He is former owner and general manager of WCOP Boston, and is president of Coupon Jamboree Inc. and Whizzer Enterprises, both that city. Concert Network owns WBCN (FM) Boston; WXCN (FM) Providence, R. I.; WHCN (FM) Hartford, and WNCN (FM) New York.

Mrs. Jean Ensign, sales staff, WVIP Mt. Kisco, N. Y., named manager.

Cal Haworth named general sales manager, KFRM Kansas City, Mo. **Don Youngkin**, farm director, KFRM, moves to Salina, Kan., to establish new farm department. **Marvin Reese** and **Richard Cahill** join KFRM as engineer and sales representative, respectively.

James A. Mudd, manager, WVMC Mt. Carmel, to WIZZ Streator, both Illinois, as assistant general manager.

Winthrop P. Baker, assistant program

manager, WBZ-TV Boston, named program manager, WJZ-TV Baltimore. **Glen H. Lahman**, assistant chief engineer, WJZ-TV, promoted to chief engineer, succeeding **Ben Wolfe**, who moves to KPIX (TV) San Francisco, in similar capacity. All are Westinghouse Broadcasting stations. Mr. Lahman joined WJZ-TV (then WAAM-TV) in 1948 and became assistant chief engineer in 1950. Mr. Wolfe, formerly with United Broadcasting Co., Washington, came to WJZ-TV in 1949.

Dick Taylor, commercial manager, KFIV, and **Fran Abell**, program-production manager, KBEE, both Modesto, join KTUR Turlock, all California, as manager and program-production director, respectively.



Mr. Bess

Jerome Bess, executive assistant to Hathaway Watson, vp in charge of broadcasting, RKO General, named division director, CKLW-AM-TV Windsor-Detroit. In addition to new function Mr. Bess will continue with his corporate duties in New York. **Campbell Ritchie**, CKLW-AM-TV general manager, will continue in that capacity reporting to Mr. Bess. RKO (General Stations) are WOR-AM-

TV New York; KHJ-AM-TV Los Angeles; WNAC-AM-TV, WRKO (FM) Boston; WHBQ-AM-TV Memphis; WHCT (TV) Hartford, Conn.; KFRC San Francisco; WGMS-AM-FM Bethesda, Md., and CKLW-AM-TV.

Robert L. Owens, sales manager, KXGO-TV Fargo, N. D., named national sales manager, North Dakota Broadcasting Co. (KXGO-AM-FM-TV Fargo, KXMC [TV] Minot, KXJB-TV Valley City, KXMB-TV Bismarck, all North Dakota, and KXAB-TV Aberdeen, S. D.). He succeeds **William L. Hurley**, resigned. Earlier, Mr. Owens served for two years as vp and manager, KVOX Moorhead, Minn.

Fred L. Zellner Jr., chief engineer, WLS Chicago, named director of technical operations, ABC Radio, New York.

Don Dillion, executive producer, WBBM-TV Chicago, joins WBKB (TV), that city, in similar capacity.

Andy Benedict, assistant program manager, WWRL New York, named program manager, WRFM (FM), that city. **Hal Kormann** named assistant program manager.

George White, producer-director, WCPO-TV Cincinnati, joins WPTV (TV) West Palm Beach as program director. **Stan Doyle**, traffic manager, WPTV, named promotion manager.

Hugh Heller, program director, KSFO San Francisco, transfers to KMPC Los Angeles, in similar capacity. Both stations are properties of Golden West Broadcasters. **Al Newsman**, assistant program director, KSFO, promoted to program director.

Mike Weide, account executive, and **Dave Robinson**, program manager, KOMO Seattle, promoted to program director and special projects director, respectively.

Tom Dutton, air personality, WHMS Charleston, W. Va., promoted to program director.

Jerry Healey, air personality, WBBM Chicago, appointed director of programs, WJJD, that city.

Dick Carson, stage manager, KABC-TV Los Angeles, appointed director.



Mr. Lichtenstein

Irv Lichtenstein, for past year director of advertising, sales development, promotion and research, Mutual Broadcasting System, New York, elected vp for programming, WWDC-AM-FM Washington, effective Feb. 1. Mr. Lichtenstein had earlier served, for nine years, as publicity and promotion director, WWDC,

NBC's Kintner lauded



Mr. Kintner

Robert E. Kintner, president, NBC, will receive the Veterans of Foreign Wars Commander-in-Chief's Gold Medal Award from **Robert E. Hansen**, VFW chief, at organization's congressional banquet at the Sheraton Park Hotel in Washington, Feb. 6. Mr. Hansen said the award recognizes Mr. Kintner's "many outstanding achievements in the field of news and public-affairs programming."

before joining ABC Radio Network in 1958 as director of promotion and exploitation. He subsequently served as general manager, WNTA-AM-FM Newark, N. J. (now New York), and as promotion director, National Television Assoc., New York.

Milton R. Hall, operations director, WJJD Chicago, joins KQV Pittsburgh in similar capacity.

Pete C. Kouris, operations manager, WTVP (TV) Decatur, Ill., transfers to KMBC-TV Kansas City as production manager. Both are Metropolitan Broadcasting stations.



Mr. Calvert

William J. Calvert, vp in charge of station operations, WPAT Paterson, N.J., has resigned, with future plans to be announced shortly. Mr. Calvert, who joined station in 1954, served under **Dickens J. Wright**, who resigned last month as president (BROADCASTING, Dec. 18, 1961).

Ed Stern, account executive, KEYS Corpus Christi, Tex., promoted to commercial manager. **Gene Goodson**, general manager, KOPY Alice, Tex., joins KEYS as account executive.

Jack C. Brussel, formerly with WJR Detroit, joins WJBK, that city, as senior sales representative.

Roy Harnish, announcer-director, KWWL Waterloo, to KWVY Waverly, both Iowa, as sales representative and newsmen.

Bill McCain, news director, WQXI Atlanta, joins KYA San Francisco, in similar capacity.

Earl Lewis, newsmen, WRNB New Bern, N. C., joins news department,

WGH Newport News, Va.

Ron Myron and **Bob Kane** join news department, KIOA Des Moines, Iowa.

Richard T. Van Sice, formerly with WKBN-AM-FM-TV Youngstown, Ohio, joins news and special events department, WKST-TV, that city.

Charles E. Hardy, night news editor, Associated Press, Detroit, joins news department, WXYZ, that city.

Larry Burrell joins KTTV (TV) Los Angeles as announcer.

Sam Hamilton joins WWCO Waterbury, Conn., as air personality. **Bob Rinaldi** and **Brian Mathews** to WWCO's announcing staff.

John B. Gonzales joins WKYB Paducah, Ky., as air personality.



Mr. Henze

Raymond F. Henze Jr., for past ten years an executive with John E. Pearson Co., joins Bernard Howard & Co., both New York rep firms, as vp of company. Mr. Henze, while at John E. Pearson Co., served as president, member of board of directors and manager of New York office. Mr. Henze's addition is part of expansion of firm, which has recently opened new offices in Los Angeles and San Francisco.

Bruce Schneider, account executive, WIBV Belleville, Ill., appointed promotion manager. He will continue his account executive duties.

Carrol Wildman, senior, Northwestern U., begins three-month course in tv at WBBM-TV Chicago. Mr. Wildman's appointment is first of four such apprentice-type projects scheduled for 1962. His training program will include assignments in production, film, operations and public affairs sections.

Lon King, director of tv promotion and research, Peters, Griffin, Woodward Inc., New York, elected vp. Mr. King joined PGW as tv account executive in San Francisco office in 1951. He has been assistant vp in present post for past six years.



Mr. King

Jeff Davis, continuity director, WOOD Grand Rapids, Mich., appointed director of public affairs, WOOD-AM-FM-TV. **James Spencer**, formerly with WKMh Dearborn, Mich., joins news department, WOOD-AM-FM-TV, succeeding **Glen Clounts**, who was called into military service.

Dick Johnson, formerly with WTMJ-

AM-TV Milwaukee, to WISN-TV, that city, as sportscaster.

Howard Hildreth, announcer, KITO San Bernardino, to KSDO San Diego, in similar capacity.

James Krayer appointed producer for public affairs department of WCAU-TV Philadelphia.

Robert F. Cole, engineer-announcer, WESX Salem, Mass., joins U. S. Air Force.

Chuck Breece, program manager, WFBM Indianapolis, begins extended tour of active duty in U. S. Army.

Joe Hathcock, staff announcer, WSIX Nashville, named news and promotion director, WKDA, that city.

Don Steele appointed music director, KOIL Omaha.

Dorothy J. Frisk, women's editor, WJW Cleveland, to WNDU-TV South Bend, Ind., in similar capacity, succeeding **Pat McKenzie**.

Harold A. Jellison, formerly with Alexander Grant & Co., Milwaukee auditing firm, joins WITI-TV, that city, as comptroller. He succeeds **Bernice Bucholz**, resigned.

PROGRAMMING

Richard R. Rendely, director of radio-tv, Hicks & Greist, New York, joins William La Cava Assoc., New York tv film production company, as vp in charge of production and sales.

David Kapralik, coordinator, popular artists and repertoire, Columbia Records, named east coast director, popular artists and repertoire.

Lelan Rogers, formerly with United Artists, Top Rank and Carlton Records, named southern region promotion manager for Epic and Okeh Records.

Ezra R. Baker, manager, Paramount Pictures' tv commercial subsidiary, resigns to form independent production company, Baker-Flood Productions,

New York, in association with writer **Robert J. Flood**.

Lew Irwin, Los Angeles newscaster, and **Edward O'Donnell**, account executive, KPOL Los Angeles, have formed Irwin-O'Donnell Productions, to produce documentary tv and theatrical films. **Arthur Claybourne** and **Dave Spencer**, writers, have been signed to develop shooting scripts for I-O'D.

EQUIPMENT & ENGINEERING

H. A. Shepard, vp and general manager, Thompson Ramo Wooldridge Inc., Beverly Hills electronics research firm, elected president, succeeding **Dean E. Wooldridge**, who resigned to devote full time to scientific and technical studies and activities. Dr. Wooldridge will, however, continue to serve company as board member of both TRW and Space Technology Laboratories, its Los Angeles subsidiary. Mr. Shepard joined TRW (formerly Thompson Products Co.) in 1951 as vp and assistant to general manager. He was elected to board of directors in 1957. Mr. Shepard became general manager of Thompson Products Div. in 1958, and elected to his present position in October 1961.



Mr. Viebranz

Alfred C. Viebranz, vp for marketing services, Sylvania Electric Products Inc., New York, subsidiary of General Telephone & Electronics Corp., elected senior vp in charge of company's marketing activities.

He succeeds **George C. Connor**, also senior vp, who recently became general manager of Sylvania's newly formed home and commercial electronics division. Mr. Viebranz joined Sylvania in 1946 as sales engineer of electronics division. He became general manager of division in 1950, and in 1953 was appointed merchandising manager of Sylvania's photolamp sales group. In 1954 Mr. Viebranz joined Young & Rubicam as account and merchandising executive. He rejoined Sylvania in present position in 1960. **George C. Isham**, marketing services manager, Sylvania Electric Products Inc., New York, appointed picture tube product manager, electronic tube division, Seneca Falls, N. Y. He joined Sylvania as sales representative for lighting division in 1936, and was appointed to his present position in 1956.

Francis C. Healey named general manager, Mincom Div., newly formed division, Minnesota Mining & Manufacturing Co., Los Angeles. Mr. Healey, who was instrumental in early development of magnetic tape recording in U. S. in mid-1940's, has been in

charge of Mincom's operations since it was acquired from Bing Crosby Enterprises in 1956.

John L. Porter, manager, cost accounting department, Ampex Corp., Redwood City, Calif., appointed finance manager, Ampex International. He will also serve as member of AI's executive committee. **Paul G. Crader**, member of cost accounting staff, named department manager succeeding Mr. Porter.

Jack L. Philips, sales manager, RCA's motion picture film recording division, joins sales staff, Glen Glenn Sound Co., Hollywood sound recording firm.

INTERNATIONAL

George Alsop named radio-tv director, Tandy-Richards Adv. Ltd., Toronto.

Stanley Burke, CBC correspondent at United Nations, New York, named permanent CBC correspondent in Paris, France.

Fred Bardeau, senior sales representative, CBC, Toronto, named radio sales supervisor at Toronto, CBC's commercial headquarters.

Pierre Crenesse, French Broadcast-

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ing System's director in North America, will return to France early this year. **Jacques Sallebert**, former London correspondent of French Broadcasting System, will replace Mr. Crenesse.

Weldon Tracey, sales representative, Canadian Broadcasting Corp., Halifax, N. S., for past three years, appointed sales representative, CBC radio network, Toronto.

Ian Grant, formerly with McDonald Research Ltd., market research firm, Toronto, to editorial staff, *Canadian Broadcaster*, that city.

Lou Tomasi, production manager, CJSP Leamington, Ont., appointed to permanent Roman Catholic diocesan committee for radio-tv for diocese of London, Ont.

Ralph J. Judge, manager, Standard Broadcast Sales Ltd., Montreal, forms his own station rep firm, that city, with office at 1405 Bishop St.

GOVERNMENT

Carlisle Bolton-Smith, aide to former White House regulatory agency advisor James Landis, named general consultant to Administrative Conference of United States. He joined White House from Senate Judiciary subcommittee staff, and was recently with Senate subcommittee on administrative procedures.

George Stevens Jr., motion picture producer-director, named director, Motion Picture Service, U. S. Information Agency. He succeeds **Turner B. Shelton**, now with State Department. Mr.

Stevens began his career as production assistant to Jack Webb on *Dragnet* tv series and feature films.

ALLIED FIELDS

Leo A. Goldberg, CPA, appointed head of newly created financial management department, Ward J. Janssen Inc., Los Angeles marketing and management consultant.

Arent, Fox, Kintner, Plotkin & Kahn, Washington communications law firm, moves to Federal Bar Bldg., 1815 H. St., N.W. Telephone: District 7-8500. Among partners is Earl W. Kintner, former chairman, Federal Trade Commission, and Harry M. Plotkin, former assistant general counsel, Federal Communications Commission.

DEATHS

Ellis Asby Yost, 89, retired attorney, and former chief examiner of Federal Radio Commission (forerunner of Federal Communications Commission), died Jan. 7 in Washington Sanitarium. After his appointment to Federal Radio Commission in 1930 by President Hoover, Mr. Yost conducted hearings on the franchising of some of the early radio stations. His decisions helped formulate current communications law.

Austin C. Lescarboua, 70, founder and former president, Lescarboua Adv., Ossining, N. Y., died Jan. 8 in Phelps Memorial Hospital, Tarrytown, N. Y. From 1912 to 1915, Mr. Lescarboua was editor of *Popular Electricity* magazine, which became *Popu-*

lar Science, and from 1915 to 1924 was managing editor of *Scientific American*.

Joseph A. Pinna, 44, managing editor, Lockport (N.Y.) *Union Sun and Journal*, and general manager, WUSJ Lockport, died of heart attack Jan. 3.

John A. Wales, national sales manager, WWJ-TV Detroit, died Dec. 31, 1961, in St. John Hospital, that city. He joined WWJ sales staff in 1952 and was appointed WWJ-TV local sales manager in 1957. Mr. Wales became national sales manager in 1959.

Fred Zieg, 69, radio pioneer, and former president and owner of WOWO Fort Wayne, Ind., subsequent to its sale to Westinghouse Broadcasting Co. in 1936, died Jan. 9 at his home in Fort Wayne.

Byron H. Speirs, 55, ABC-TV master control engineer in Chicago, died of cancer Jan. 8. He began his broadcasting career in 1928 with WMAQ, that city.

Hazel C. Wilson, 53, chief, payroll section, Federal Communications Commission, died Jan. 5 in Georgetown Hospital of burns acquired in fire at her Georgetown apartment New Years Eve. Miss Wilson, who for past 12 years served as chief, payroll section, had been with FCC since 1941. No successor has been named.

Mrs. Marjorie A. Russell, wife of Washington communications attorney Percy H. Russell, died Jan. 11 of pneumonia at Washington Hospital Center.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 4 through Jan. 10, 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.

For further details of major actions, see GOVERNMENT section in this issue.


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. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Biloxi, Miss.—WLOX Bestg. Co. Granted vhf ch. 13 (210-216 mc); ERP 11.7 kw vis. Ant. height above average terrain 216 ft., above ground 234 ft. Estimated construction cost \$132,000; first year operating cost \$100,000. P.O. address Buena Vista Hotel, Biloxi. Studio and trans. location Biloxi. Geographic coordinates 30° 23' 40" N. lat., 88° 53' 38" W. long. Trans. RCA TT-2-AH; ant. RCA TF-6-AH. Legal counsel Elliot C. Lovett, Washington, D. C.; consulting engineer A. Earl Cullum Jr., Washington. Principals include Mr. and Mrs. J. S. Love Jr. (each 44.6%) and others. Grantee is licensee of WLOX Biloxi. Comrs. Hyde and Cross dissented; Comrs. Bartley and Lee not participating. Action Jan. 10.

Dallas, Tex.—Automated Electronics Inc.

	<h1>EDWIN TORNBURG</h1> <h2>& COMPANY, INC.</h2>
	<p>Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors</p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475 Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531</p>

Granted uhf ch. 29 (560-566 mc); ERP 11.3 kw vis., 6.41 kw aur. ant. height above average terrain 541 ft., above ground 580.5 ft. Estimated construction cost \$70,500; first year operating cost \$125,000; revenue \$150,000. P. O. address Southland Center, Dallas. Studio and trans. location Dallas. Geographic coordinates 32° 47' 05" N lat., 96° 47' 40" W long. Trans. GE TT-20-A; ant. RCA TFU-12B. Legal counsel Dow, Lohnes & Albertson, Washington, D. C.; consulting engineer Electron Corp., Dallas. Principals include: Sam Y. Dorfman (19.34%), Fort Worth Capital Corp. (16.58%), Roland S. Bond Jr., Randolph B. Caldwell, James H. Bond (each 13.81%), Louis Dorfman, J. H. Williams, Barron Ulmer Kidd (each 5.52%) and others. S. Y. Dorfman and Louis Dorfman are partners in Dorfman Production Co.; Fort Worth Capital Corp. is small business investment firm; J. H. Bond is partner in securities firm; Mr. Kidd is independent oil operator; Mr. Williams is architectural engineer; R. S. Bond is president of oil firm; Mr. Caldwell is employe of securities firm. Action Dec. 10.

Existing tv stations

ACTIONS BY FCC

WTVI(TV) (ch. 19) Fort Pierce, Fla.—By letter, waived Sec. 3.652(a) of rules to permit identification as Fort Pierce-Vero Beach station. Action Jan. 3.

WJTV(TV) (ch. 12) Jackson, Miss.—Granted application to move trans. to about 8.7 miles west southwest of present site, increase ant. height from 700 ft. to 1,630 ft. and change type ant. and equipment; engineering condition. By letter, denied petition by New Orleans Tv Corp. and Coastal Tv Corp., New Orleans, La., to defer action or condition grant to WJTV's accepting interference resulting from any application petitioners may file specifying trans. location at less than minimum mileage separation; reminded petitioners that Doc. 13340 provides, in essence, that applicant proposing trans. site at short spacing has duty of providing equivalent protection to co-channel station. Comr. Lee abstained from voting. Action Jan. 10.

APPLICATIONS

WBJA-TV Binghamton, N. Y.—Mod. of cp (which authorized new tv station on ch. 56) to change frequency from ch. 56 (722-728 mc) to ch. 34 (590-596 mc); change ERP to 215.14 kw (horiz.) vis., 107.57 kw (horiz.) aur.; change trans. and studio location to west side of Ingraham Hill Rd., 3.2 miles SSW of main Post Office, near Binghamton; change power rating of transmitters; change type ant. to RCA TFU-24-DM-A; make changes in ant. system (electrical beam tilt); change ant. height above average terrain to 698.45 ft. Requests waiver of Sec. 3.613(a) of rules. Ann. Jan. 9.

WTVK(TV) Knoxville, Tenn.—Cp to change frequency from ch. 26 (542-548 mc) to ch. 8 (180-186 mc); with ERP 122 kw RMS vis., 61 kw RMS aur.; change type trans. to GE TT-51-B; type ant. system to directional; ant. height above average terrain 1,010 ft. Requests STA for ch. 8; submitted in support of WTVK's comments and request for rule to show cause in Doc. 14237. Ann. Jan. 8.

New am stations

ACTIONS BY FCC

Boynton Beach, Fla.—Boynton Beach Bcstg. Inc. Granted 1510 kc, 1 kw D. P. O. address c/o Edgar J. Sperry, box 4095, South Daytona, Fla. Estimated construction cost \$16,155; first year operating cost \$25,000; revenue \$33,000. Principals: Robert R. Andrews, Wade R. Sperry, Edgar J. Sperry (each 30%), Josephine T. Sperry (10%). Mr. Andrews is employe of WLOF Orlando, Fla.; Wade Sperry and Edgar Sperry own one-third each of home and auto supplies store; Edgar Sperry owns bedspread and rug manufacturing business; Josephine Sperry and Edgar Sperry have owned 50% each of WROD Daytona Beach, Fla. Action Jan. 3.

Hazlehurst, Ga.—Jeff Davis Bcstrs. Inc. Granted 920 kc, 500 w D. P. O. address c/o F. K. Graham, box 454, Vidalia, Ga. Estimated construction cost \$21,162; first year operating cost \$32,470; revenue \$35,500. Principals: Lawton R. Ursrey (42.5%), M. F. Brice (17.5%), F. K. Graham, Richard C. James Jr., Collins Corp. of Georgia (each 12.5%, Collins Corp. stock voted by Mr. Graham); J. Alva Wooten (2.5%), Collins Corp. of Georgia is manufacturing firm, is licensee of WBBT Lyons, and WBSG Blackshear, both Georgia; Mr. Graham owns

53.7% of Collins Corp.; Mr. Brice own 50% of WVOP Vidalia, Ga., and 2.6% of Collins Corp.; Mr. James is manager of wholesale grocery business and owns 30.7% of Collins Corp.; Mr. Ursrey owns farm and is member of Georgia Dept. of Commerce; Mr. Wooten owns 50% of insurance agency and is civil engineer. Action Jan. 3.

Pratt, Kan.—Wilmer Huffman. Granted 1290 kc, 5 kw-D, 500 w-N. P. O. address Box 486, Pratt. Estimated construction cost \$61,766, first year operating cost \$60,000, revenue \$68,000. Mr. Huffman, sole owner, is C.P.A. Comrs. Lee and Cross dissented; Comr. Bartley abstained from voting. Action Jan. 3.

Jackson, Mich.—Tv Corp. of Michigan Inc. Granted 1510 kc, 5 kw, DA, D. P. O. address 234 W. Michigan Ave., Jackson. Estimated construction cost \$57,258; first year operating cost \$144,000; revenue \$160,000. Principals: Edward E. Wilson (60%), Lansing Bcstg. Co. (40%). Mr. Wilson owns 60% of WILX-TV Jackson, 25% of Acadian Tv Corp., Lafayette, La., tv applicant; 35% of WPON Pontiac, Mich.; Lansing Bcstg. Co. is licensee of WLS Lansing and owns 55% of WPON. Action Jan. 3.

Shelton, Wash.—ABT Inc. Granted 1280 kc, 1 kw D. P. O. address 3206 South Lorne, Olympia, Wash. Estimated construction cost \$12,156, first year operating cost \$24,000, revenue \$33,000. Principals: Bruce E. Jorgenson, Allen D. Lamb, and Thomas C. Townsend (each one-third). Principals are all in insurance; Mr. Lamb is employe of KXRO Aberdeen, Wash. Action Jan. 3.

ACTION BY BROADCAST BUREAU

Honolulu, Hawaii—John Hutton Corp. Granted 1500 kc; 1 kw unl. P. O. address c/o John H. Weiser Jr., 1510 Bertram St., Honolulu 16. Estimated construction cost \$19,766; first year operating cost \$30,000; revenue \$40,000. John Hutton Weiser, sole owner, is vice president and stockholder of Erwin Wasey, Ruthrauff & Ryan, Los Angeles advertising agency. Action Dec. 27.

APPLICATIONS

Corydon, Ind.—Harrison Radio Inc. 1550 kc, 250 w D. P. O. address c/o Mary R. Arms, Box 146, Salem, Ind. Estimated construction cost \$17,000; first year operating cost \$30,000; revenue \$42,000. Principals: Sam B. Holmes, Mary R. Arms (each 41.86%), Paul Dean Ford (13.95%), Arthur D. Mitchell (2.33%). Mr. Holmes is parts department manager of automobile firm; Mr. Mitchell is agriculture agent with Purdue U.; Mrs. Arms is housewife; Mr. Ford owns broadcast consulting engineering firm, is applicant for new am station in Casey, Ill. and has minority interests in several other am applications. Ann. Jan. 8.

Estherville, Iowa—Mitchell Bcstg. Co. 1340 kc; 250 w unl. P. O. address Box 67, Grinnell, Iowa. Estimated construction cost \$31,657; first year operating cost \$48,000; revenue \$60,000. Applicant is licensee of KGRN Grinnell and KNIA Knoxville, both Iowa. Application requests facilities presently held by KLIL Estherville, whose license expires Feb. 1, Ann. Jan. 8.

Westwego, La.—Jefferson Radio Co. 1540 kc; 500 w D. P. O. address 359 Sala Ave., Westwego. Estimated construction cost

\$19,642; first year operating cost \$25,000; revenue \$35,000. Abraham Rosenstock, sole owner, owns 50% of truck rentals business and has real estate interests. Ann. Jan. 10.

Waldorf, Md.—Dorlen Bcstrs. Inc. 1580 kc; 1 kw, D. DA, P. O. address c/o Henry H. Lenaway, Box 401, Waldorf. Estimated construction cost \$18,429; first year operating cost \$50,000; revenue \$70,000. Principals: Edward H. Lenaway, John R. Dorsey (each 50%). Dorlen Bcstrs. Inc. is licensee of WSMD(FM) Waldorf. Ann. Jan. 8.

Tawas City-East Tawas, Mich.—Superior Bcstg. Co. 1480 kc; 1 kw D. P. O. address box 215, Bay City, Mich. Applicant purposes to use facilities of WIOS Tawas City-East Tawas, license of which has been revoked, and requests waiver of Sec. 1.354 of rules for immediate processing and temporary operating authority under Sec. 309 (f) of communications Act. Majority stockholder of applicant (initially more than 51%) is Superior Corp., investment firm, having more than 20 stockholders, each approximately 4.1%. Simon Fisher, president, is president, director and stockholder of machine tool manufacturing firm. Ann. Jan. 9.

Cambridge, Minn.—Harry Newby. 1300 kc; 5 kw D. P. O. address 807 Ninth St., Cloquet, Minn. Estimated construction cost \$46,677; first year operating cost \$35,000; revenue \$40,000. Mr. Newby, sole owner, is 80% owner of WKLK Cloquet, Minn. Ann. Jan. 4.

Sakopee, Minn.—Sakopee Bcstg. Co. 1530 kc; 1 kw D. P. O. address 505 Pioneer Bldg., St. Paul 1, Minn. Estimated construction cost \$42,019; first year operating cost \$36,000; revenue \$50,000. Principals: Alfred R. Sundberg, James J. Delmont, Edward M. Smith (each one-third). Mr. Sundberg is attorney; Mr. Smith is vice president and treasurer of commercial real estate development firm and president of coal and coke wholesale firm; Mr. Delmont is employe of WMIN St. Paul, Minn. Ann. Jan. 4.

Pilot Mountain, N. C.—Ressie M. Shelton. 1530 kw; 1 kw-D, 250 w-CH. P. O. address Route #1, King, N. C. Estimated construction cost \$18,279; first year operating cost \$28,000; revenue \$30,000. Mrs. Shelton, sole owner, has interest in WMYN Mayodan, N. C. Ann. Jan. 4.

Existing am stations

ACTIONS BY FCC

WETO Gadsden, Ala.—Granted extension of time to Feb. 15 to remain silent in view of strike of IBEW technicians now in progress against station. Action Jan. 10.

KXRJ Russellville, Ark.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions and without prejudice to any action commission may deem necessary in connection with its consideration of noncompliance by KXRJ with Secs. 3.40(b)(3)(iv) and 3.47(b) of rules and noncompliance by its other station, KWCB Searcy, Ark., with Sec. 3.47(b) of rules. Action Jan. 10.

WTCJ Tell City, Ind.—Granted increased

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daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WFKY Frankfort, Ky.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WKAY Glasgow, Ky.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WPKE Pikeville, Ky.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions and without prejudice to any action commission may deem necessary as result of final consideration of pending application for renewal of license of WMOR Morehead, Ky. Action Jan. 3.

WTVB Coldwater, Mich.—Granted increased nighttime power from 500 w to 1 kw, continued operation on 1590 kc, 5 kw-LS, DA-N; engineering conditions. Action Jan. 10.

KRSY Roswell, N. M.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 10.

KVAS Astoria, Ore.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

KBKR Baker, Ore.—Granted increased daytime power on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Jan. 3.

WPRA Mayaguez, P. R.—Granted change of operation on 990 kc, unl., from 10 kw, DA-1, to 1 kw. Action Jan. 3.

WLAR Athens, Tenn.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WMOC Chattanooga, Tenn.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

APPLICATIONS

WLSM Louisville, Miss.—Cp to increase power from 1 kw to 5 kw and install new trans. Ann. Jan. 8.

WLFH Little Falls, N. Y.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 8.

WSMA Massena, N. Y.—Mod. of license to change hours of operation from unl. to SH: Mon.-Sat. 6 a.m.-9:05 p.m.; Sun. 6 a.m.-10 p.m. Ann. Jan. 8.

WFRA Franklin, Pa.—Cp to change hours of operation from DA to unl., using power of 250 w, 1 kw-LS, and change frequency from 1430 kc to 1450 kc. Ann. Jan. 5.

WHMS Charleston, W. Va.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 8.

New fm stations

ACTIONS BY FCC

Palm Springs, Calif.—George E. Cameron Jr. Granted 104.7 mc, 14.5 kw. Ant. height above average terrain minus 1147 ft. P. O. address c/o Norman W. Lofthus, 174 N. Palm Canyon Dr., Palm Springs. Estimated construction cost \$19,945, first year operation cost \$34,000, revenue \$36,000. Fm station will duplicate KDES Palm Springs. Action Jan. 3.

Greenfield, Ind.—John C. Byrne. Granted 99.5 mc; 18 kw. Ant. height above average terrain 240 ft. P. O. address c/o Fred H. Austin, 408 N. Hambden St., Chardon, Ohio. Estimated construction cost \$18,600; first year operating cost \$15,000; revenue \$10,000. John C. Byrne, sole owner, has had interest in WAIV-FM Indianapolis, Ind., and owns 98% of pharmacy. Action Jan. 3.

Waterloo, Iowa — KXEL Bcstg. Inc. Granted 105.7 mc; 3.3 kw. Ant. height above average terrain 200 ft. P. O. address c/o Cy N. Bahakel, Highway 281 East, Waterloo. Estimated construction cost \$10,115.50 first year operating cost \$10,000; revenue \$15,000. Permittee is owner of KXEL Waterloo. Action Jan. 3.

Trenton, N. J.—WBUD Inc. Granted 101.5 mc; 20 kw. Ant. height above average

terrain 132 ft. P. O. address Box 158, Trenton. Estimated construction cost \$20,050; first year operating cost \$3,000; revenue none in addition to am operation. Principals: Richard M. Hardin (48.9%), Verna S. Hardin (50.8%). WBUD Inc. is licensee of WBUD Trenton. Action Jan. 10.

Mt. Kisco, N. Y.—Suburban Bcstg. Inc. Granted 106.3 mc; 300 w. Ant. height above average terrain 450 ft. P. O. address 440 Lexington Ave., Mt. Kisco. Estimated construction cost \$32,189; first year operating cost not in excess of \$10,000; revenue not less than \$10,000. Suburban Bcstg. Inc. is licensee of WVIP Mt. Kisco and is 50% owner of fm cp in Newark, N. J. Action Jan. 3.

Riverhead, N. Y.—Patchogue Bcstg. Inc. Granted 103.9 mc; 170 w. Ant. height above average terrain 115 ft. P. O. address box 651, Patchogue, N. Y. Estimated construction cost \$4,535; first year operating cost \$25,000; revenue \$30,000. Patchogue Bcstg. Inc. is licensee of WPAC Patchogue and permittee of WAPC Riverhead, both New York. Action Jan. 3.

Eugene, Ore.—Milan Corp. Granted 94.5 mc; 3.4 kw. Ant. height above average terrain 767 ft. P. O. address c/o Sidney G. Smith, 737 E. 16th St., Eugene. Estimated construction cost \$11,611; first year operating cost \$8,390; revenue \$10,000. Principals: John R. Riedinger (55%), Sidney G. Smith (44%). Mr. Riedinger is employe of engineering and surveying firm; Mr. Smith is vp of applicant corp. and has been announcer for KFMJ Eugene. Action Jan. 3.

ACTIONS BY BROADCAST BUREAU

Williamston, N. C.—East Carolina Bcstg. Co. Granted 103.7 mc; 3 kw. Ant. height above average terrain 200 ft. P. O. address box 590, Williamston. Estimated construction cost \$10,070; first year operating cost \$5,000; revenue \$6,000. Principals: W. H. Farrior Jr., Charles M. Gaylord (each 50%). East Carolina Bcstg. Co. is licensee of WIAM Williamston. Action Jan. 4.

APPLICATIONS

*Lafayette, La.—U.S.L. Student Corp. 88.3 mc; 28.5 w. Ant. height above average terrain 100 ft. P. O. address Student Council Room, Corona Hall, U. of Southwestern Louisiana, Lafayette. Estimated construction cost \$3,200; first year operating cost \$2,000. Ann. Jan. 10.

McKenzie, Tenn.—McKenzie Bcstg. Co. 106.9 mc; 2.8 kw. Ant. height above average terrain 165 ft. P. O. address 421 Paris St., McKenzie. Estimated construction cost \$15,200; first year operating cost \$12,000; revenue \$6,000. Principals: Michael R. Freeland, Flora Ellen Freeland (each 50%). Mr. Freeland owns WFWL Camden, Tenn.; Mrs. Freeland is secretary-treasurer of WFWL. Ann. Jan. 5.

Existing fm stations

ACTION BY FCC

WOCB-FM West Yarmouth, Mass. — Granted change of operation from Class A fm station on 94.3 mc to Class B on 94.9 mc; ERP from 1 kw to 3.1 kw, and ant. height from 155 ft. to 190 ft.; engineering condition. Action Jan. 10.

Ownership changes

ACTIONS BY FCC

KBIF, KBIF Inc., Fresno, Calif.—Granted (1) renewal of license and (2) transfer of control from Ethan Bernstein and John Poole Bcstg. Inc. to Patcco Inc. (Norwood J. and Gloria Dawn Patterson); consideration \$86,000 and \$8,500 for agreement to act as consultant and not compete in radio broadcasting for three years within 50 miles of Fresno; also to buy trans. site from John Poole Radio Properties for \$60,000. Pattersons are 66.7% owners of KSAN San Francisco and Mr. Patterson owns KICU-TV Visalia.

KOLR, Sterling Bcstg. Corp., Sterling, Colo.—Granted transfer of control from Eugene H. and D. L. Dodds, Raymond Hollingsworth and John Gazdick to Robert D., Bessie M., Kermit G. and Deloris M. Kath; consideration \$11,100 for 81% interest. Kermit G. Kath, present 19% owner, owns KGOS Torrington, Wyo. Action Jan. 3.

WRKT Mel Wheeler, Cocoa Beach, Fla.—Granted assignment of licenses to C. Sweet Smith Jr.; consideration \$132,942 and agreement not to engage in ownership, operation or management of broadcast station for three years within 50 miles of Cocoa. Action Jan. 3.

WKTG, Thomas County Bcstg. Co., Thomasville, Ga.—Granted assignment of licenses and cp from Bolling Branham and Eunice M. Martin to latter, d/b under same name; consideration \$90,543 for Mr. Branham's 52% interest. Action Jan. 3.

KBAR, KBIO Inc., Burley, Idaho—Granted assignment of license to Mini-Cassia Bcstg. Inc. (Dean S. Leshar family); consideration \$125,000 and agreement not to compete in radio in Cassia and Minidoka Counties for five years. Action Jan. 3.

KLIB, The Plains Enterprise Inc., Liberal, Kan.—Granted transfer of control from David Bowman to John B. Gray; consideration \$45,000.

WDGO(FM), The Douglas G. Oviatt & Son Inc., Cleveland, Ohio—Granted assignment of license to Janssen Bcstg. Co. (owned 37.04% by Richard Janssen, 37.04% by Marc A. Wyse and 25.92% by Douglas G. Oviatt Jr.); consideration \$60,000. Action Jan. 3.

KGAS, Carthage Bcstg. Co., Carthage, Tex.—Granted assignment of license to Wells Bcstg. Co. (Jeff Austin, president); consideration \$60,000. Action Jan. 3.

KJSE(FM), Joel S. Kaufmann, Houston, Tex.—Granted assignment of cp to Independent Music Bcstrs Inc. (WDBN-FM Barberton, Ohio); consideration \$1,500. Comr. Bartley dissented. Action Jan. 3.

KOTO(FM), Arthur Siegal, Seattle, Wash.—Granted assignment of cp to L. N. Ostrander and G. A. Wilson, d/b as Eastside Bcstg. Co.; consideration \$600. Messrs. Ostrander and Wilson own KNBX Kirkland, KBLE(FM) Bellingham, and have interest in KARI Blaine, all Washington. Comr. Bartley dissented. Action Jan. 3.

KTIX, KTIX Inc., Seattle, Wash.—Granted assignment of cp and license to Chem-Air Inc. (KETO-FM Seattle, KPAM, KPFM [FM] Portland, Ore.); consideration \$260,000. William E. Boeing Jr., 100% owner of assignee, and his mother own 80% of KIDO Boise, Idaho. Comr. Bartley abstained from voting. Action Jan. 10.

APPLICATIONS

KOBY Tucson, Ariz.—Seeks relinquishment of negative control of Gabet Inc. Radio Enterprises by Betty Ann Pettit and Richard D. Grand (50% each) through sale of 500-share option from W. H. Hansen to Fred Vance for consideration of \$7,500, so that upon consummation Miss Pettit, Mr. Grand and Mr. Vance will each own one-third of outstanding shares. Mr. Vance is station manager of KVOA(TV) Tucson. Ann. Jan. 4.

WOWI New Albany, Ind.—Seeks transfer of all stock in Kentuckiana Bcstg. Inc. from Morris Brown, Orville Brown and J. William Frenz to Allen H. Embury (37%), Russel Wittberger, Elton Kocian (each 29%), Ted Wedemeyer Jr. (5%); consideration \$210,000. Mr. Embury has been vice president and general manager of WTYM East Longmeadow, Mass.; Mr. Kocian is vice president of advertising agency in Milwaukee; Mr. Wittberger is salesman for WEMP Milwaukee; Mr. Wedemeyer is attorney. Ann. Jan. 5.

WMTL Leitchfield, Ky.—Seeks transfer of 54.2% of stock in Rough River Bcstg. Co. from James W. Shacklette, deceased, to Jimmie L. Shacklette as administrator of Mr. Shacklette's estate; no financial consideration involved. Ann. Jan. 10.

WCMA Corinth, Miss.—Seeks transfer of 62.5% of stock in Corinth Bcstg. Inc. from Aaron B. Robinson, deceased, to The National Bank of Commerce of Jackson, Tenn., as trustee under Mr. Robinson's will; no financial consideration involved. Ann. Jan. 9.

KGEZ Kallspell, Mont.—Seeks assignment of license from KGEZ Inc. to Skyline Bcstrs. Inc., which owns all stock of assignor; no financial consideration involved. Ann. Jan. 8.

KCHS Truth or Consequences, N. M.—Seeks assignment of license from Dean W. Manley and William D. Hafer, d/b as Quality Bcstg. Co., to William D. Hafer; consideration to Mr. Manley \$6,876. Ann. Jan. 8.

WNCA Siler City, N. C.—Seeks assignment of license from Chatham Bcstg. Co. to David P. Welborne and Clyde R. Fry (each 50%), d/b as Chatham Bcstg. Inc. of Siler City; consideration \$80,000. Mr. Welborne has been manager of WKIX Raleigh, N. C.; Mr. Fry is partner in accounting firm. Ann. Jan. 10.

KQDI Bismarck, N. D.—Seeks assignment of license from Dakota Musicasters to Weldon T. Heard and Betty S. Heard as

joint venturers; consideration \$70,000. Dr. Heard owns veterinary clinic; Mrs. Heard is housewife. Ann. Jan. 8.

WZIP-AM-FM Cincinnati, Ohio—Seeks transfer of all stock in Greater Cincinnati Radio Inc. from Carl H. Lindner, Robert D. Lindner and Richard E. Lindner to The News-Sun Bcstg. Co.; consideration \$168,000. Transferee is licensee of WKRS Waukegan, Ill. Principals include F. Ward Just (43.58%), William L. Just (35.02%), Mary Just Anderson (8.95%) and others. Ann. Jan. 5.

WDXN Clarksville, Tenn.—Seeks transfer of 67.33% of stock in Clarksville Bcstg. Co. from Aaron B. Robinson, deceased, to The National Bank of Commerce of Jackson, Tenn., as trustee under Mr. Robinson's will; no financial consideration involved. Ann. Jan. 9.

WDXI-AM-TV Jackson, Tenn. — Seeks transfer of 62.33% of stock in Dixie Bcstg. Co. from Aaron B. Robinson, deceased, to The National Bank of Commerce of Jackson as trustee under Mr. Robinson's will; no financial consideration involved. Ann. Jan. 9.

WDXE Lawrenceburg, Tenn.—Seeks transfer of 75% of stock in Lawrenceburg Bcstg. Co. from Aaron B. Robinson, deceased, to The National Bank of Commerce of Jackson, Tenn., as trustee under Mr. Robinson's will; no financial consideration involved. Ann. Jan. 9.

WTPR Paris, Tenn.—Seeks transfer of 62.72% of stock in Paris Bcstg. Co. from Aaron B. Robinson, deceased, to The National Bank of Commerce of Jackson, Tenn., as trustee under Mr. Robinson's will; no financial consideration involved. Ann. Jan. 9.

WENK Union City, Tenn.—Seeks transfer of 70% of stock in Union City Bcstg. Inc. from Aaron B. Robinson, deceased, to The National Bank of Commerce of Jackson, Tenn., as trustee under Mr. Robinson's will; no financial consideration involved. Ann. Jan. 9.

KTXJ Jasper, Tex.—Seeks assignment of license from Frank J. Carpenter and William Glen Dodson, d/b as Jasper Bcstg. Service, to J. C. Howard, d/b under same name; consideration \$10 plus assumption of \$30,000 in liabilities. Mr. Howard is present 37.5% partner in KTXJ and owns 50% of garage. Ann. Jan. 10.

KIMA-AM-TV Yakima; KEPR-AM-TV Pasco; KBAS-TV Ephrata, all Washington; KLEW-TV Lewiston, Idaho—Seeks transfer of all stock in Cascade Bcstg. Co. from A. W. Talbot (71%) and Ralph Sundquist (9%) to Thomas C. Bostic, d/b as Haltom Corp.; consideration \$900,000. Mr. Bostic is executive vice president of licensee and is former 20% stockholder. Ann. Jan. 5.

Hearing cases

FINAL DECISIONS

■ Commission adopted decision in Biloxi, Miss., channel 13 tv proceeding which (1) sets aside Aug. 6, 1957, grant to Radio Assocs. Inc. for cp for new tv station (WVMI-TV) to operate on that channel, (2) denies Radio Assoc. application, and (3) grants competing application of WLOX Bcstg. Co. for same facilities. Chmn. Minow concurred and issued statement; Comrs. Hyde and Cross dissented, former with statement; Comrs. Bartley and Lee not participating. Action Jan. 10.

■ By decision, commission (1) granted applications of Washington State U. for renewal of license of KWSC Pullman, Wash., and for mod. of license to provide for unlimited time operation on 1250 kc, 5 kw, conditioned that it be permitted to operate unlimited time except from 11:15 p.m. to sunrise, and (2) granted application of The First Presbyterian Church of Seattle, Wash., for renewal of license of KTW Seattle, limited, however, to daytime-only operation on 1250 kc, 1 kw, except that it be permitted to operate during nighttime hours after

11:15 p.m. and before sunrise. Comr. Cross concurred in result. This action affirms, with modifications, March 22, 1961, initial decision. Action Jan. 10.

■ By decision, commission granted application of WBUD Inc. for new Class B fm station to operate on 101.5 mc, ERP 20 kw, ant. height of 132 ft., in Trenton, N. J., and denied application of Concert Network Inc. for same facilities with ant. height of 500 ft. Commission found from WBUD's preferences greater responsiveness to community needs and greater likelihood of effectuation of program proposals. Comr. Lee dissented; Comrs. Bartley and Ford not participating. Feb. 24, 1961 initial decision looked toward granting Concert and denying WBUD application. Action Jan. 10.

■ By order, commission made effective (with one arithmetical correction) initial decision of June 21, 1961, and granted applications by eight am stations to increase day power to 1 kw. Stations are WBIR Knoxville, Tenn.; WINN Louisville, Ky.; WCPO Cincinnati, Ohio; WSFC Somerset, Ky.; WFTM Maysville, Ky.; WHIZ Zanesville, Ohio; WHBU Anderson, Ind., and WCOL Columbus, Ga. Action Jan. 3.

■ By decision, commission granted application of Wilmer E. Huffman for new am station to operate on 1290 kc, 5 kw-D, 500 w-N, DA-2, in Pratt, Kan., and denied applications of Pier San Inc. and Francis C. Morgan Jr. for new stations on 1290 kc, 500 w, D, in Larned, Kan. Comrs. Lee and Cross dissented, latter with statement; Comr. Bartley abstained from voting. March 29 1961 initial decision looked toward granting Pier San and denying Morgan and Huffman applications. Action Jan. 3.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward adopting proposed rules which, with certain exceptions, would require hearings on applications for voluntary assignments of licenses or transfers of control of broadcast stations within three years of their acquisition. Action Jan. 4.

■ Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal document.

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward severing from consolidated proceeding with Docs. 13936-7 and granting application of Arthur W. Arundel for new am station to operate on 1550 kc, 5 kw, D, in Charles Town, W. Va. Action Jan. 9.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Georgetown Bcstg. Co. for new am station to operate on 1530 kc, 1 kw, D, in Georgetown, Tex. Action Jan. 9.

OTHER ACTIONS

■ By memorandum opinion & order, commission reconsidered its action of April 19, 1961, in shifting tv ch. 7 from Calais to Bangor, Me., and decided that it should remain in Calais as commercial channel. In so doing, it granted, denied or dismissed certain petitions. There was no request to reconsider reservation for noncommercial educational use of ch. 10 in Augusta and also in Presque Isle, so that portion of April 19 order stands. Action Jan. 10.

■ By order, commission granted joint petition by applicants and extended from 20 to 30 minutes time allowed each party for oral argument on Feb. 8 in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action Jan. 10.

■ By memorandum opinion & order, commission denied motion by Muskegon Heights Bcstg. Co., Muskegon Heights, Mich., to strike "notice of intention to file motion to strike financial issue" by Wolverine Bcstg. Co., Wyoming, Mich., in proceeding on their applications and Grand Valley Bcstg. Co., Saranac, Mich., for new am stations. Comr. Bartley dissented. Action Jan. 10.

■ By memorandum opinion & order, commission denied petition by Tedesco Inc. requesting declaratory ruling that it and its principals, Nicholas and Victor Tedesco, have not been engaged in trafficking of broadcast licenses and cp (which was issue in hearing proceeding), and dismissed as moot its petition insofar as it requested reconsideration or modification of issues in proceeding on application for assignment of license and cp for WMIN St. Paul, Minn., from Franklin Bcstg. Co. to Tedesco Inc. (Application was dismissed by acting chief

hearing examiner on Sept. 25, 1961, at request of assignor and proceeding in Doc. 14207 was terminated.) Chmn. Minow dissented and issued statement; Comr. Bartley concurred with statement; Comr. Craven absent. Action Jan. 10.

■ By memorandum opinion & order, commission granted Superior Bcstg. Co. temporary authority to operate WIOS Tawas City-East Tawas, Mich., from Jan. 14 to April 14 and, further, waived Sec. 1.354(c) of rules to place Superior's application for that facility at the top of commission's processing line, with separate public notice to that effect. On Dec. 20 commission revoked license of WIOS, which was held by Roger H. Underhill, effective March 20. On Jan. 2 Mr. Underhill advised that he would cease operation on Jan. 13. As result, Superior, which had proposed to buy WIOS, applied for its facilities and temporary authority to continue WIOS operation on \$1 per month lease pending commission action on its application. Commission concluded that extraordinary circumstances required issuance of temporary authority because, otherwise, there would be, at least, temporary discontinuance of only am broadcast service in Tawas City-East Tawas area. Action Jan. 10.

■ By memorandum opinion & order, commission denied petitions by Southwestern Sales Corp. (KVOO Tulsa, Okla.) and Kahn Research Laboratories Inc., requesting reconsideration of its Sept. 27 action which denied petitions by Philco Corp., Radio Corp. of America and Kahn for rulemaking looking toward adopting stereophonic standards for am broadcast. Commission adhered to its position that such rulemaking is not justified at this time. It is watching closely development of "stereo" broadcasting in fm band and its refusal now to propose am stereophonic rules does not preclude future consideration if commission is convinced that need exists for am "stereo" broadcasting. Comr. Cross dissented. Action Jan. 10.

Dover Bcstg. Co., 1540 Radio, Inc., Richmond Bcstg. Co., Richmond, Va.; Eliades Broadcast Co., Hopewell, Va., WDYL, Inc., Ashland, Va.—Designated for consolidated hearing applications for new daytime am stations to operate on 1540 kc—Dover and Eliades with 10 kw, (1 kw-CH), 1540 Radio

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with 10 kw, DA, Richmond with 50 kw, DA, and WDYL to change facilities from 1430 kc, 1 kw, D, to 1540 kc, 10 kw (1 kw-CH); made WDON Wheaton, Md., party to proceeding. Action Jan. 10.

WIBV Belleville, Ill.—Designated for hearing application to change operation on 1260 kc from 1 kw, daytime, to 5 kw, unil., with DA-2; made WALM Albion, Mich., party to proceeding. Action Jan. 10.

DeKalb Bcstg. Co., Decatur, Ga.—Designated for hearing application for new daytime am station to operate on 1310 kc, 500 w; made WHIE Griffin, Ga., party to proceeding. Action Jan. 3.

Simon Geller, Gloucester, Mass.; WMEX, Richmond Brothers Inc., Boston, Mass.—Designated for consolidated hearing applications of Mr. Geller for new am station to operate on 1540 kc, 1 kw, DA, D, and WMEX to increase daytime power from 5 kw to 50 kw and change from DA-1 to DA-2, continued operation on 1510 kc, 5 kw-N; made Newton Bcstg. Co., applicant for new am station in Newton, Mass., party to proceeding. In event it is concluded that WMEX application should not be denied, it will be held without final grant for simultaneous dispositive action on WMEX license renewal application which has been deferred since April 1960. Action Jan. 3.

WGWR Asheboro, N. C.—Designated for hearing application to change operation on 1260 kc from 1 kw, D, to 500 w-N, 5 kw-LS, DA-2. Action Jan. 3.

Grand Strand Bcstg. Co., Myrtle Beach, S. C.; Lord Berkeley Bcstg. Inc., Moncks Corner, S. C.—Designated for consolidated hearing applications of Grand Strand and Lord Berkeley for new daytime am stations to operate on 950 kc, 500 w, Grand Strand with DA; made Federal Aviation Agency party to proceeding. Action Jan. 3.

By memorandum opinion & order, commission dismissed petition by Ruth M. Crawford, executrix of estate of Percy B. Crawford (WMUZ), Detroit, Mich., for reconsideration of Sept. 13 grant to Lester Bcstg. Corp. for new fm station (WOIA-FM) in Saline, Mich. WMUZ had requested that grant to WOIA-FM be set aside and further action held in abeyance pending resolution of rulemaking proceeding in Doc. 14185 relating to revision of fm broadcast rules. Action Jan. 3.

By memorandum opinion & order, commission denied petitions by Southern Michigan Bcstg. Corp. (WELL), Battle Creek, Mich., and Knorr Bcstg. Corp. (WSAM) Saginaw, Mich., for severance and grant of certain applications for power increases of am stations in Illinois, Michigan and Wisconsin. Action Jan. 3.

By memorandum opinion & order, commission granted petition by Onondaga Bcstg. Inc., Syracuse, N. Y., and amended order issued Nov. 15, 1961, designating for hearing six applicants for tv station to operate on ch. 9 at Syracuse to grant Onondaga same waiver given Syracuse Tv Inc. and Syracuse Civic Tv Assn. Inc. to locate proposed main studios outside of Syracuse in event of station grant. Action Jan. 3.

By memorandum opinion & order, in consolidated proceeding on am applications of Community Service Bcstrs. Inc., Ypsilanti, Mich., et al, commission denied petitions by applicants (1) Waterland Bcstg. Corp., Fenton, Mich., to consolidate in that proceeding application of Tv Corp. of Michigan Inc., Jackson, Mich., and (2) Don F. Price, Battle Creek, Mich., to set aside initial decision on Tv Corp. of Michigan and to consolidate application in hearing with Docs. 14085 et al. By separate order, com-

mission lifted stay order of Nov. 21, 1961, made effective Oct. 4 1961 initial decision and granted application of Tv Corp. of Michigan Inc., for new am station to operate on 1510 kc, 5 kw, DA, D, in Jackson, Mich. Action Jan. 3.

By memorandum opinion & order, commission denied petition by Grand Valley Bcstg. Co., Saranac, Mich., for reconsideration of part of order of Nov. 1, 1961, designating for hearing applications for new am stations by Wolverine Bcstg. Co., Wyoming, Mich., and Muskegon Heights Bcstg. Co., Muskegon Heights, Mich., with that of Grand Valley. Action Jan. 3.

By memorandum opinion & order, commission denied petition by Windber Community Bcstg. System, Windber, Pa., for reconsideration of commission order of Oct. 10, 1961, consolidating applications of Windber Community Bcstg. System and Ridge Radio Corp. for new am stations at Windber, Pa., pursuant to court order, insofar as acceptance of Ridge amendments was involved. Comr. Lee concurred in result. Action Jan. 3.

By memorandum opinion & order, commission (1) vacated Sept. 12 1960, initial decision which looked toward granting application of South Florida Amusement Co. for new tv station to operate on ch. 6 in Perrine, Fla., and denying competing applications of Public Tv Corp. and Coral Tv Corp. for similar facilities at Perrine and South Miami respectively; (2) reopened record and remanded proceeding to hearing examiner for further hearing on eight specific issues to explore log-concealment and faked letter charges raised against South Florida's president, Sherwin Grossman; (3) struck, on procedural ground, response of Coral Tv to opposition of South Florida; (4) granted Nov. 21 motion by South Florida for leave to file pleading, and authorized and directed secretary to file South Florida's response pleading to Broadcast Bureau reply; and (5) ordered examiner, after hearing, to issue cumulative initial decision. Comr. Craven not participating. Action Jan. 3.

By memorandum opinion & order in proceeding on application of Dixie Radio Inc. for new am station to operate on 790 kc (frequency on which new allocation is suspended by action in Doc. 6741), 500 w, DA, D, in Brunswick, Ga., commission, on its own motion (1) dismissed Dixie's petition for review of denial of petition to reopen record and its exceptions to initial decision, both without prejudice to re-submission within 30 days of following public announcement that action on subject application will no longer be withheld, and (2) stayed effective date of initial decision (which looked toward denying application) with provision that, unless exceptions thereto are filed within 30 days of above-mentioned public announcement, initial decision will become effective 50 days after date of such public announcement. In so doing, it granted request by Broadcast Bureau to extent of placing Dixie application in pending file. Comr. Bartley dissented. Action Jan. 3.

By memorandum opinion & order, commission denied motion by applicant Progressive Bcstg. Corp., Highland Park, Ill., for enlargement of issues as to applicant Peter-Mark Bcstg. Corp., Vandalia, Ill., in am consolidated proceeding in Docs. 14085 et al. Action Jan. 3.

By supplemental decision, commission reinstated and affirmed May 25 1959, grant of application of Fred H. Whitley for new am station to operate on 960 kc, 1 kw, D, in

Dallas, N. C., and denied application of Wayne M. Nelson for new station on same frequency with 500 w, D, in Concord, N. C. Comrs. Bartley and Ford not participating. April 14, 1961 supplemental initial decision looked toward this action. Action Jan. 3.

By order, commission cancelled at request of applicant, oral argument scheduled for Jan. 18 in proceeding on application of Columbia River Bcstrs. Inc. for new am station in Mount Vernon, Wash. Action Jan. 3.

By memorandum opinion & order, commission denied petition by Kern County Bcstg. Co. (KLYD-TV), Bakersfield, Calif., for leave to intervene, remand proceeding to hearing examiner and reopen record for purpose of adducing additional evidence in matter of mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10), Bakersfield, Calif. Action Jan. 3.

By letter, commission denied "petition" by Alvarado Inc. for reconsideration of Oct. 18, 1961, action denying its request for waiver of Sec. 3.606 of rules and returning its tendered application to modify license of KOAT-TV (ch. 7) Albuquerque, N. M., to specify operation on ch. 2, which is presently assigned to Santa Fe. Letter states in part: "The basic argument in your petition is that final disposition of your tendered application should await action on your petition for rulemaking to reassign ch. 2 from Santa Fe to Albuquerque. However, on Nov. 21, 1961, we denied your petition for rulemaking to reassign ch. 2. In view of this action, your petition has effectively been mooted."

By memorandum opinion & order, commission granted joint request by Rockland Bcstrs. Inc. and R-C Bcstg. Co., applicants for new am stations to operate on 1300 kc, 1 kw, DA, D, in Spring Valley, N. Y., for immediate approval of agreement whereby R-C would dismiss its application in exchange for 49% interest in Rockland's application; dismissed R-C application. Action Jan. 3.

By memorandum opinion & order, commission dismissed petition by Century Bcstg. Corp. for reconsideration of Sept. 26, 1961 action which returned as unacceptable for filing under rule Secs. 1.106(b)(1) (i) and 1.106(b)(4) its application for new am station to operate on 1510 kc, 500 w, D, at Jeannette, Pa., and returned its application filed Oct. 12. Commission felt that to permit petitioner to receive comparative consideration of its application, after having stood by for months before making its grievance known with respect to hearing order adopted by commission, would render chaotic Commission's hearing processes and would be deeply prejudicial to the rights of the parties to the hearing. Action Jan. 3.

By memorandum opinion & order, commission denied petition by Palmetto Radio Corp. WNOK-TV (ch. 19), Columbia, S. C., for reconsideration of Nov. 15 order which extended time to Feb. 5 to file comments and to March 9 to file replies in Columbia deintermixture proceeding; also denied Palmetto's request for additional time to file opposition to petition by Bcsg. Co. of the South. Action Jan. 3.

Routine roundup

Commission granted petition by Columbia Bcstg. System to postpone start of commission en banc hearing to receive testimony from three national tv networks, which will complete commission's tv programming inquiry, from Jan. 23 to following day. CBS requested one-day delay because of broadcast participation in Project Mercury space shoot on January 23. Initial FCC session, at least for week or more, will be in Hearing Room B of Interstate Commerce Commission, starting at 10 a.m. daily except Saturdays and Sundays and days on which commission meets. There will be no commission regular meeting first week of hearing. List of individual witnesses for networks will be issued when determined. Schedule is for CBS presentation during first week, National Bcstg. Co. second week, and American Bcstg. Co. third week. Ann. Jan. 10.

Commission issued notice advising licensees that under Subversive Activities Control Act of 1950, Communist Party of the United States has been found to be communist-action organization within meaning of that act and that order requiring it to register as such is outstanding. In view of this development, FCC calls attention to Sec. 10 of that act, advising licensees that in case of any program broadcast or caused to be broadcast by Communist Party of the United States, program shall be preceded by following announcement: "The follow-

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ing program is sponsored by the Communist Party of the United States, a communist organization." Action Jan. 8.

■ Commission granted motion by Golden Empire Bcstg. Co. (KHSI-TV), Chico, Calif., and extended from Jan. 2 to Jan. 19 time for responding to petition for reconsideration of commission's further report & order of Nov. 15, 1961, which denied proposals for additional vhf assignments to San Francisco-Sacramento areas filed by S. H. Patterson (KSAN-TV), San Francisco. Action Jan. 5.

■ By memorandum opinion & order, commission denied Dec. 31 1959 petition by Kahn Research Laboratories Inc. to permit am stations to operate with "compatible single sideband system of modulation" and terminated its inquiry as to whether rulemaking would be warranted by Kahn proposal. Commission concluded that proposals have not made sufficient showing, it does not appear that there is sufficient interest on part of broadcasters or the public, and commission's greatest concern with proposed system is possibility of its causing interference to other stations and, further, such modulation does not conform to North American Regional Broadcasting Agreement definition of that term. Comr. Cross dissented. Action Jan. 3.

■ By letter, commission granted request by Storer Radio Inc. for waiver of Sec. 2.302 of rules to permit call letters WHN to replace those of WMMG when assignment of license of that New York City am station from Loew's Theatres Bcstg. Corp. to Storer, approved by commission on Dec. 13, 1961, is consummated. Relinquishment of call WMMG was stipulated in sale. Subject station used WHN call for 26 years. Comr. Bartley dissented. Action Jan. 3.

■ Commission granted petition by National Educational Tv & Radio Center and extended from Jan. 10 to Feb. 10 time to file comments and from Jan. 25 to Feb. 25 to file replies in tv rulemaking proceeding involving Bloomington-Indianapolis, Ind. Action Jan. 2.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by James P. Poston, Kernersville, N. C., and extended to Jan. 5 time to respond to petition by Francis M. Fitzgerald, Greensboro, N. C., to enlarge issues in proceeding on their am applications, et al. Action Jan. 2.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conference for Feb. 12 and hearing for March 12 in proceeding on applications of William B. Neal and James R. Williams for new am stations in Joplin and Lamar, both Mo. Action Jan. 8.

■ Overruled motion by Kenton County Bcstrs. to strike petition by Covington Bcstg. Co. to enlarge issues, reopen record to receive evidence as to availability to Kenton of site proposed in its application, and denied untimely filed petition by Covington in proceeding on their applications and Massillon Bcstg. Inc. for new am stations in Covington, Ky., and Norwood, Ohio. Action Jan. 5.

■ Denied motion by Onondaga Bcstg. Inc. to enlarge issues with respect to application of W.R.G. Baker Radio & Tv Corp. in Syracuse, N. Y., tv ch. 9 proceeding. Action Jan. 4.

■ Dismissed with prejudice application of

REA Radio & Electronic Laboratory for renewal of license of WREA East Palatka, Fla., for failure to comply with publication requirement, and terminated hearing. Action Jan. 4.

■ Denied petition by Putnam Bcstg. Corp. to change venue and transfer hearings from Washington to Brewster, N. Y., in proceeding on its application and Port Chester Bcstg. Co. for new am stations in Brewster and Port Chester, N. Y. Action Jan. 4.

■ Denied motion by Onondaga Bcstg. Inc. to enlarge issues with respect to application of WAGE Inc. in Syracuse, N. Y., tv ch. 9 proceeding. Action Jan. 4.

By Hearing Examiner Basil P. Cooper

■ On own motion, continued Jan. 9 further prehearing conference to date to be announced after commission has acted on joint request by applicants Little Joe Enterprises (WJOE), Ward Ridge, and Sarasota-Charlotte Bcstg. Corp., Englewood, Fla., for action on their am applications. Action Jan. 4.

By Hearing Examiner Thomas H. Donahue

■ Referred to commission petition by WBNY Inc. (WBNY), Buffalo, N. Y., for leave to amend its application to, among other things, substitute financial qualifications of The McLendon Corp. for financial qualifications of WBNY Inc. (commission on Nov. 29 approved assignment of license of station WBNY to The McLendon Corp.) Action Jan. 2.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau and with consent of applicant Strafford Bcstg. Corp. (WVNH), Rochester, N. H., extended from Jan. 5 to Jan. 12 time for filing proposed findings and from Jan. 12 to Jan. 19 for filing replies in am proceeding. Action Jan. 3.

■ U-on request by Winfield Bcstg. Co. and with consent of other parties extended from Jan. 3 to Jan. 10 for filing proposed findings and conclusions and from Jan. 12 to Jan. 17 for replies in proceeding on applications of Winfield and Courtney Bcstg. Co. for new am stations in Winfield, Kan. Action Jan. 2.

By Hearing Examiner Isadore A. Honig

■ Formalized rulings made at Jan. 4 prehearing conference and ordered *nunc pro tunc* that oral motion of Don L. Huber, Madison, Wis., for extension of time for all parties to respond to petition by Bartell Bcstrs. Inc. (WOKY), Milwaukee, Wis., to enlarge issues to include financial issue concerning Huber application is granted and time for filing replies to petition is extended from Jan. 3 to Jan. 15; scheduled certain procedural dates in am proceeding and continued Feb. 5 hearing to April 16. Action Jan. 4.

By Hearing Examiner Annie Neal Huntting

■ Upon oral request by Rochester Bcstg. Corp., continued Jan. 5 prehearing conference to Jan. 12 in Rochester, N. Y., tv ch. 13 proceeding. Action Jan. 5.

■ Dismissed petition by The Young People's Church of the Air Inc. for leave to amend its application for new fm station in Philadelphia, Pa., so as to show substitution of Donald B. Crawford in place of Norman B. Kellow as vice president and member of board of directors; parties have entered into stipulation with regard to this matter and petition is dismissed for reasons stated on record at oral argument. Action Jan. 4.

■ Granted petition by Peter-Mark Bcstg. Co., Vandalia, Ill., and continued certain procedural dates for Group III of consolidated am proceeding (Docs. 14085 et al—Community Service Bcstrs. Inc. et al) and continued Feb. 6 hearing to March 6. Action Jan. 2.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Walter L. Follmer, received in evidence his Exhibit 7 and closed record in proceeding on his application for new am station in Hamilton, Ohio, et al. Action Jan. 2.

By Hearing Examiner David I. Kraushaar

■ Denied "motion to strike" filed by Ridge Radio Corp. in proceeding on its application and Windber Community Bcstg. System for new am stations in Windber, Pa., requesting that certain exhibits exchanged on behalf of its adversary pursuant to procedures agreed upon during prehearing conference, as approved by examiner, be stricken and "not be permitted to be presented as evidence in this matter." Examiner denied motion "as frivolous, a

pleading which should not have been filed and the filing of which ought to be affirmatively discouraged because of the wholly unnecessary burden pleadings of such character may impose on the commission's hearing processes, including the generation of unnecessary responsive filings which may ensue as a result thereof." Action Jan. 4.

■ Granted petition by Kenosha Bcstg. Inc. for leave to amend its application for new fm station in Kenosha, Wis., to bring its proposal into conformity with criteria in proposed rulemaking proceeding; reopened record which was closed Nov. 22, 1961, scheduled further hearing for Jan. 10, rescinded directions in examiner's memorandum released Dec. 19, 1961, cancelled previous deadline for filing proposed findings and dismissed as moot motion by respondent to defer filing such pleadings. Action Jan. 2.

■ Granted joint petition by all parties and extended from Jan. 12 to Jan. 26 time to file proposed findings and from Jan. 26 to Feb. 2 for replies in proceeding on applications of Massillon Bcstg. Inc., Covington Bcstg. Co. and Kenton County Bcstrs. for new am stations in Norwood, Ohio, and Covington, Ky. Action Jan. 2.

By Hearing Examiner Jay A. Kyle

■ Upon request by Mt. Holly-Burlington Bcstg. Co., extended from Jan. 15 to Jan. 29 date for filing proposed findings and to Feb. 12 for filing replies in proceeding on its application, Burlington Bcstg. Co., and Burlington County Bcstg. Co., for new am stations in Mount Holly and Burlington, both New Jersey. Action Jan. 9.

■ Granted petition by applicant Clay Service Corp. and continued Jan. 9 hearing to Jan. 23 in proceeding on its application for new am station in Ashland, Ala. Action Jan. 5.

■ Rescheduled prehearing conference now scheduled for Jan. 4 at 9 a.m. for 2 p.m. on that date in proceeding on am applications of WNOW Inc. (WNOW), York, Pa., and Radio Assocs. Inc. (WEER), Warrenton, Va. Action Jan. 3.

By Hearing Examiner Forest L. McClenning

■ Pursuant to agreements reached at Jan.

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8 prehearing conference, scheduled further prehearing conference for Jan. 30 and continued without date hearing scheduled for Feb. 19 in Grand Rapids, Mich., tv ch. 13 proceeding. Action Jan. 9.

Formalized rulings made at Jan. 5 prehearing conference in proceeding on application of Lake Shore Bcstg. Inc. for mod. of license of am WDOE Dunkirk, N. Y. which scheduled Jan. 29 for exchange among parties of exhibits to be offered in evidence in presentation of direct affirmative cases, and continued Feb. 1 hearing to Feb. 5. Action Jan. 8.

Granted motion by Beacon Bcstg. System Inc. to extent that scope of examinations of noted deponents shall be limited to transactions of nature specified in said notice to take depositions between Beacon Bcstg. System Inc., Beacon Electronics Inc., Beacon Electronics Division, each with other and with Paul T. Foran individually; directed that memorandum opinion & order in proceeding on Beacon's application and Suburban Bcstg. Inc. for new am stations in Grafton-Cedarburg and Jackson, Wis., be served on R. O. Sandow, Marshall and Hsley Bank, L. J. Jost Sr., Bentley Jost Electronic Corp., and George Krueck, Allen Bradley Co., all Milwaukee, Wis. Action Jan. 4.

By Hearing Examiner Herbert Sharfman

After Jan. 4 prehearing conference, scheduled certain procedural dates and rescheduled from Feb. 1 to March 5 hearing on am applications of KWTX Bcstg. Co. (KWTK), Waco, and Kerrville Bcstg. Co. (KERV), Kerrville, both Texas. Action Jan. 4.

Granted petition by Town & Country Bcstg. Inc. (WREM), Remsen, N. Y., for leave to amend its am application relative to financing proposed WREM 5-kw facilities. Action Jan. 4.

By Hearing Examiner Elizabeth C. Smith

Granted motion by Radio Americana Inc., applicant for new am station in Baltimore, Md., for official notice, insofar as it relates to existing stations and also to currently pending applications for Lebanon and Hershey, Pa., including date of filing of Hershey application, and closed record. Action Jan. 2.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 9

WCOY, Radio Columbia Inc., Columbia, Pa.—Granted transfer of control from Lester P. Etter et al (all stockholders) to Donald W. and Joan G. Huff; consideration \$60,000.

Granted renewal of license for following stations: KBUR Burlington, Iowa; KCHE Cherokee, Iowa; KDEC Decora, Iowa; KDLS Perry, Iowa; KDTH Dubuque, Iowa; KFAL Fulton, Mo.; KFEQ St. Joseph, Mo.; KFMO Flat River, Mo.; KRFV Columbia, Mo.; KFUO Clayton, Mo.; KFVS Cape Girardeau, Mo.; KGLO Mason City, Iowa; KGRN Grinnell, Iowa; KICD Spencer, Iowa; KLEM LeMars, Iowa; KLEX Lexington, Mo.; KLWT Lebanon, Mo.; KMA Shenandoah, Iowa; KMAQ Maquoketa, Iowa; KMCD Fairfield, Iowa; KMMO Marshall, Mo.; KMNS Sioux City, Iowa; KNIA Knoxville, Iowa; KNWS Waterloo, Iowa; KOUR Independence, Iowa; KRNT Des Moines, Iowa; KSD St. Louis, Mo.; KSIB Creston, Iowa; KSMN Mason City, Iowa; KTCE Malden, Mo.; KVFD Ft. Dodge, Iowa; KWOS Jefferson City, Mo.; KWRE Warrenton, Mo.; KWTO Springfield, Mo.; KWVY Waverly, Iowa; KXEL Waterloo, Iowa; KXGI Fort Madison, Iowa; WMT Cedar Rapids, Iowa; KBOA-FM Kennett, Mo.; KFUD-FM Clayton, Mo.; KR0S-FM Clinton, Iowa; *KTCF (FM) Cedar Falls, Iowa; KTTS-FM Springfield, Mo.; WHO-FM Des Moines, Iowa; KFEQ St. Joseph, Mo.; KFVS-TV Cape Girardeau, Mo.; KGLO-TV Mason City, Iowa; KMOS-TV Sedalia, Mo.; KOMU-TV Columbia, Mo.; KSD-TV St. Louis, Mo.; KTIV (TV) Sioux City, Iowa; KTTS-TV Springfield, Mo.; KWVW-TV Waterloo, Iowa; WHO-TV Des Moines, Iowa; WMT-TV Cedar Rapids, Iowa.

Following fm stations were granted SCAs to engage in multiplex operations: KTAL-FM Texarkana Tex.; KUDE-FM Oceanside, Calif.; WAEZ (FM) Miami Beach, Fla., and WFMV (FM) Richmond, Va.

WROM, Coosa Valley Radio Co., Rome, Ga.—Granted assignment of licenses to company of same name (stock transaction).

WBYO-FM, Boyertown Bcstg. Co., Boyertown, Pa.—Granted assignment of license to Boyertown Bcstg. Inc.

KUAM-AM-TV, Radio Guam, Agana, Is-

land of Guam—Granted acquisition of positive control by Phil Berg through purchase of stock from John P. Hearne and William B. Duce.

KAGI Grants Pass, Ore.—Granted license covering increase in daytime power and installation of new trans.

WTC-AM-FM Vical Bcstg. Co., Towanda, Pa.—Granted mod. of licenses to change name to Twin Tier Bcstg. Co.

*KVCR San Bernardino, Calif.—Granted cp to increase ERP to 810 kw; change ant.-trans. location (coordinates only—no change in description); make changes in ant. system (increase height—fm ant. to be mounted on KVCP-TV tower); ant. minus 300 ft.; remote control permitted.

WMID Atlantic City, N. J.—Granted cp to install old main trans. as auxiliary day and alternate main trans. night; remote control permitted.

WBRB-FM Mount Clemens, Mich. — Granted cp to install new trans.

KCTA Corpus Christi, Tex.—Granted cp to install new auxiliary trans. at main trans. location.

KLO Ogden, Utah—Granted cp to install new auxiliary trans.

WAYX Waycross, Ga.—Granted mod. of cp to change type trans. for main trans. daytime and use presently licensed main trans. as main trans. nighttime.

Following stations were granted mod. of cp to change type trans.: WSBB New Smyrna Beach, Fla., and WPMH Portsmouth, Va.

KSPL-FM Doholl, Tex.—Granted authority to remain silent for period ending March 15.

Following stations were granted extensions of completion dates as shown: WSBB New Smyrna Beach, Fla., to March 17, and WPMH Portsmouth, Va., to June 11.

Actions of Jan. 8

WCHJ Brookhaven, Miss.—Granted mod. of license to change studio location and remote control point.

KGO San Francisco, Calif.—Remote control permitted without prejudice to such further action as commission may deem warranted as result of final determinations with respect to: (1) report of Network Study Staff; (2) related studies and inquiries now being considered or conducted; and (3) pending inquiry into compliance by broadcast licensees with Sec. 317 of Communications Act and related matters.

WRNB New Bern, N. C.—Remote control permitted; condition.

KASH Eugene, Ore.—Granted cp to increase day power from 1 kw to 5 kw continued operation on 1600 kc with 1 kw-N, DA-N; condition.

KVEG Las Vegas, Nev.—Granted mod. of cp to change main studio and ant.-trans. locations and operate trans. by remote control from studio location; condition.

Actions of Jan. 5

Following stations were granted extensions of completion dates as shown: WAEZ (FM) Miami Beach, Fla., to Feb. 1, and KXQR (FM) Fresno, Calif., to Jan. 10.

KLOV, Regional Bcstg. Corp., Loveland, Colo.—Granted assignment of licenses to Evergreen Enterprises Inc.; consideration \$68,000.

KRBE(FM), KAMA(FM), Texas Fine Music Bcstrs. Inc., Houston and Dallas, Tex.—Granted relinquishments of positive control by Roland A. Baker through sale of stock by Roland A. Baker and J. Paul Pomeroy Jr. to Victor F. Branch.

Granted licenses for following am stations: KARS Belen, N. M., and WQSR Sylvania, N. Y.

KVOW Riverton, Wyo.—Granted license covering installation of new trans.

WTRN Tyrone, Pa. — Granted license covering increase in daytime power and installation of two new main trans.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: KATY San Luis Obispo, Calif.; KBUR Burlington, Iowa; KCLV Clovis, N. M.; WIEL Elizabethtown, Ky.

WTRN Tyrone, Pa. — Granted license covering use of nighttime main trans. as auxiliary daytime with remote control operation.

Granted Trans-America Bcstg. Corp. (WYAM), Bessemer, Ala., mod. of cp to change type trans.

Actions of Jan. 4

KFMU(FM) Los Angeles, Calif.—Granted cp to install new trans.

WTWB Auburndale, Fla.—Granted mod. of cp to change type trans.

WSUG Clewiston, Fla.—Granted authority to remain silent beginning Dec. 29,

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1961, for indefinite period pending filing of possible new application for assignment of license.

KZIX Fort Collins, Colo.—Granted change of remote control authority.

Crook Community Tv Assn., Crook, Colo.—Granted cp for new vhf tv translator station on ch. 7 to translate programs of KOA-TV (ch. 4) Denver.

Actions of Jan. 3

WORG Orangeburg, S. C. — Granted change of remote control authority.

Remote control permitted for following stations: **WDSR** Sterling, Ill., and **WCRY** Macon, Ga.

Actions of Jan. 2

Granted change of remote control authority for following station: **KGMI** Bellingham, Wash.

Remote control permitted for following stations: **WRSJ** Bayamon P. R. and **WYAM** Bessemer, Ala.

WQAL Philadelphia, Pa.—Remote control permitted.

License renewals

WTVP(TV) (ch. 17) Decatur, Ill.—Granted renewal of license, without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached by commission in connection with *In Re Applications of WORZ Inc. and Mid-Florida Tv Corp. for Cps for New Tv Stations* (ch. 9), Docs. 11081 and 11083. Action Jan. 3.

WOPA-AM-FM Oak Park, Ill.—Granted renewal of licenses. Comr. Bartley dissented. Action Jan. 3.

WKRC-TV (ch. 12) Cincinnati, Ohio—Granted renewal of license, subject to whatever interference may be received from station assigned to Dayton on ch. 11, with its trans. site at least 40 miles from site of **WKRC-TV**, if in Doc. 14234 assignment of ch. 11 to Dayton is concluded to be in public interest. Comrs. Hyde and Bartley voted to grant without condition. Action Jan. 3.

WOKY Milwaukee, Wis.—Granted renewal of license, without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached in action entitled *Wyde Inc. and Wake Inc., plaintiffs, vs. Bartell Bcstg. Corp., Wake Bcstrs. Inc., Bartell Bcstrs. Inc., Gerald Bartell, Lee Bartell, David Bartell and Melvin Bartell, defendants*, now pending in U. S. District Court for Southern District of New York. Action Jan. 3.

Following stations were granted renewal of license: **WJW-TV** Cleveland, Ohio; **WRGP-TV** Chattanooga, Tenn.; **WGN** Chicago, Ill. Action Jan. 3.

Rulemakings

Commission invited comments to proposed rulemaking which would shift tv ch. 3 from Sterling, Colo., back to Cheyenne, Wyo. Move was requested by **Steuer Bcstg. Co.**, which holds a cp for **KHQL-TV** on ch. 3 at Sterling. Ch. 3 was originally assigned to Cheyenne but was shifted to Sterling in 1957. Action Jan. 3.

By further notice of proposed rulemaking in proceeding looking toward deleting ch. 19 from Palm Springs and assigning it to Indio, Calif., commission invites comments to additional consideration of shifting ch. 27 from San Diego to Palm Springs, subject to coordination with Mexican authorities. Such reassignments would resolve mileage separation problems and still

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 11

	Lic.	ON AIR	CP	TOTAL APPLICATIONS
		Cps.	Not on air	For new stations
AM	3,616	69	88	857
FM	884	84	160	168
TV	487 ¹	76	78	135

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 11

	VHF	UHF	TV
Commercial	497	92	562
Non-commercial	40	18	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,613	894	486 ¹
Cps on air (new stations)	59	45	71
Cps not on air (new stations)	146	169	88
Total authorized stations	3,818	1,108	656 ²
Applications for new stations (not in hearing)	499	124	67
Applications for new stations (in hearing)	176	23	53
Total applications for new stations	675	147	120
Applications for major changes (not in hearing)	496	77	35
Applications for major changes (in hearing)	91	5	13
Total applications for major changes	587	82	48
Licenses deleted	0	2	1
Cps deleted	2	4	2

¹ There are, in addition, nine tv stations which are no longer on the air, but retain their licenses. ² Includes one STA.

give Palm Springs uhf channel. Unless active interest is manifested, commission will defer action on making substitute uhf channel available for San Diego until decisions are reached in Doc. 14229 concerning future methods of assigning stations on uhf channels. Action Jan. 3.

Commission invited comments to proposed rulemaking which would shift tv ch. 14 from Modesto to San Mateo, Calif., and reserve it at latter place for noncommercial educational use. Move was petitioned for by National Educational Tv & Radio Center which stated that College of San Mateo would be applicant. There is no application to use ch. 14 commercially at Modesto. Action Jan. 3.

By order, commission made editorial changes to Part 4 of rules to bring Secs. 4.161, 4.261, 4.361, 4.402, 4.502 and 4.602 into conformity with Geneva Radio Regulations and Part 2 of commission rules. Action Jan. 3.

By memorandum opinion & order, commission denied petition by **Tv Bcstg. Circuits Inc.** for rulemaking to assign ch. 25 to Tuscaloosa, Ala. Proposal does not comply with mileage separation rules and is in

conflict with proposal presently under consideration in Doc. 14120 to assign ch. 25 to Huntsville or to Hamilton, Ala. Action Jan. 3.

By report & order, commission finalized, with modifications, rulemaking in Doc. 13766 and amended fm and tv standards in Part 3 of rules in keeping with acceptable engineering practice and procedures. Amendments (1) clarify specifications for frequency response in vicinity of color pass band; (2) permit fm and tv stations to determine operating power of aural transmitters by direct measurement or by presently prescribed indirect method; (3) relax requirements relating to operation with reduced power to extent that commission need only be notified if required minimum operating schedule cannot be maintained with authorized power and provided period of reduced power operation is not over 10 days; and (4) modify wording in Sec. 3.689(a) (1) by abolishing reference to "standard black television picture" and substituting language specifying form and amplitude of modulating signal when determining operating power of visual transmitter. Action Jan. 3.

ADDENDA TO 1961-62 BROADCASTING YEARBOOK

Changes and additions received after the new BROADCASTING YEARBOOK went to press are included in this list. For readers' convenience, the information is arranged in order of YEARBOOK page number, and section.

A—Television Stations

Page A-7—In listing for **KPHO-TV** Phoenix change visual power to 100 kw (operating on STA).

Page A-12—In listing for **KOGO-TV** San Diego, as Licensee substitute **KOGO Broadcasting Corp.** for **KFSD Inc.**

Page A-19—In listing for **WDBO-TV** Orlando add as first name of executives listing **William H. Goodman**, president.

Page A-39—In listing for **KTBS-TV** Shreveport change names in Ownership to read **George D. Wray Sr.**, and **George D. Wray Jr.**

Page A-58—In listing for **WSYR-TV** Syracuse in executives listing change name to read **E. R. Vadeboncoeur**.

Page A-71—In listing for **WPCA-TV** Philadelphia change address to read 1230 East Mermaid Lane, zone 18; to the list of executives add **Robert Straton**, bus mgr; **Samuel Seymour**, prog dir; **Charles Taylor**, news dir; **Alastair Martin**, chief engr; add **Washington attorney Samuel Miller**.

Page A-88—Place listing for **WVEC-TV** now under **Hampton, Va.**, under **Norfolk, Va.**

B—Radio Stations

Page B-3—Insert at head of radio listings **Key to symbols:** In connection with sta-

tion facilities one or more of the following abbreviations may appear: **D**—daytime station; **DA-D**—directional antenna day only; **DA-N**—directional antenna night only; **DA-1**—directional antenna same pattern day and night; **DA-2**—directional antenna different pattern day and night; **L**—limited time, stations operates night hours only when dominant station is not operating; **LS**—local sunset; **N**—night; **SH**—specified hours of operation provided in station's license; **ST**—station shares time with one or more stations; **CP**—construction permit.

Page B-10—Delete listing for **KZOK** Prescott; **KENT** listing (page B-9) supercedes **KZOK**.

Page B-13—In listing for **KOTN** Pine Bluff change ownership to **Joellen Broadcasting Corp.** (acquired station Jan. 1, 1961); change executives to **W. J. Deane**, pres;

D. S. Jacobson, gen mgr; David Carrico, prog dir; Rob Robinson, chief engr; Merle Caldwell, news dir.

Page B-21—In listing for KUTY Palmdale in executives listing delete name Morris H. Bergreen and substitute name Harold C. Singleton.

Page B-24—In listing for KFRC San Francisco delete executives listing and substitute the following: Thomas O'Neil, pres; Richard E. Nason, gen mgr; John Allen, sales mgr; George Crowell, prog dir; Bill Sweeney, sales prom mgr; Tom Razovich, chief engr.

In listing for KFRC-FM delete "not on air" and substitute (Nov. 30, 1960): change power to 70 kw.

Page B-25—In listing for KHUM(FM) Santa Rosa delete fm classification; delete "not on air" and substitute (Dec. 3, 1961); change power to 500 w D; insert executives: Lloyd Spangenburg, gen mgr; Victor Kopp, prog dir; Paul Gregory, news dir; V. F. Nickell, sales mgr; Fred Beville, chief engr.

Page B-26—In listing for KGEN Tulare change ownership classification from "original owner" to acquired station July, 1959.

Page B-38—In listing for WDBO Orlando delete name William S. Cherry, Jr. bd chmn, insert William H. Goodman, pres.

Page B-40—In listing for WZST Tampa delete "not on air" and substitute (March 17, 1961); add executives listing for Alpha E. Martin, owner; Elmo B. Kitts, gen mgr; Ronald Harpe, prog dir.

Page B-51—In listing for WBBM Chicago in executives listing change advertising & sales promotion mgr to Lud Richards.

Page B-52—In listing for WSBC-FM Chicago delete "duplicates WSBC-AM;" change executives listing to Louis B. Lee, stn mgr; Roy Bellavia, opns mgr; Jim Reidy, prog dir.

Page B-67—Listing for KAFM(FM) Salina was omitted by error; insert KAFM(FM) (1960): 99.9 mc; 3.6 kw. United Bldg. 1012, Salina. Phone Taylor 3-4631. Salina F-M Inc. (original owner).

R. F. Pecednik, exec vp; Bill Dahlsten, opns & sales mgr; C. Wicklind, prog. dir.

Page B-72—In listing for KEUN Eunice, La., change names in executives listing to read Thomas C. Voinche, gen & coml mgr; Karl R. DeRouen, asst mgr & prog dir; Skip Stewart, news dir; Dean Nezat, chief engr.

In listing for KFRA Franklin, change Parish to St. Mary Parish.

Page B-84—In listing for WCAR Detroit change ownership to read WCAR Inc. (acquired station August 1947). Change address to 500 Temple

Page B-102—In listing for WJAG Norfolk change Rep to read Walker-Rawalt, Soderlund.

In listing for KVSH Valentine change power to 5 kw D; change Rep to read Walker-Rawalt, Soderlund.

Page B-112—In listing for *WKCR-FM New York change executives listing to read Bruce E. Goldman, pres; Arnold E. Greenman, gen mgr; David Garfield, bus mgr; William Weissman, prog dir; Morton Goldberg, chief engr.

In listing for WPOW New York change name of secretary to Margaret Swan.

Page B-120—In listing for WKVH Hendersonville change call letters to WHVH, and insert station under Henderson, N.C.

Page B-122—In listing for WKIX Raleigh delete network affiliation; change Rep listing to Adam Young; delete executives listing and substitute Hugh E. Holder, pres & gen mgr; Ralph C. Price, chmn of bd; James MacLamroc, vp, sec'y & treas.

Page B-133—In listing for KUSH Cushing change executives listing to: Gordon R. Rockett, pres & gen mgr; Glenn Thomas, stn mgr, sls mgr, prog dir, chief engr; Frank Trombley, news dir; Wesley Maley, music dir; Lynda Lee, traff mgr.

Page B-138—Under Roseburg insert listing for KYES (November 1955): 950 kc; 1 kw-D. P. O. Box 1138. Phone Orchard 3-6678. Douglas Broadcasters Inc. (original owner).

Rep Pearson (national); Hugh Feltis (regional).

E. LeRoy Hiatt, pres; Elliott Motschenbacher, gen mgr.

Page B-143—In listing for WHAT Philadelphia change power to 1 kw (operating on STA).

Page B-152—In listing for WMYB Myrtle Beach delete reference to "Group Ownership."

Page B-153—Under Winnesboro change town's name to Winnsboro; in listing for WCKM Winnsboro delete "under con-

struction" and substitute (April 26, 1961).

Page B-160—In listing for KIXZ Amarillo change date of acquisition of station by KIXZ to Feb. 17, 1959. Delete reference to "Group Ownership."

Page B-172—In listing for KCMC Texarkana change power and position to 740 kc, 1 kw; delete TSN under network affiliation; change Rep association to Jack Masla Assoc.; delete executives listing and substitute Walter E. Hussman, pres; B. L. Wood gen mgr; Irene Rankin, coml mgr; Billy Merrell, prog dir; George Dobson, sports & news dir; Helen Spence, womens' dir; George Hammond, chief engr. Change call letters of KCMC-FM to KTAL-FM; delete entire listing for KCMS-TV.

Page B-183 — Delete cross-reference for KUDY Seattle; insert listing for KIXI Renton under Seattle listings; Delete Renton addresses in KIXI listing, and substitute University Bldg., Seattle 1; note cp to change location to Seattle has been effected; delete Negro specialty programs.

Page B-220—Insert into listings of Group Ownership the Beef Empire Stations—KCSR Chadron, Neb.; KVSH Valentine, Neb.; WJAG Norfolk, Neb.

Page B-222—In listing for A. L. Glassman Stations change owner's name to read Glassman; Mr. & Mrs. Hatch own 100% of KOPR-AM, but do not own any stock of KLO Ogdin; Mr. & Mrs. Heffel have sold KIMN Denver, and retain no stock in it, nor in KGEM Boise.

Page B-235—In listing for Baker U. campus-limited station, change call letters to KBUB.

Page B-236—Insert listing for WKCR Ivy Columbia Univ., New York 27, N. Y.

C—Equipment

Page C-16—Insert in listing for Radio Corp. of America the name M. A. Trainer, mgr, Electronic Recording Products Dept., following C. H. Colledge.

Page C-22—Insert the following listing: Visual Electronics Corp. 356 W. 40th St., New York 18, N. Y. Pennsylvania 6-5840. James B. Tharpe, pres; John P. Gallagher, vp; George H. Wagner, sales mgr; Les L. Darrigo, sales eng mgr; F. C. Grace, chief engr; Morris A. Mayers, mgr, closed circuit tv systems.

Products (for radio and tv): Custom designed systems of am-fm-tv broadcast equipment, including automation systems. Engineering services for station planning and installation supervision.

D—Codes/Programs

Pages D-26—In listing for Canadian Pacific Railway change sup't of broadcast services to G. G. Shaw.

E—Networks, Reps, Trade Groups

Page E-4—Insert the following listing: Eckels & Co., 80 Boylston St., Boston, Mass. Liberty 2-6481. George R. Eckels, pres; Irvin E. Dierdorff Jr., vp; Diane Putnam, office mgr.

Page E-28—Under Brokers insert: Jack L. Stoll & Assoc. 6381 Hollywood Blvd., Los Angeles 28, Calif. Hollywood 4-7279. Jack L. Stoll, mgr; Bruce A. Stoll, associate.

Page E-32—Paste over Office of Civil & Defense Mobilization the following listing:

Office of Emergency Planning
Headquarters Executive Office Bldg.,
17th & Pennsylvania Ave., N.W. Executive
3-3300, Frank B. Ellis, director; Ed-
ward A. McDermott, deputy director;
John E. Cosgrove, asst. director, federal
-state relations; Charles S. Brewton, asst.
director, resources and economic affairs.
Ralph Spear, director, research, policy
and review division; Carey Brewer, di-
rector, emergency plans and readiness di-
vision; Lyle Belsley, director, resources,
planning and mobilization division;
Thomas Hagan, director, information di-
vision; Fred Alexander, director, telecom-
munications division; Charles Kendall,
general counsel; Hugh Gallagher, direc-
tor, special liaison; William S. Heffel-
finger, director, administration; Dr. James
K. Shafer, director health services.

Page E-34—Under Management Consultants
Howard S. Frazier Inc. change telephone
number to read Federal 8-1720.

Page E-37—Under Associations & Profes-
sional Societies change addresses for Na-
tional Academy of Television Arts &
Sciences (NATVAS) to 54 West 40th St.

Continued on page 91

When your bank says "NO"

Because of the special nature of our industry, banks are often reluctant to offer needed financial services to broadcasters.

Communications Capital Corporation specializes in:

1. *The purchase of notes and other negotiable paper resulting from the sale of a station.*
2. *Short and long term loans to owners of radio and TV properties.*
3. *General financing.*
4. *Financing of accounts receivable.*

Communications Capital will be pleased to analyze and make constructive recommendations for solutions to the financial problems of broadcasters. Preliminary services without obligation. All inquiries are confidential.

COMMUNICATIONS CAPITAL CORP.

3504 TIME AND LIFE BUILDING, NEW YORK 20, CIRCLE 5-2870

Suggestion: Clip this ad and file for future reference

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 advertising require display space.
 - All other classifications 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Station manager—N.Y.S.—Immediate opening. Excellent opportunity. Send complete details. Box 272J, BROADCASTING.

Top-flight manager with proven sales and promotion background. Mississippi's second market. Daytimer, firmly established. Good salary plus % of net. Competition keenest therefore only best apply. Complete resume, please. Box 366J, BROADCASTING.

Sales manager. Small market experience. Must sell and be able to direct other salesman. Good salary plus commission. Contact Sydney E. Byrnes, President, WADS, Ansonia, Connecticut. Regent 5-4606.

Sales

Sales manager needed for small market Negro outlet. Commission plus salary. Box 210J, BROADCASTING.

Robots for sale! Attention owners—Managers only. Fantastic 6-foot money-making promotion. Sold in every Florida market. Over 100 in use. Now—exclusive market rights—your station—your market. Write: Box 246J, BROADCASTING.

Immediate opening. Established Michigan 5 kw. Good commission, pension-insurance plan, expanding market. Prefer man from state or close-by. Mail resume. Box 342J, BROADCASTING.

Permanent future single California market. Guarantee plus commission. Experienced salesman. Box 391J, BROADCASTING.

Sales manager. Progressive, farm station going to 5000 watts soon needs sales manager with experience in competitive markets. Must produce. Call or write Jim Wanke, General Manager, KABB Radio, Aberdeen, South Dakota. BA 5-1420.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Attention salesman! Solid, 5 kw suburban metro market independent expanding sales department. If you are a pro, and want to hold a position paying \$8,000 to \$12,000 annually, send resume and recent photo to Ed Morgan, WETU Radio, P. O. Box 453, Montgomery, Alabama. All replies confidential.

Salesman-announcer for new station. Single station market. Salary plus commission. Send tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan. Personal interview required.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 650 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Now.

Announcers

Top-notch dj for powerful number one 5kw in west Texas. Fastest growing market. Send tape and info to Box 103J, BROADCASTING.

Full-time classical music station in San Francisco has position for experienced classical music announcer. Top salary for right man. Send resume and other information to Box 215J, BROADCASTING, or call YUKON 6-2825.

New Jersey. Experienced news-man announcer, Salary commensurate with ability. Interview required. Send tape and resume, Box 264J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

First class Christian announcer with license to match. Send tape with commercials and news and why you feel qualified to speak for the Lord Jesus Christ. Box 270J, BROADCASTING.

Need a man with a first class ticket for one of America's foremost music stations. Send tape, pictures, and resume to Box 383J, BROADCASTING.

California single market looking for announcer with 1st phone. Permanent. Box 392J, BROADCASTING.

Help wanted . . . Announcer to work regular shift and handle play-by-play high school sports on eastern Arizona network station. Send resume and tape. Box 431J, BROADCASTING.

Announcer: 1st phone. Good on production, good voice. Be copy chief of top flight am station. Can use man with limited voice experience if production copy is good. Limited engineering. Start at \$100.00 per week. Good man can go to \$125.00 rapidly. Central states, medium market. Box 432J, BROADCASTING.

Announcer—minimum two years commercial radio experience. Pennsylvania small market chain with good opportunities, adult sound. \$430.00 per month to start, more guaranteed. Personal interview necessary. Send tape and resume. Box 458J, BROADCASTING.

Experienced announcer for station two hours from New York City. Permanent job. Immediate opening. Box 459J, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Start the year where opportunity and growth abounds. Experienced d.j. only—No beginners! Minimum start \$700. No r. and r. or big sound types. Want maturity, talent and guts. Send tape—complete resume of experience—qualifications—references. Bill Harpel, KHAR, Pouch 7-016, Anchorage, Alaska.

Wanted: Combination engineer-announcer with first phone. Air shift and maintenance. Small market and local station. Send all information and tape to Allen R. McIntyre, KNDC, Hettinger, North Dakota.

Announcer with first phone for position opening February 15. \$500 per month or more to right man. Send tape, resume, references and picture to Dan Breece, KOVE, Lander, Wyoming.

Experienced first class licensed announcer. Box 1056, Twin Falls, Idaho.

First class ticket-announcer—immediate opening. Phone Norman Glenn, station WJDY, Pioneer 2-5191, Salisbury, Maryland.

Immediate opening for two announcers. Would consider combo men. Prefer announcers from the South but not necessary. Send tape and all details to Al Drew, WCNF, Weldon, North Carolina. No collect phone calls.

Mobile news reporter. Both hard news and feature interviews required. Complete equipment. Journalism training preferred, however, any experienced radio announcer with genuine interest in news considered. Well established group owned station. Send news tape, photo and job resume to WCSI, 501½ Washington, Columbus, Indiana.

Help Wanted—(Cont'd)

Announcers

Experienced morning man. Send tape and resume, WEAV, Plattsburgh, New York.

Immediate opening for first phone, fast format announcer. Car necessary. \$80 minimum, more if qualified. Send tape, picture, resume to Doug Holderfield, General Manager, WFPA, Fort Payne, Alabama.

Salesman wanted—Must have selling experience and car. Must want to work day and night. Great opportunity for very substantial income with 5000 watt station in thriving area around city of 30,000. Will guarantee \$100 a week minimum to start. Write detailed background and ask for appointment. H. M. Thayer, WGHQ, Kingston, New York.

Immediate opening for experienced announcer. Some AM hours with top pop and night FM with good music format. Play-by-play would be helpful. Contact Manager, WAFC, Staunton, Virginia.

Wanted . . . announcer . . . immediate opening for experienced staff announcer at 5 kw in east Tennessee. Must be able to run good tight format with production experience and anxiety to work. Send resume and tape to Raymond C. Stockard, WJSO, Johnson City, Tennessee.

Experienced first phone announcer. Immediate opening. Send resume, tape and salary requirements to J. F. Marzke, WJUD, St. Johns, Michigan.

Mature voice for 5000 watt adult programming into tidewater Virginia. Send tape and resume including salary requirements or contact E. Baydush, WLPW, Suffolk, Virginia.

Network good music station wants experienced announcer. Good pay—good working conditions. Contact Robert C. Wolfenden, WMEV, Marion, Virginia.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 650 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Now.

Technical

Chief engineer for metropolitan daytimer going directional night. Part of southern group building 3 stations. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements first letter, Box 490H, BROADCASTING.

Chief engineer position now available at good music directional station in southern California city. Must be able to take complete charge of equipment. Must also work board shift with smooth, professional delivery. Wonderful climate; stable, hard-working staff. Reply Box 360J, BROADCASTING.

Engineer—1 kw educational fm—southeast. Must know transmitters, studio gear, and latest recording techniques. Construction and maintenance ability and experience essential. No announcing. Opportunity to learn tv in our related operation. Non-experienced personnel will not be considered. Send complete resume, recent photo and salary requirements to Box 403J, BROADCASTING.

Wanted . . . transmitter engineer. Must be familiar with transmitter maintenance. First class ticket required. Send resume to Box 317J, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineer-announcer. Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Chief engineer, top California station, some air work. Immediate opening. Format, 1000 watt—24 hour directional. Good job for right man. KAFY, Bakersfield, California. Call collect Empire 6-4411 for Al Anthony or Paul Bappista.

1st class engineer for routine maintenance, and combo-announcing. Contact Nick Bell, Radio Station WREB, Holyoke, Mass.

Good chief engineer wanted immediately. Salary \$95 00 if you qualify. Contact Al Stanley, Manager, WTSB AM/FM, Lumberton, North Carolina.

Transmitter engineer, am-fm. 1st phone, car necessary. WEOL, Elyria, Ohio.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 850 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Now.

Engineer. Immediate opening. WVOS, Liberty, New York.

Production—Programming, Others

Immediate opening for night news editor in upstate New York CBS affiliate. Applicant must have news gathering and writing background, willingness to work, versatility, reliability, showmanship. Opportunities rewarding. Personal interview after tape, photo, resume and salary requirements. Box 339J, BROADCASTING.

Girl copywriter needed by midwest radio-tv operation-medium size market. Send copy samples & full particulars first letter. Box 408J, BROADCASTING.

Program director with news and promotional experience for adult type radio station in Pennsylvania. Excellent opportunity for mature person. Box 464J, BROADCASTING.

WJL-Niagara Falls, N. Y., for middle of February-person for traffic, copy with radio background. References. Good conditions, good folks.

RADIO**Situations Wanted—Management**

Unusually fine record and background in major market sales on client and agency level. Excellent knowledge of broadcasting sales problems aided by further depth experience in sales promotion, research. Available due to station sale. Box 146J, BROADCASTING.

Desire opportunity in small or medium size market, sales or management. Ten years experience announcing programming and sales management. Box 157J, BROADCASTING.

Husband and wife management team-wife expert in traffic and office management. Husband has seventeen years experience in radio sales and programming. Background includes station ownership. Capable taking full charge. Minimum potential \$12,000 for the team. Box 213J, BROADCASTING.

Manager—heavy sales background. Twelve years experience, ten management. Mature, thorough knowledge. Stable, responsible, family man. Excellent ownership references. Area \$10,000. Box 229J, BROADCASTING.

Mistakes made, now let's make profits! Experienced general manager, sales since 1957, radio since 1951. Married, veteran. Box 414J, BROADCASTING.

Attention, absentee owner. Young, but highly experienced radio man (N. Y. Metro am, fm, tv) will work as manager or assistant manager of your station. B.A. in broadcasting. Prefer west or southwest. Box 415J, BROADCASTING.

Situations Wanted—(Cont'd)

Management

15 years experience, management, sales management. First phone. Excellent references. Box 313J, BROADCASTING.

Man-wife management team, 25 years experience. Versatile talents—strong on sales and promotion. Sports, news, women's production. Community leaders. Best references. Primary interest small to medium market with good future. Good agency contacts. Box 394J, BROADCASTING.

Proven profit-producer. Competent, responsible family man seeks new managerial or sales challenge in southern California or Arizona. Will trade 14 years experience in radio and newspapers for interesting, long-term opportunity. Now general manager of successful midwest station showing consistent profits. Available on month's notice. Box 396J, BROADCASTING.

Manager-salesmanager, young strong sales background under heavy competition, experience all phases. Format top forty and good music—radio, latest methods and ideas \$17,500 current income, prefer new challenge! Box 428J, BROADCASTING.

Mature manager—17 years successful experience in all phases management including station ownership. Heavy on creative sales — programming. Civic enthusiast. Family man, stable, sober, dedicated. Small to medium market with \$12,000 minimum potential. Box 439J, BROADCASTING.

Manager—commercial manager. Heavy sales background. Presently employed in this country. Present employers and accounts my best references. Desire midwest location, presently located elsewhere. Family man, college, best references. Box 452J, BROADCASTING.

Former radio station president and general manager seeking position in radio or tv, agency, or promotion. Age 30, married, 2 children. Will relocate anywhere. BS degree. Average salary and earnings over past five years \$15,000 annually. Desire opportunity for greater earnings. Write Box 457J, BROADCASTING. All replies confidential and will be answered.

Terrific young manager-sales-manager team desires to relocate in medium market with opportunity to purchase percentage of station. Currently earning \$12,000 and \$10,000 respectively. Box 463J, BROADCASTING.

Somewhere there's a radio and/or tv operator looking for a manager or operations manager with fourteen years of experience in both media. 39 years old, two major stations, three minors. Background includes all phases but engineering. Out one year, now anxious to get back in. Not interested in shotgun operation. Minimum \$10,000. Resume on request, interview at your expense. Bob Murphy, 1333 West Mango Street, Lantana, Florida. JU 2-4133.

Announcers

First phone announcer, no experience, need some, hardworking—willing to learn. Prefer South or Southwest. Contact Theron Graves, Route #4, Bristol, Tenn.

Sports announcer looking for sports minded station—best of references. Box 183J, BROADCASTING.

Top 40 dj., wants any medium, medium-large, or large market; young, single, draft-free. Box 308J, BROADCASTING.

Announcer, dj, experienced, tight production, mature veteran, want to settle. Box 309J, BROADCASTING.

Give me a try! Inexperienced in commercial radio, but, oh so willing to learn. 2½ years college radio experience. Graduated from radio school—good "combo." Have resume —have tape—will send! Box 323J, BROADCASTING.

Announcer. Mid-Road music experience. News. Commercials. Versatile. Tape available. Box 330J, BROADCASTING.

For sale: Intelligent and eager mind. Comes equipped with talent, personality and experience. Presently employed morning man. FOB, Chicago area. Box 451J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Dj/announcer. Young. Cheerful. Swinging. Good salesman. Good production. Tape. Box 331J, BROADCASTING.

Army doesn't want me—perhaps you could use me! Broadcast all sports four years sports director. Box 337J, BROADCASTING.

Great Lakes Area. 6 years diversified experience. Excellent news and sports. Management material. Top references. Seeking permanent position to provide for my family. Box 347J, BROADCASTING.

Announcer, dj, play-by-play. Young and single. Five years experience. Four years at present station. Ready to move up to sports minded operation. Box 352J, BROADCASTING.

Staff announcer desires location in metro market. 8 years experience in all phases of production including play-by-play. Resonant, pleasing voice. Married, college, dependable. Box 361J, BROADCASTING.

Creative announcer-dj. Production. Voice characterizations, good straight job. You name it! Ten years experience. Ohio, Indiana, Kentucky. Box 368J, BROADCASTING.

Announcer d.j., married, tight production, fast board, news. Versatile—selling sound. Box 371J, BROADCASTING.

Young announcer, d.j. Experienced, seeks position N. Y. Conn., New Jersey area. References, tape on request. Box 374J, BROADCASTING.

What happened? Just released from 50 kw, clear channel. Excellent explanatory recommendation letter accompanies replies. Seven years experience assures delivery of mature, top 40 or good music sound & ideas for up-coming progressive and promotion minded station. Location secondary to job. College, age 25. Box 382J, BROADCASTING.

Number one Hooper in fifth market! O&O dj can do same for you! Experience includes commercial and personality shows in radio and tv . . . movies, slide films, narrations. Can make remote broadcasts profitable for you and clients. Enthusiastic dignity results from experience, appearance, education. Nov.-Dec. Hooper, tapes, pictures and resume on request. Box 384J, BROADCASTING.

Attention. New York, Penn. and New England. Young reliable announcer seeks to gain experience. Have car—will travel. Resume and tape on request. Box 389J, BROADCASTING.

Available, first phone combo. Married, family, draft free. Minimum \$100.00. Box 399J, BROADCASTING.

Have first phone—will travel. Prefer midwest, Florida, west coast. Fifteen years all phases. Strong news-sports, tops in c&w. Interested sales - announcing - management. Have extensive background. Married-sober-reasonable. References. Box 400J, BROADCASTING.

History of #1 ratings in personality format in markets up to 300,000. Top billing salesman in present market. Will consider sales, announcing or both. Top 25 markets only. Box 405J, BROADCASTING.

Negro announcer-dj. Married. 6 years well-rounded experience, from blues-format to classical. Heavy on news, commercials. Musician. Know music studying Spanish. Whatever your format, if it's quality, would appreciate hearing from you. Here four years, getting \$120.00 weekly. Box 407J, BROADCASTING.

2 years experience. 1st phone. Married, would like to settle. Presently employed. Box 412J, BROADCASTING.

Experienced radio announcer-personality, good taste. TV news, continuity director tv. Experienced promotion-publicity, family man, sober. Balto-Wash., area. Box 413J, BROADCASTING.

Have first phone. Am now available for immediate opening anywhere. Box 416J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Young man seeks start in radio. Trained voice, some college, third phone. Box 417J, BROADCASTING.

Looking for a permanent home. Only mid-west considered. Available immediately. 11 years experience. Announcer—pd—all sports—sales. Interview necessary. Phone—Chicago Avenue 3-5734. Write Box 440J, BROADCASTING.

Texas, Florida or South Carolina. Temporary or part-time position considered. Box 421J, BROADCASTING.

Attention stations 150 miles from N.Y.C. 3 years experienced dj-announcer. Tight board, happy personality. Not a floater or screamer. Excellent references. Box 427J, BROADCASTING.

14 years experience—promotion manager and sports present job. 5 years sports director radio and tv. All play-by-play. Seek sports directorship in larger operation. Box 434J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Announcer with ticket and one year experience desires to learn top 40. West preferred. Box 436J, BROADCASTING.

Basketball announcer available — prefer Indiana. Consider elsewhere. Box 438J, BROADCASTING.

Virginia p.d.—announcer 26, married, draft exempt. 7 years experience. 3 A.P. news awards. Available—June. Box 418J, BROADCASTING.

Announcer dj, bright happy personality sound. Experienced, tight board and production, married, veteran, not a drifter or prima-donna. Box 441J, BROADCASTING.

Announcer-d.j.—vet, dependable, some experience, bright sound, authoritative news. Box 442J, BROADCASTING.

Beginner-little experience. Disc jockey announcer, seeks position. Will start at low salary, married. Box 443J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced, disc jockey, announcer, control board operator, desires position. Married. Box 444J, BROADCASTING.

Young negro announcer, experienced. Bright cheerful sound, adult music. Willing to work, will travel. Box 445J, BROADCASTING.

Top rated dj—seven years experience. Now employed in one of nations top 10 markets. seeks relocation as dj or preferably p.d.-dj. Have worked good music and top 40. Interested in stability and future. Married, hardworker, excellent references . . . will consider all replies. Box 448J, BROADCASTING.

Announcer-dj. Good voice; selling sound. Prefer midwest. Box 449J, BROADCASTING.

Announcer-combo. College graduate now broadcasting student seeking weekend position within 40 miles of/in Boston. Box 453J, BROADCASTING.

Classical music stations. Experienced announcer. College degree with courses in music history and literature. Reliable—best of references. Also strong on news, commercials. Prefer midwest. Can operate board. Box 455J, BROADCASTING.

Musical variety plus soft sell, blend well—equals good listening for all ages. No razzle-dazzle. No screaming, just good music with a beat well blended. 3½ years experience, married, age 32. Locate Texas, Louisiana. Box 460J, BROADCASTING.

Have fun, youth and talent for your audience. Also first phone. Johnny Bowles, 802 South 33 St., Louisville, Kentucky.

Staff announcer—3 years—single—30. no car. East coast preferred. Bob Cohen, 234 Crescent Street, New Haven, Connecticut. UN 5-3528.

See if I have the qualities you are looking for. Broadcasting school graduate, 31, single, sales background. Write or phone: Kirby Johnston, 5756 N. Fairfield, Chicago 45, Illinois. AR 1-1202.

Young family man with first phone would like combo job. Experienced, available immediately. Prefer northwest or gulf coast. Joe Lundy, 211 South 10th. Sterling, Colorado.

5 years experience in announcing. Will go anywhere; age 26, single, not a drifter—Frank Noren, 628 Union St., LaSalle, Illinois. Phone CA 3-1790.

Looking for job in radio. Willing to work, and start on bottom. Will accept any job available at station. Resume tape, available upon request. Joseph Siff, 732 Lyons Ave., Irvington 11, New Jersey.

Prefer east coast—Broadcast school trained, high school graduate, 19, single, eager. Roy Smith, Box 38, Falkland, North Carolina. Telephone Plaza 8-2677, Greenville, North Carolina.

Announcer-dj, 5 years experience. Tight production, authoritative news delivery. Available immediately. Write 6324 La Mirada Ave., Hollywood 38, California. Call HO 4-2235. Will relocate.

Technical

Experienced, college trained broadcast engineer desires position. am. fm. or tv. Box 312J, BROADCASTING.

Chief engineer—experienced am/fm construction—maintenance—directional. Some tv. All audio, including cartridges. Minimum \$175.00. Box 319J, BROADCASTING.

Experienced chief engineer wants position New England directional. Knows maintenance, installation, administration, productions. Box 387J, BROADCASTING.

Chief engineer, am-fm construction, maintenance, directionals, proofs, all powers. Box 398J, 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 advertising require display space Situations Wanted—(Payment in advance)

1" 2" 3" 4" other

All other classifications 30¢ per word—\$4.00 minimum (No charge for blind box number)

Indicate whether Radio or TV

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

COPY

(If larger space is needed, please attach separate copy)

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

NAME _____

COMPANY _____

ADDRESS _____

Remittance enclosed \$ _____ Bill

Situations Wanted—(Cont'd)

Technical

Experienced 1st phone desires permanent job with progressive station. Twelve years in am-fm as staff and chief engineer. Interested in all good possibilities. Box 424J, BROADCASTING.

First phone—6 years experience, directional. Tape production, audio, ham, no announcing. Prefer home with good churches. Box 456J, BROADCASTING.

Experienced first phone seeking position in New Jersey, engineering only. Box 462J, BROADCASTING.

Three years chief engineer, announcer. Gettys, Amherst 7-5420, 505 Park, Titusville, Florida.

4 yrs. Chief engineer. 1 kw daytimers, available. Anthony Ostoppoff, 4-I Lake Village, Wilmington, North Carolina. Phone RO 3-7925.

Production—Programming, Others

Program director . . . Experienced all phases formats. 25, married, college graduate. Available January 30th. Box 335J, BROADCASTING.

Versatile, hardworking eastern newsman anxious to relocate, California, Arizona, New Mexico. Box 372J, BROADCASTING.

Aggressive, capable newsman, 2 yrs experience, plus AFRS, newspapers, magazines. Interesting, authoritative delivery. Write lively copy, handle all phases. Want news conscious metropolitan station. Harvard graduate, married, 30, available immediately. Let's arrange interview. Box 373J, BROADCASTING.

Aggressive young man with experience as record librarian and production assistant seeks employment in Florida. Plans permanent return to sunshine state. Good background, can show excellent references. Anxious to advance with adult music operation. Box 385J, BROADCASTING.

Experienced p.d.—wants back into radio or tv. 12 years solid background. Married, 36, family—midwest preferred, but not important. Box 395J, BROADCASTING.

Seeking opportunity for advancement and responsibility. 9 years major market. Tv experience: all phases, mainly operational. At top presently. Full consideration given any reply. Details. Box 420J, BROADCASTING.

Pro-manager — 14 years experience all phases of radio. 3½ yrs, tv as producer-director. Family man—sober—no drifter—seeks larger operation. Box 433J, BROADCASTING.

Top newscaster in small market seeks advancement to major market. Experienced, mature, authoritative, reliable. Excellent references. College degree in broadcasting. Ability in interpretation, analysis, commentary, features. Can double in sports. State salary range first letter. Midwest preferred. Box 454J, BROADCASTING.

Write copy, type, good worker. Prefers small southern station. Salary secondary. Samples, tape. Alice Wireman, YWCA, Nashville, Tennessee.

TELEVISION

Help Wanted—Sales

"Pioneer southeastern television station in one of the top 50 markets needs a strong local sales manager. Duties will include supervision and planning of local sales staff, new ideas and fresh approach from a proven and experienced man. He must have television experience in major market or sales/sales manager experience in small market. The "right" man is good for 5 figures. Include photo and details regarding sales experience with application. Application will be kept in strictest confidence." Box 289J, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Assistant sales manager for network affiliate—Top markets with national sales experience. Outstanding growth opportunity. Send resume to Box 393J, BROADCASTING. All replies confidential.

Persons now carrying film or live shows, to carry syndicated live game show. Proven—top ratings. Give territory, details, terms. Box 461J, BROADCASTING.

Local salesman for immediate vacancy with expanding group operation. Call WPTZ-TV, Plattsburgh, New York. Jordan 1-5555.

Announcers

Announcer with good voice and appearance interested in learning directing. Send audio, photo and resume. Must be available for personal interview. Program Manager, WSBA-TV, York, Pennsylvania.

News announcer with extensive experience for major New England radio-television operation. Opportunity for regular on-camera newscasts. Excellent salary and working conditions. Box 390J, BROADCASTING.

Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirements to Box 226J, BROADCASTING.

Transmitter and studio engineer—100 kw ERP channel 11 educational. Must have minimum of 3 years experience with G.E. transmission and studio equipment. Must know proof techniques. Must be strong on maintenance and construction. Must know the Ampex VTR recorder. Send complete resume, recent photo, and salary requirements to Box 404J, BROADCASTING.

Field engineer—To travel within U. S. Familiar vhf propagation and wired tv distribution systems; will train in special techniques for CATV systems. Write in confidence: General Manager, Entron, Inc., Systems Construction Division, Box 287, Bladensburg, Maryland.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWs-TV, Roswell, New Mexico.

Experienced 1st radiotelephone, television studios and transmitters. Apply Chief Engineer, WHP-TV, Ch. 21, Harrisburg, Pa.

Have openings for tv engineers. Must have first class license. Experienced preferred—salary commensurates with experience and ability. Tremendous opportunity for good men. Send complete resume to: Box 1159, Lubbock, Texas.

Feb. 1 opening. Maintain vidicon studio equipment, radio broadcast facilities, and language lab recorders at vibrant college tv-radio opportunity. Opportunity for college study at the same time. Send particulars to R. Colle, Ithaca College, Ithaca, New York.

Production—Programming, Others

TV news director wanted for three station mid-west market. Take full charge and make news department a going concern. Must be strong on the air; know photography and film; strong on writing. Man we need will take this news operation to number one position. Send resume, audio tape, film if possible, photo of self and salary requirements to Box 350J, BROADCASTING.

Help! Help! Program-production manager with on-air capabilities, tv continuity director, radio announcer. Write E. M. Sears, Box 62, Bloomington, Indiana.

Help Wanted—(Cont'd)

Production—Programming, Others

"Program Manager, television. To head Production Branch of U. S. Information Agency Television Service. Beginning salary \$13,730. Should now be Program Manager TV Station in major city, preferably one contributing network feeds. Previous experience must include at least six years as TV Producer-Director, in major station, of documentary, news-in-depth and/or fully scripted musical type programs. Send resume to Mr. Everett G. Chapman, Chief, Employment Branch, U. S. Information Agency, 1776 Pennsylvania Avenue, N.W., Washington 25, D. C."

TELEVISION

Situations Wanted—Management

Operations Manager with 13 years experience in Programming, production, film, vtr & sales desires to relocate with aggressive vhf or international tv assignment. Box 124J, BROADCASTING.

Successful radio sales manager wants to sales-manage local tv business currently handling eight salesmen. Box 429J, BROADCASTING.

Proven sales manager medium market ready for general manager opportunity. Box 435J, BROADCASTING.

Sales

Sales or operations/11 years all phases including sales and tv program manager. College, 35, married. Salary open. No geographical preference. Box 425J, BROADCASTING.

Announcers

TV announcer—10 years radio/tv. Seeking staff job, big market tv station. Strictly professional with good voice, on-camera appearance. Box 411J, BROADCASTING.

Announcer and/or director or production director, 30, married. 7 years experience all phases broadcasting. \$8,500 and larger responsibility and salary potential. Call Louisville, TW 6-9811. Box 426J, BROADCASTING.

Chief announcer, 10 years all phases radio-television seeks progressive operation. Selling midwest voice, top-rated dj. Long list sponsor and agency endorsements. Family man, loyal hard worker, draft exempt. Box 401J, BROADCASTING.

Nine years radio—some tv—desire permanent position in radio/tv in staff, sports, news or combination. Box 465J, BROADCASTING.

Technical

Now employed experienced chief engineer with other qualifications, seeking employment with a future. Welcome opportunity with tv. Box 305J, BROADCASTING.

Chief engineer presently employed overseas returning to states. Twenty years experience. Seeking permanent position in medium to large market or as group engineer. Ability in design, construction, operation, maintenance and production in radio and television. Box 357J, BROADCASTING.

TV engineer experienced in maintenance and operation of television transmitter and microwave equipment seeks opportunity to work for station in Florida or near-by state. Responsible, excellent references. Box 402J, BROADCASTING.

First phone—Eight years AM experience, would like to get into television, South only. Box 241, Cedartown, Georgia.

Production—Programming, Others

Looking for director-producer announcer? Emphasis on strong, creative production. Presently with Number 1 station. Five years experience in producing-directing with top rated local shows. Seeks advancement with progressive station. Box 349J, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Experienced, mature reporter-news writer, photographer, all phases, wants position in news-conscious midwest station — prefer Ohio, Michigan, Wisc. Can offer more than 7 years strictly tv news as step to news directorship. Family man. Presently employed. Box 367J, BROADCASTING.

Promotion-publicity director, available now. 4½ years major market experience. Ideas in audience and sales promotion. Good track record in publicity. Creativity guaranteed. Reliable family man seeking secure berth. Box 386J, BROADCASTING.

Television newscaster. Gather, edit, air top-rated report. Eight years radio-television experience. News director potential. Box 381J, BROADCASTING.

Twenty-three year old veteran with five years experience in all phases of production including film and photography. Seeks better opportunity. Box 419J, BROADCASTING.

Top rated newscaster now directing major east coast news operation. Kines and best of references available. Box 422J, BROADCASTING.

News director, top-rated newscaster in major market, proven administrative ability. Box 423J, BROADCASTING.

FOR SALE

Equipment

Need all equipment for 1000 watt station. Used & new. Box 209J, BROADCASTING.

General Electric 4BC1A1 console, clean, working condition, as is crated FOB—first \$295.00. Box 388J, BROADCASTING.

Presto 6NP disc cutter with 1D head, Rek-O-Cut Master Pro 16" lathe & 3 feed screws, Fairchild 421 cutting head, Rek-O-Cut 16" "G" series turntable, Presto 3 channel mixer (portable). Will consider trade. Box 447J, BROADCASTING.

For Sale: 250 watt RCA fm transmitter . . . BTF-250A. Also, 100 ft. air filled coax and 1.5 gain antenna. All for only \$2,000 FOB. Waxahachie, Tex. Wire or phone, Richard Tuck, KBEC, Waxahachie, Texas. WE 7-1390.

G.E. FM monitor BM-1-A, \$750, Gates RDC-10 remote control, \$400. KEBR, Sacramento, California.

Presto 6N—Disc recorder mounted on presto 64-A turntable, standard and micro groove feedscrews, Presto A-93 recording amplifier and accessories. Top condition, sacrifice. Call collect, Ed Knapp, WFYI, Garden City, N. Y., 516-PI 2-1520.

Patch panel jacks double type, used, good condition. Known under manufacturer number—Western Electric 410A or switchcraft "twin-jax" MT-388. Limited number, first come, first served basis. \$1.00 each. . . . Guaranteed. 4476 Van Ness, Fresno 4, California.

For Sale—(Cont'd)

Equipment

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliex, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

Wanted—Olson head. Scully recording lathe. Sound Studios, 230 N. Michigan, Chicago 1, Illinois.

WANTED TO BUY

Stations

Interested in acquiring station. Good market, potential. Seventy-five thousand cash down. No brokers. Box 168J, BROADCASTING.

AM fulltime or daytime operation with proven record and expanding market located in moderate climate. Maximum \$50,000 down. Box 380J, 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, 3123 Gilham Road, Kansas City 9, Missouri.

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.

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.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting March 7, May 9, July 11. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

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.

Instructions—(Cont'd)

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

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.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Turn unsold time into immediate cash! Quality item made to sell at \$4.00. You advertise at \$2.00 (with order), retain 25%. Especially suited to radio for quantity sales. Write for details—Box 232J, BROADCASTING.

Program polkas? 22 long plays for \$25.00 check. Prepaid. Polkaland, 2318 Saemann, Sheboygan, Wisconsin.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . \$5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Management

MANAGER SERVICE DEPARTMENT

Leading broadcast equipment manufacturer has outstanding opening for man with experience in broadcast station engineering plus service experience with broadcast equipment manufacturer.

Chance to grow with expanding firm. Permanent. Advancement. Complete employee benefit program. Ideal living conditions with top quality school system. An equal opportunity employer. Send complete summary to:

Box 446J, BROADCASTING

Announcers

MORNING MAN, for Eastern major market station. Modern Radio, top pay. Send audition resume to:
Box 437J, BROADCASTING

Experienced "Personality" NEWSMAN

Gather, write and deliver top newscasts for Good Music Station. Must have authoritative resonant voice and colorful delivery. Send tape, resume, photo and salary requirements to Bob Stevens, WRYT, Carlton House, Pittsburgh, Pa.

QUALITY BROADCASTING

To the west comes a new concept of Quality Broadcasting: good music + proper format—QUALITY. Staff openings: Management, Sales, Programming.

Pacific Adult Radio

c/o The YT Corporation — Management Consultants
180 University Avenue Palo Alto, California

KAPT • KATR • KEST • K-SHA

Help Wanted—(Cont'd)

Production—Programming, Others

PRODUCTION SUPERVISOR
 We need an experienced announcer who wants to write copy and supervise production. No air work. Send sample, tape, and state salary.
KSTT, Davenport, Iowa

RADIO

Situations Wanted—Management

EXPERIENCED
 General Manager, Radio or TV, available immediately. Strong on sales and organization. Excellent reputation. Finest references. Salary secondary to opportunity in progressive organization. Reason for availability: New ownership.
Box 410J, BROADCASTING

NOW AVAILABLE
 Metro Market Manager—
 Outstanding Salesman—
 Creative Programmer—
 Civic Leader.
 Write:
Box 430J, BROADCASTING

Production—Programming, Others

MR. STAN MAJOR
 Top Program Manager—Personality Chicago, Washington, Baltimore. Ready to help you back into top position in market in either capacity. All replies considered, and confidential. 312-255-4743 - 706 N. Pine, Mt. Prospect, Ill.

TELEVISION—Help Wanted

Production—Programming, Others

ART DIRECTOR
 TV experience required.
 Graphics plus set design.
 Phone or write — Ralph Hansen, WJW-TV, Storer Broadcasting Company, Cleveland, Ohio.

WANTED TO BUY

Stations

UPPER MIDWEST RADIO STATION. Current station owner desires to purchase another property. Financial statement supplied on request. All replies confidential. All markets considered. Write Hart Cardozo Radio Station KATE, Albert Lee, Minnesota.

FOR SALE

Stations

FIFTH MARKET FM
 \$60,000, full price. Small down payment. Excellent terms. Low overhead operation. Owner has other interests.
Box 409J, BROADCASTING

WEST COAST TOP MAJOR MARKET
 Old line facility highly rated—price \$1,750,000. Only qualified buyers respond.
Box 450J, BROADCASTING

Mich	single	daytimer	60M	terms
Iowa	single	fulltime	77M	15dn
Fla	small	power	90M	29%
West	small	VHF-TV	150M	29%
Ga	metro	fulltime	175M	cash
South	major	fulltime	400M	100dn
N.E.	Top 30	daytimer	425M	terms

And others.

CHAPMAN COMPANY
 1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946
 Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
 1736 Wisconsin Ave., N.W. Washington 7, D. C.

CONFIDENTIAL NEGOTIATIONS
 For Buying and Selling
RADIO and TV STATIONS
 in the eastern states and Florida
W. B. GRIMES & CO.
 2000 Florida Avenue, N.W. Washington 9, D. C. DEatur 2-2311

For Best Results You Can't Top A CLASSIFIED AD in BROADCASTING
 THE BUSINESSWEEKLY OF TELEVISION AND RADIO


Continued from page 85

New York 18, N.Y. La 4-9666.
 San Francisco chapter—555 Post St. San Francisco 2, Calif. PR 5-7800. William Hollenbeck, pres.
 Page E-49—Under Consulting Engineers insert: LaRue, Robert D. Sr. 3817 Centinella Dr., North Highlands, Calif. (Sacramento) EDgewood 2-1529.
 Niles, Charles & Assoc. 902 W. 77½ St. Minneapolis, Minn. TU 8-4324. Neil Fleming.

F—Agencies, Billings, Misc.
 Page F-14—Under Top Advertising Agencies 1960 columnheads "Radio Only" and "TV Only" should be reversed.
 Page F-16—Under Schools, paste over Washington Academy of Radio & Television Broadcasting the following listing and advertisement:

Washington Academy of Radio & Television Broadcasting. 1322 18th St., N.W., Washington, D.C. Adams 4-6916.
 Courses offered: Sportscasting, continuity, news writing, production, music, directing, traffic sales, management, public relations control operation, speech, drama.

PROFESSIONAL CLOSED CIRCUIT OPERATION



Successful placement of men & women for 27 years.

ALICE KEITH, PRESIDENT,
 former Director of Education, RCA . . .
 1st Broadcasting Director, CBS American School of the Air.

RESIDENCE,
 CORRESPONDENCE,
 SELF-STUDY available

NATIONAL ACADEMY OF BROADCASTING, INC.
 3338 16th St., N.W., Washington 10, D. C. DEatur 2-5580

For Sale—(Cont'd)

Stations

Ark. medium regional \$150,000—Ala. med. f.t. \$42,500—Colo. med. f.t. \$75,000—N. M. medium regional \$150,000—Ind. regional \$78,000—N. Y. major regional \$135,000—Tex. metro regional, over \$52,000 cash-flow profit. \$250,000 with 20% down—Tex. regional \$70,000—Tex. f.t. \$70,000—Tex. metro f.t. \$425,000—Tex. metro regional \$265,000—La. single \$26,950—La. single \$40,000—Ark. major regional \$180,000—Tenn. single \$82,500—Tenn. major regional f.t. \$375,000—Tenn. major regional f.t. \$225,000—Miss. single \$40,000—Miss. single \$45,000—Ala. major f.t. regional \$300,000—N. M. major f.t. regional \$250,000—Fla. metro power \$237,000—22 others.

PATT McDONALD CO.
 Box 9266—GL. 3-8080
 AUSTIN 17. TEXAS

STATIONS FOR SALE

WEST NORTH CENTRAL. Fine, profitable daytimer serving trade area of \$50,000. \$100,000 annual gross. Asking \$190,000 with 29% down including real estate.

EAST SOUTH CENTRAL. Top market. Gross \$108,000. Asking \$200,000. Excellent terms for qualified buyer.

SOUTHWEST. Absentee owned. Exclusive. Full time. Doing \$50,000. Asking \$80,000. 29% down.

EAST. Top market. Daytimer. Asking \$102,000. Terms.

JACK L. STOLL & ASSOCS.
 Suite 600-601 6381 Holly'd Blvd. Los Angeles 28, Calif. HO 4-7279

25¢
gets you
inside
the
industry
every
month



special:
\$3 for 12 issues
of Television...
the magazine that
probes beneath
the surface of
topical news



**444 MADISON AVE.
NEW YORK 22, N. Y.**

SUBSCRIPTION ORDER

- Please send me a year of TELEVISION at special introductory rate of \$3.00.
 OR, I'll take advantage of the TWO YEAR money-saving rate of \$5.00.
 I enclose \$_____ Bill me later.

NAME _____ TITLE/POSITION _____

COMPANY NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

PLEASE SEND TO HOME ADDRESS: _____

OUR RESPECTS to Malcolm Carl Klein, vice president, KHJ-TV

Broadcasting sells as well as it programs

Mal Klein, vice president and general manager of KHJ-TV Los Angeles, the only man ever to have managed a station in each of the two seven-station cities in the land, got into tv because he couldn't get a job in radio.

It was the fall of 1948. Mal had graduated from the U. of California at Los Angeles with a bachelor's degree in business administration (although he had put virtually as much time and effort into theatrical arts activities), and had capped his classroom education with a summer course in journalism and radio announcing at the U. of Denver.

Back in Los Angeles, he called on Martin Klitten, the agency head, who suggested that he might combine his dramatic leanings and business education to the best advantage by selling time for a radio station. But none of the station managers he called on was interested in hiring a young man with no experience.

Radio No, Tv Si ■ Turning to television, a younger medium which in 1948 was neither as commercial nor as particular as radio, Mal landed a stage crew job at KLAC-TV (now KCOP) where he built sets, pushed cameras, pulled cable, announced, put on make-up, spliced film and did anything else that needed doing. By spring he'd been promoted to stage manager.

When motion pictures became available to television, he was made film editor; then night operations manager. And all the time he was trying to get out on the street as a salesman.

Toward the end of 1953, he was offered the job of film editor of KABC-TV and went over to talk to the program director about it. But in the lobby he ran into Elton Rule, who had formerly worked at KLAC-TV and was then assistant sales manager of KABC-TV. "I went into Elton's office," Mal recalled, "and I never did talk to the program director because when I came out I'd been hired as a salesman."

Young Man Goes East ■ Mal Klein stayed at KABC-TV for five years. Then the management of WNTA-TV, which had moved its transmitter from Newark to New York's Empire State Building, decided to go into competition with the six New York stations for audience and advertising and invited him to tackle the job. He accepted and on Jan. 1, 1959, became vice president and general manager of WNTA-AM-TV. He was 31, the youngest major market tv station manager in the land.

During the next 16 months, WNTA-TV followed Mr. Klein's dictum that

"the role of an independent station in a seven-station market is to offer the viewer a new and different kind of programming, to increase his choice of viewing fare rather than to imitate what the networks can do better." The station made tv history with programs like *Open End* and *The Play of the Week*. Mr. Klein persuaded Standard Oil of New Jersey to sponsor *Play* as a prestige series at \$40,000 per program, largest single-station sale in tv history.

"We had many artistic triumphs," he said wryly. "We won all the top awards—and we lost \$100,000 a month." For a salesman like Mal Klein this was an untenable situation, so when RKO-General offered him a chance to return to Los Angeles he accepted and on May 1, 1960, he became vice president and general manager of KHJ-TV.

Motion Pictures, Plus ■ This was a radical change. Where WNTA-TV had specialized in live programming, KHJ-TV's stock in trade was—and is—theatrical motion pictures. "Darryl Zanuck, Jack Warner, David Selznick are our producers," Mr. Klein commented, "and with them we don't have to worry about having a good show. Our job is to take a product which has proved its value at the theatre box office and turn it into an equally good tv program. We're in the mass communications business and when we can take a great picture and show it to more people than ever saw it in the theatre, that's good."

But movies, no matter how good, were not enough, Mr. Klein felt, to bring KHJ-TV into the Los Angeles limelight. "We needed to do something to attract the public's attention, but what?" The 1960 Democratic Convention held in July in Los Angeles, supplied the opportunity.

He called on David Susskind, who



Malcolm Carl Klein
Live or film, good programming

was in Hollywood making a movie, and Mort Sahl, who was appearing at a Sunset Strip night club, to go on KHJ-TV each night of convention week as "the two bad boys of political commentary" and got Lytton Savings & Loan to sponsor the series.

"Everything broke right," Mr. Klein said. "Time put Sahl on the cover. Bart Lytton walked on camera to complain about the way S. and S. were handling the show, violating all the rules of sponsor-program relationship and getting us discussed on NBC-TV by Huntley and Brinkley and threatened with a Senatorial investigation."

Program Spice ■ Mr. Klein has continued to add "program spice to our movie meat and potatoes." He persuaded stars of old great movies to host their KHJ-TV showings (Preston Foster for "Last Days of Pompeii" and Joe E. Brown for "Alibi Ike," for example). He snatched the tv rights to the Los Angeles Angels away from the other independent tv stations which had not even considered KHJ-TV in the running because the 26 ball games would interrupt its basic movie program format, and added the Los Angeles Lakers to make a year-round baseball-basketball sports schedule.

KHJ-TV makes full use of its color cameras for sports events (doubtless one reason it has just won a two-year renewal of its exclusive Angels contract) as well as for motion pictures. More color spice for KHJ-TV's programming are the monthly *Impressions* broadcasts which bring the work of California artists before the general public. (Mr. Klein, who calls himself "an amateur art collector," figured correctly that other people would like to know about such things too.)

Other new KHJ-TV frosting, *Perspective on Greatness* and *The Young Look*, are colorful only in content, as is the daily half-hour newsreel. And the housewives now have their daytime viewing seasoned with *PM East*, *PM West*, which Mr. Klein got for airing at noon each weekday instead of the usual midnight period.

Born in Los Angeles, Nov. 22, 1927, Malcolm Carl Klein graduated from Beverly Hills High School in February 1944 and entered UCLA as an engineering student, but World War II soon put an end to that and after 18 months in the Navy ("where I played football, edited the base newspaper and organized a little theatre group") he came back to a business course. He married Doreen North in 1951. They have two children, Danny, 5½, and Amy, 2½.

EDITORIALS

NAB . . . one year later

IN two weeks the NAB board of directors holds its regular winter meeting in Florida. The formal agenda covers such matters as budget, codes, redistricting, a new research structure and reduction in the size of the unwieldy 43-member board.

All these matters have been up before. Most are in the housekeeping area or are automatically recurring items. All are essential to efficient functioning of a major trade association. NAB is one of the biggest, with its \$1.5 million budget.

This board has the opportunity to go beyond its usual agenda. The problems confronting broadcasting have never been more serious. Broadcasters have been taking rough treatment from a tough FCC bent upon exerting control over practically every facet of their programming and business operations.

Responsible lawyers believe that the FCC is going far beyond congressional intent in its interpretation of the Communications Act. At least three of the FCC's seven members wonder why broadcasters do so little to protect their own freedom.

Some time ago we had reached the conclusion that the only answer is the enactment of a new communications law.

NAB's president of one year, LeRoy Collins, has not expressed himself on new legislation that would clearly spell out the applicability of the First Amendment to broadcasting. He has said, however, that he will resist government intrusion in areas where it does not belong.

We believe the record speaks for itself.

Gov. Collins, in our judgment, can begin his second year in office constructively if he gets solidly behind the growing movement for a new communications law. The NAB membership, we believe, is for it. The NAB has the resources to do it.

How to stretch sandpaper

IF the Federal Trade Commission had limited its Jan. 4 decision in the Rapid Shave "sandpaper" case to the matter at hand, there would be little in it to concern anybody but the advertiser, Colgate-Palmolive, and the agency, Ted Bates. The FTC found, as this publication reported last week, that there was deception in a commercial purporting to show a piece of sandpaper being shaved clean after Rapid Shave had softened it.

Regrettably, the FTC did not stop at that point. It generalized on the subject of television advertising and observed that FTC cases of tv deception were increasing. And the agency seemed to say, without quite saying it, that the substitute of any prop for the real thing being advertised is illegal, no matter what the circumstances.

Colgate-Palmolive has the resources and, it has announced, the will to test the FTC's sandpaper findings in the appellate courts. That part of the Jan. 4 decision is primarily a problem for that one advertiser and its agency.

But the rest of the agency's decision may create all kinds of problems for advertisers, agencies and broadcasters. It seems to us that the FTC has set out upon a course that can best be described by the cliché, "regulation by the lifted eyebrow."

This type of regulation begins with an assumption of widespread abuses. It is not necessary, by this procedure, to prove that the abuses exist. It is enough to state that they do. In this, the FTC has followed the classic pattern.

"The violations of law found here," said the FTC in

reference to the sandpaper case, "cannot be treated as isolated, discrete phenomena. As has already been noted, the problem of deceptive tv advertising, although recent in origin, is making its appearance on the commission's docket with increasing frequency."

At that the FTC let the subject drop. It did not say whether the problem of deception had been growing faster than the volume of tv advertising—which would be the key measurement of rate—or what proportion of tv cases on its docket had resulted in dismissals or in FTC cease and desist orders that had been upheld by the courts.

Having stated, without supporting evidence, that deception was on the increase, the FTC went on to prescribe its new rules. But it did so in terms vague enough to constitute a threat to almost any kind of commercial production.

In one breath the FTC said it was not ruling out the use of props. "No one objects to the use of a papier mache set to represent western saloons or an actor's drinking iced tea instead of the alcoholic beverage called for by the script," said the commission. "The distinction between these situations and the one before us is obvious. The set designer is not attempting, through his depiction of the saloon, to sell us a saloon, nor is the actor, sipping at his drink, peddling bourbon."

In the next breath the commission seemed to indicate, however, that props were out if they were intended to represent the thing being sold or to represent the results to be obtained from use of the advertised product.

"There is a world of difference," the decision said, "between a casual display of steaming 'coffee' that is really heated red wine (again because of tv's 'technical difficulties') and a commercial showing a closeup of what is actually red wine to the accompaniment of a claim that the high quality of the sponsor's coffee is proved by its rich, dark appearance—which the viewer can verify for himself simply by looking at the 'coffee' on the screen.

"Similarly, an announcer may wear a blue shirt that photographs white; but he may not advertise a soap or detergent's 'whitening' qualities by pointing to the 'whiteness' of his blue shirt. The difference in all these cases is the time-honored distinction between a misstatement of truth that is material to the inducement of a sale and one that is not."

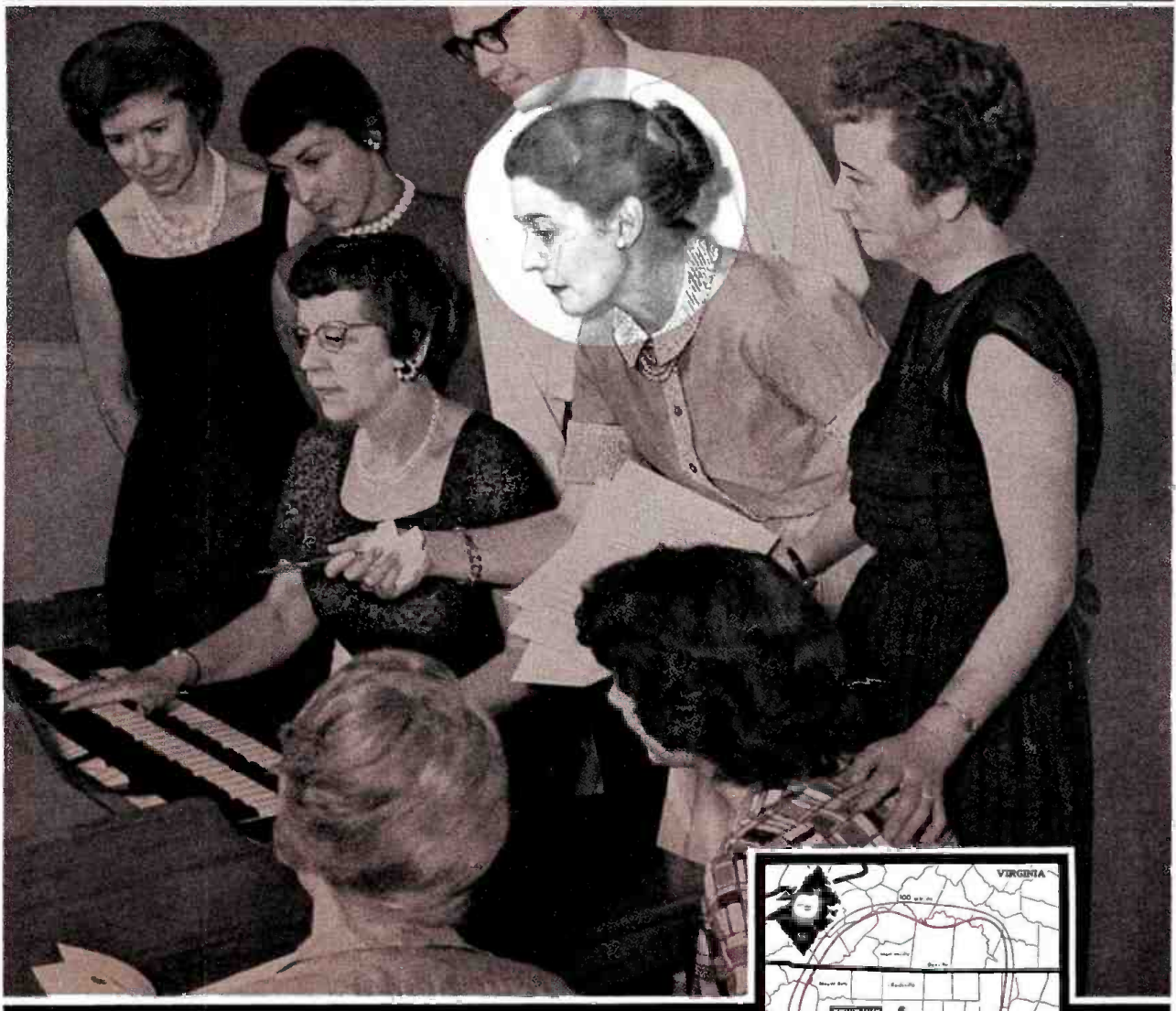
Blue shirts are a long way from sandpaper, and the FTC is a long way from sound ground.



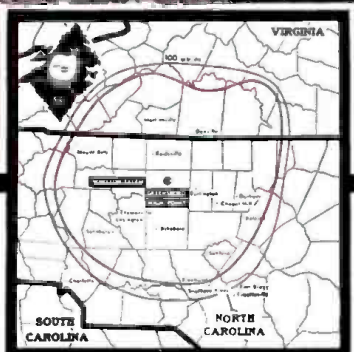
Drawn for BROADCASTING by Sid Hix

"There goes a really sick comedian . . . his show's just been cancelled!"

PERSONALITY AT WORK!



"The bouffante style comes on here" . . . Carroll Stoker, WFMY-TV, rehearses a hair style-fashion show to benefit the Cerebral Palsy Association. It's just one of the many things you do off camera when you're considered the local expert on fashions, gardening, club and civic activities. Women throughout WFMY-TV's area of 466,640 TV homes think of Carroll this way—but more than that, she's the charming neighbor with whom they have that very pleasant "Second Breakfast" every morning at 9:15. Carroll gives the housewife a "breather" after the morning rush, and together they explore the many fascinating areas of creative homemaking. Carroll's support among women and their organizations is strong . . . The area Garden Club Council has established a permanent committee to offer assistance on her programs about gardening. Check any woman's group in WFMY-TV's 44-county service area and you'll find a Carroll Stoker fan club.



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