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NEWSPAPER

DECEMBER 3, 1962

Revealed: FCC staff campaign to influence local radio-tv programming 29

The uproar grows as broadcasters react to the Collins tobacco speech 40

Confidential report of FCC's network study group recommends rigid controls 62

Replacement shows hard to find as networks weed out weak tv programs 52

COMPLETE INDEX PAGE 7

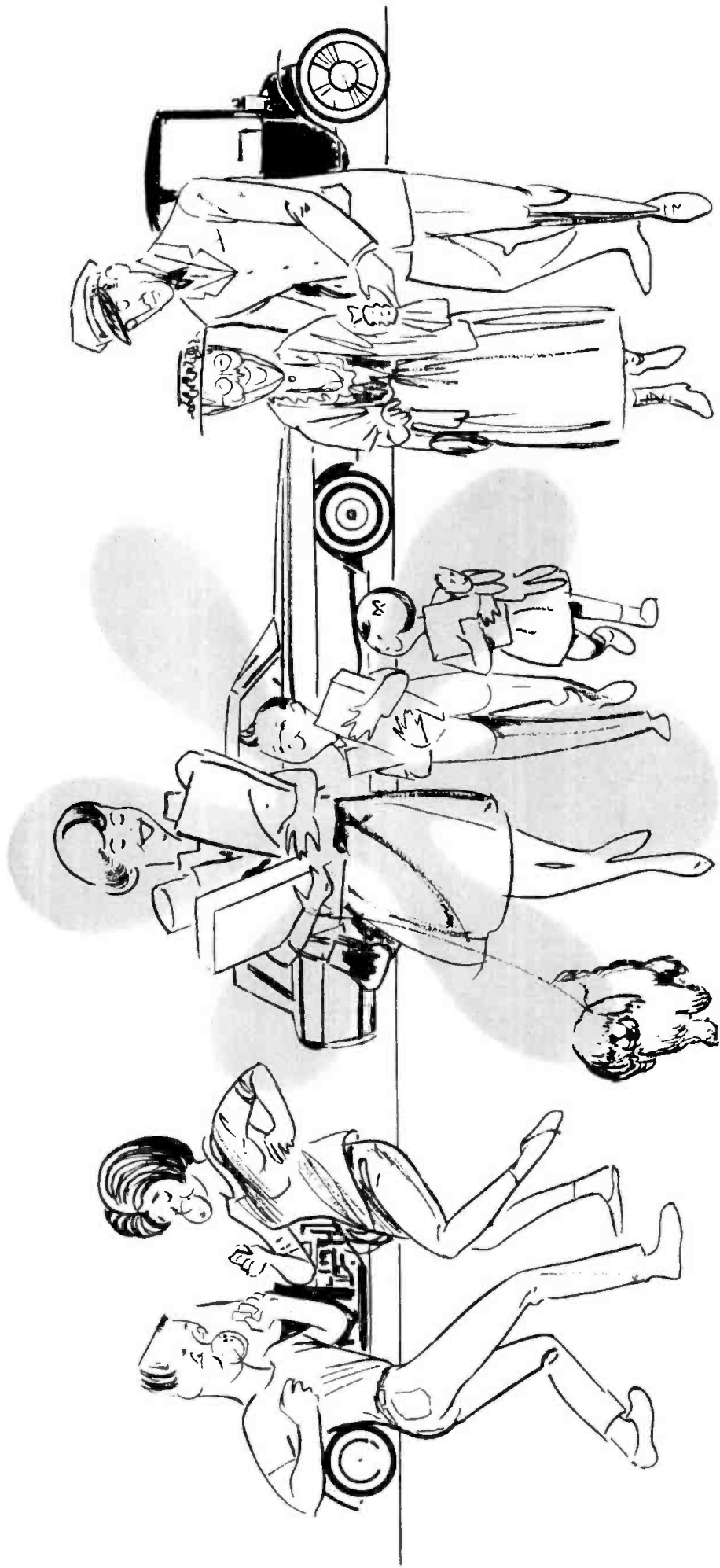
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EDWARD PETRY & CO., INC.

WHO IS THE TYPICAL **Kv̄il*** LISTENER?



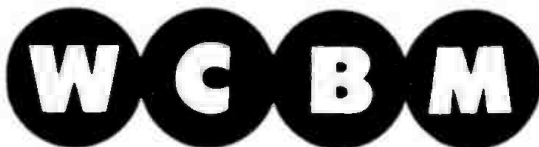
Kv̄il . . . top station among Dallas' highly mobiles



BIG SPENDER

She's never satisfied with the status quo. Her home and family are all important! She's always doing something—painting, decorating, BUYING! Her family is growing—never stops needing! She's a **big spender!** She is your market! And WCBM Radio reaches her—and thousands of adults like her—in the Baltimore

metropolitan area every day. She prefers WCBM's adult-level radio programming—the news — the music — the personalities — the programs! No doubt about it the big spenders are here—and WCBM Radio best delivers your message to them! Put WCBM at the top of your schedule in this growing market!



National Sales Representative

Metro Broadcast Sales

A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

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

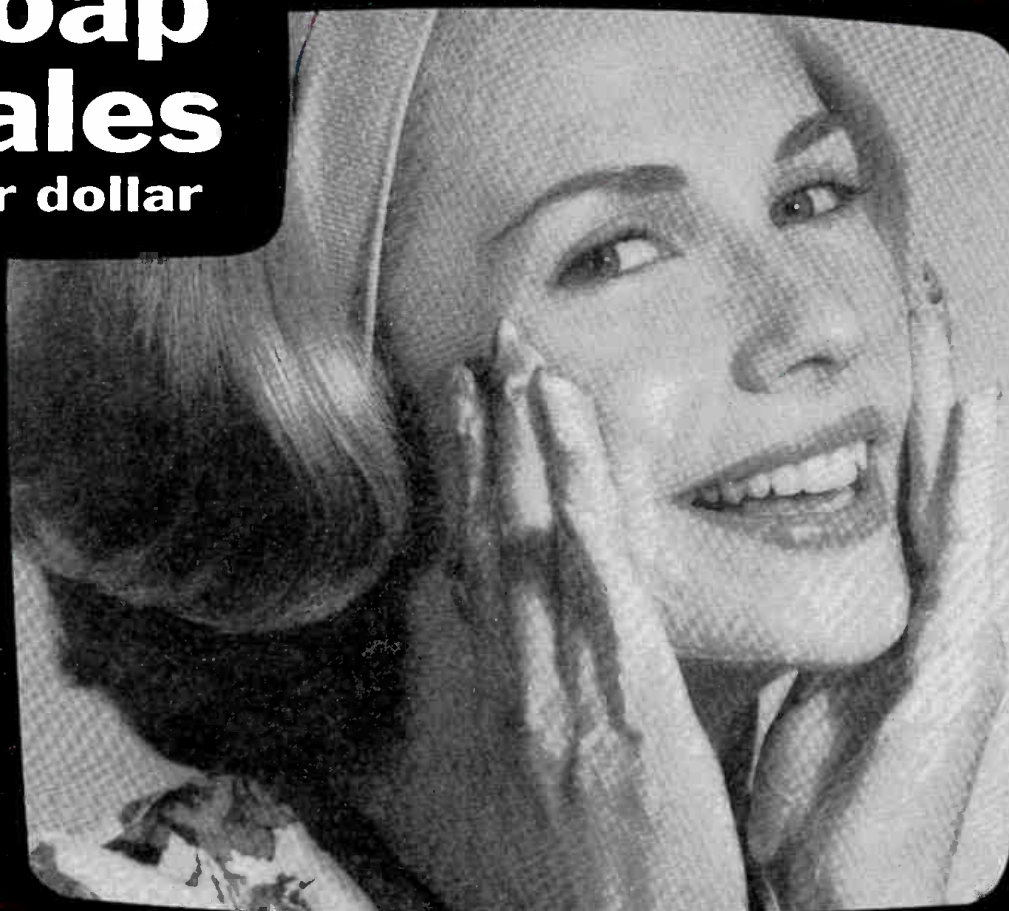
WGAL-TV

Channel 8

Lancaster, Pa. • NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

more
**soap
sales**
per dollar



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

Craven stepping out?

President Kennedy's third appointment to FCC is slated next month when he's expected to name Democrat for seat now held by Commissioner T. A. M. Craven. Mr. Craven reaches 70, mandatory retirement age, Jan. 31, and although his appointment runs until June 30, 1963, President would have to waive age requirement. This isn't in cards, since Kennedy administration has affinity for young men (it has named Newton N. Minow, 36 and E. William Henry, 33, both Democrats, to FCC). But Mr. Craven may get appointment, outside FCC, on special communications study committee.

Commissioner Craven, FCC's only engineer and expert in space communications, would prefer to remain until term expires, but evidently is reconciled to January retirement. He has arranged for other positions for members of his professional staff. Leading aspirant for Craven commissionership is Broadcast Bureau Chief Kenneth Cox, Seattle attorney who had been considered both for Minow appointment and for seat won by Commissioner Henry. But there's speculation about another appointment "from left field," and possibly even of lame duck Democrat who lost in last month's elections.

Wall Street shrugs it off

All that hullabaloo touched off by NAB President LeRoy Collins' observations on tobacco advertising did not go unnoticed in Wall St.—but apparently it had no effect, either. Investment experts followed Collins' views and tv-radio reaction closely, then seemingly dismissed them. Tobacco stocks, which as a group have been performing well in recent weeks, showed no sign of softness. "I guess we've learned to live with this sort of thing," said one counselor. "Nobody down here seems to be taking all this talk seriously."

Congress shopping early

FCC's needling on programs may get attention early in next session of Congress which convenes six weeks hence. Many members of both Senate and House have heard from constituent broadcasters on manner in which renewals—both radio and tv—are being held up in effort to make programming conform with FCC's will. Now that FCC has set three Omaha tv stations for hearing on programs—seen as paternalism in purest form—question arises as to why FCC makes work for itself when it alleges it hasn't manpower to keep up with routine. There

CLOSED CIRCUIT®

were no complaints to FCC against Omaha stations (unlike Chicago where labor union protested decrease in local originations) and as of last week no indication who would testify against stations.

Cross' first consultancy?

John S. Cross, former member of FCC, may be retained by group of regional stations to combat inroads of daytimers seeking earlier sign-ons, clear channel stations seeking 750,000 watts and other movements regarded inimical to regionals' interests. Now being organized, group would be revival of Regional Broadcasters formed in 1959 to oppose curtailment of their coverage, but scope will be broader. Meeting in New York last Wednesday chaired by George Comte, vice president-general manager of WTMJ-AM-FM-TV Milwaukee, got project underway with prospect that E. K. (Joe) Hartenbower, vice president-general manager of KCMO-AM-FM-TV Kansas City (Meredith), will become permanent chairman. Andrew W. Haley, Washington attorney who was counsel to former organization, has been retained as counsel.

Besides seeking to protect regionals against increased hours for daytimers, group plans support for full power for Class II-A stations (up to 50,000 w.) on duplicated clears; opposition to reinstatement of so-called Avco Rule, whereby stations would go to highest qualified bidders, and opposition to FCC rule requiring local notice on license renewals. If Mr. Cross is retained it is presumed he will become executive director. Attending New York meeting, in addition to those mentioned were: Frank Fogarty, WOW-AM-FM-TV Omaha; Weston C. Pullen, Time-Life Broadcast Inc.; John Box, Balaban Stations; A. Louis Read, WDSU-AM-FM-TV New Orleans; Vic Diehm, WAZL Hazelton, Pa.; Herbert Evans, Peoples Broadcasting Co.; Bert Ferguson, WDIA Memphis; Harold Krelstein, Plough Stations, Memphis; Allen Woodall, Woodall Stations, Columbus, Ga.

Rate rise rebellion

Procter & Gamble's pressure against tv network rate rise in Buffalo has spread to another advertiser. Few executives concerned with problem will confirm report but it's reliably said Kraft Foods, through J. Walter Thompson Co., is balking at rate rise and plans to cancel Buffalo from NBC-TV's station lineup for Perry Como. General Foods, client of Ben-

ton & Bowles, also one of P&G's agencies, has Buffalo situation under study. GF controls several shows, through B&B, on CBS-TV. Impasse and subsequent decision of P&G to withdraw network tv advertising from Buffalo arose when network affiliates there announced hikes ranging from 25-35% on hourly network rates (BROADCASTING, Nov. 19).

Another Telstar?

AT&T officials are "rethinking" second Telstar, available for launch at any time (when vehicle is available by space agency), now that Telstar I has developed command circuit troubles (see page 70). Launch of Telstar II became problematical with success of first Telstar, and in fact feeling was that there was no need to orbit second AT&T satellite. Now scientists at Bell Labs and officials at 195 Broadway are pondering decision anew, particularly in light of projected Dec. 11 launch of NASA's "Relay" satellite.

Cigarette sidetracking

Here's story of what happened at the NAB-RAB meeting Nov. 26 (see story page 42), according to one source: Frank Fogarty, WOW Omaha, retiring RAB chairman, asked twice to have Gov. LeRoy Collins' cigarette advertising charges put on agenda but NAB president said he didn't feel privileged to discuss subject because he hadn't talked it over with the NAB board. But he offered to leave room while others discussed it. Matter was dropped at that point—at least during formal proceedings.

FCBA progress

Special 10-man committee of Federal Communications Bar Assn. drafting proposal for full-scale revision of Communications Act of 1934 hopes to complete its report early next year. Monographs covering such provisions as Section 326 (prohibiting censorship of programming), 315 (political section), comparative hearings and procedures, and revision of FCC organizational structure are now in varying stages of completion and shortly will be considered by association's executive committee.

Members of 10-man team, divided into several task forces, named by FCBA President Harold Mott several months ago are: Leonard Marks, chairman; Fred W. Albertson, William J. Dempsey, Philip G. Loucks, Edward Morgan, W. Theodore Pierson, Harry Plotkin, William A. Porter, Reed T. Rollo, and Roger Wollenberg.

First in Hoosier Hearts

Peru, Indiana . . . once famed as winter quarters for the nation's finest circuses, still touches Hoosier hearts . . . young and old.



First in Hoosier Homes

Keeping alive this 50 year old tradition, Peru holds their annual "Circus City Festival", re-living the grand old days of sawdust, ridgepoles and greasepaint.

"Let's go to Circus City", the WFBM promotion spots said . . . inviting Hoosier listeners to a day with Channel six stars at Peru for the big "Circus City" celebration.

Seven hundred train seats . . . at \$8 for adults, \$5 for children . . . were snapped up by the WFBM audience in no time—another example of the pulling power and community acceptance you can expect from WFBM-TV in Indianapolis and the rich satellite markets surrounding the metro area. Let us show you the specifics now. Just ask your Katz man.



America's 13th TV Market
with the only basic NBC coverage of 760,000 TV set
owning families. ARB Nov., 1961. Nationwide Sweep.

BROADCASTING, December 3, 1962

WEEK IN BRIEF

Meet FCC's newest gambit: A staff move to induce tv stations to revise programming by developing local discussion shows for minority groups in prime time. Commissioners are interested. See lead story . . .

NEW FCC PROGRAM DEVICE . . . 29

And here's another one: The FCC's network study group has secretly indicted tv programming, proposing even more rigid government controls over the operations of networks and stations in radio and tv. See . . .

FCC VISE TURNS AGAIN . . . 62

Replacement programs are hard to find as tv networks engage in their traditional autumn shuffling process, designed to weed out the weaker productions. Rising production costs are one of the factors. See . . .

TV REPLACEMENTS SCARCE . . . 52

That "Portland Incident"—the scolding given cigarette advertising by NAB President LeRoy Collins—has the whole broadcasting profession upset. Why did he do it? What's to be done about the mixup now? See . . .

COLLINS IRKS BROADCASTERS . . . 40

Incidentally, NAB's president, reared in the strife of politics, has waged a stormy administration. From the very first he has freely criticized what he felt were flaws in the broadcasting industry's structure. See . . .

LeROY COLLINS' STATEMENTS . . . 40

Electronic manufacturers want to make sure that fm stereo signals keep within the technical standards specified by the FCC. Nationwide monitoring service will be set up to observe these signals. See . . .

POLICING OF FM STEREO . . . 69

Two-score major advertisers are interested in the test plan of Radio Advertising Bureau, designed to encourage big advertisers to use the radio medium. RAB board says funds aren't up to expectations. See . . .

RAB TEST PLAN SCREENED . . . 32

Staff pay at radio and tv stations continues to increase but the rate has slowed down, according to a study by NAB. An analysis of the wages received by personnel, broken down by job types. See . . .

PAY BOOSTS SLOWING DOWN . . . 48

News media must stand up and be heard if they want to avoid more news management by the government, according to Rep. Moss, always outspoken on this subject. He's deeply concerned about news restraints. See . . .

MEDIA URGED TO FIGHT . . . 64

After years of hearings and litigation, WSPA-TV Spartanburg, S. C., has been cleared of charges that it had engaged in off-the-record contacts with the FCC. The vote of the commission was unanimous. See . . .

FCC EXONERATES WSPA-TV . . . 66

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Rich, rich, southern New England loves the sounds of America
on



AMERICANA



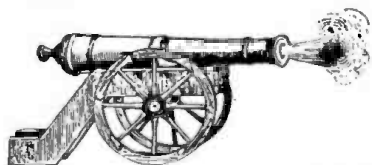
A musical and verbal portrait of the United States, past and present

PROGRAMMING THE BEST OF

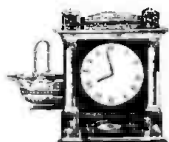
FOLK SONGS
DIXIELAND
SHOW TUNES

COUNTRY MUSIC
TIN PAN ALLEY HITS
WESTERN SONGS

RALLYING SONGS
JAZZ
AMERICAN CLASSICS



COMMENTS BY EXPERTS ON
History and Customs *Prose and Poetry*
Furniture and Cookery *Books and Printing*
Art and Art Objects *Fads and Foibles*



EVERY DAY
Monday through Friday
2:05 - 3:25 p. m.



WTIC Radio 50,000 watts

HARTFORD, CONNECTICUT

REPRESENTED BY HENRY I. CRISTAL CO.



ABC, CBS, NBC queried on o&o's

ABC, CBS and NBC were asked by FCC Friday if local programming policies for all their owned tv stations are typical of operations of three owned stations in Chicago. Question is follow-up of March and April hearings in Chicago on local tv programming, forerunner of second such hearing scheduled in Omaha (see page 29).

Specifically, FCC wants to know within two weeks (Dec. 17) whether information networks provided in Chicago hearing on local programming autonomy also applies to stations in other cities. "If you do not regard it as typical, please explain in what ways it differs in each community," FCC said.

Of particular interest, FCC told ABC, NBC and CBS, are (1) extent to which local station management actively seeks out local community needs; (2) authority of local management in program selection; (3) extent of licensee supervision, and (4) provisions made for production of local programs.

Although FCC asks networks if Chicago is "typical," agency never has said publicly whether Chicago programming practices of WNBQ (TV) (NBC), WBKB (TV) (ABC) and WBBM-TV (CBS) met minimum FCC programming standards. Renewal applications of all network owned tv stations have been deferred, with programming issues, among others, unresolved.

Letter as sent Friday was considerably shortened from questionnaire FCC proposed to send to network owned stations (BROADCASTING, Nov. 12).

Nine radio stations join NAB on Nov. 30

Nine radio stations joined NAB Nov. 30, according to announcement by William Carlisle, station vice president. This is one of best membership days in recent months, he said. NAB has not made public announcement of membership gains in many weeks. Mr. Carlisle said eight stations had signed Nov. 30 with NAB radio code structure.

Half-hour program set for Relay satellite

Date for trans-Atlantic exchange of Christmas greetings is now set for half-hour program via new communications satellite, Relay, scheduled to be launched from Cape Canaveral Dec. 11.

Program is slated for Dec. 14 at

Inflation note

That Washington, D.C., parking lot that NAB bought earlier this month for \$425,000 (BROADCASTING, Nov. 12) could have been bought for \$75,000 in 1944—when NAB board first considered purchase and decided to let it go. Price NAB finally paid was omitted from CLOSED CIRCUIT last issue.

approximately 10:30 a.m. EST. Shad Northshield, NBC News producer, heads committee making arrangements for show, which will originate from both sides of Atlantic in cooperation with European Broadcasting Union.

Robert Taft Jr. quits Taft group's board

Resignation of Robert Taft Jr. as secretary and member of board of Taft Broadcasting Co. was announced Friday by Hulbert Taft Jr., president, as result of former's election as congressman-at-large from Ohio.

In other changes, Roger B. Read, Taft administrative vice president, was elected to board to fill vacancy left by recent death of David G. Taft, and Charles S. Mechem Jr., attorney, was elected to vacancy left by Robert Taft's resignation. Lawrence H. Rogers II, executive vice president, and Dorothy S. Murphy, treasurer, were appointed to executive committee. Taft stations: WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus; WBRC-AM-FM-TV Birmingham; WKYT-TV Lexington, Ky.

'Tunnel' rescheduled

NBC announced today (Dec. 3) it has rescheduled "The Tunnel" for Monday, Dec. 10 at 8:30 p.m. EST. Telecast of 90-minute documentary showing construction of escape tunnel under Berlin Wall, originally scheduled for Oct. 31, was postponed by NBC during Cuban crisis "because of critical international situation" (BROADCASTING, Oct. 29).

Network had been criticized, prior to Cuban crisis, by State Dept. for filming construction of tunnel. Protests also came from West Berlin but were later withdrawn.

Aid to VOA gets Kennedy's thanks

President Kennedy will express his thanks in person this week to officials of 10 stations that canceled regular programming to become part of Voice of America network during Cuban crisis. Station representatives will meet with President in White House at 11:30 a.m. Tuesday.

Officials will also confer with Henry Loomis, VOA director, to discuss reimbursement for expenses incurred in beaming Voice programs into Cuba.

Mr. Loomis said meeting isn't intended to produce dollars-and-cents figure but to develop "principles" on which reimbursement costs can be calculated.

Station representatives who have accepted invitations to meet with President are Frank Gaither, WSB Atlanta; George B. Storer Jr., WGSB Miami; Milton Komito, WCKR Miami; Charles H. Topmiller, WCKY Cincinnati; Jack Nobles, WMIE Miami; Ralf Brent, WRUL New York; Rev. Aloysius B. Goodspeed, S.J., WWL New Orleans; Thomas Bishop, KAAY Little Rock; John M. Spottswood, WKWF Key West, Fla.; and Robert Bowman, KGEI Belmont, Calif.

WMAZ-AM-FM-TV sold; KSYD-TV sale agreed

Sale of WMAZ-AM-FM-TV Macon, Ga., to WMRC Inc. for \$2,094,750 was announced Friday, subject to FCC approval.

Completion of agreement for sale of KSYD-TV Wichita Falls, Tex., by Sidney A. Grayson and associates to Paul Harron for \$2,350,000 (CLOSED CIRCUIT, Nov. 12) was announced Friday. Grayson group retains KSYD radio.

WMRC Inc., licensee of WFBC-AM-TV Greenville, S. C., owns WBIR-AM-TV Knoxville, Tenn., and is 49.8% owned by Greenville News and Piedmont; 14.6% by R. A. Jolley and family; and others. Same group also owns Asheville (N. C.) Citizen-Times (WWNC).

Sellers are George P. Rankin Jr., 71.4%; Wilton E. Cobb, 22.6%; and Mr. and Mrs. Wallace Miller, 6%. WMAZ-TV, founded in 1953, operates on ch. 13 and has both CBS and ABC affiliation. WMAZ is on 940 kc with 50 kw daytime and 10 kw nighttime, and is CBS affiliate. WMAZ-FM operates on 99.1 mc with 3 kw.

Hamilton-Landis & Assoc. handled KSYD-TV sale.

WEEK'S HEADLINERS



Mr. Plummer



Mr. Cox

Curtis B. Plummer appointed executive director of FCC, post created to provide sustained administrative leadership and coordination in implementing FCC policies. **Robert W. Cox**, former executive officer, named assistant executive director. In establishing new office, FCC abolished position of executive officer and Office of Administration. Executive director will have continuing supervision over all commission procedures and administrative matters in order to recommend measures to expedite and generally improve administrative process. He is directly responsible to commission under supervision of chairman. Mr. Plummer, who has served since 1955 as chief of Safety and Special Radio Services Bureau, joined FCC in July 1940 as radio inspector at Boston. He came to Washington office following year as broadcast engineer, was promoted to chief of tv engineering division in 1945 and named chief engineer of FCC in 1950. From 1951 to 1955, Mr. Plummer served as

chief of FCC's Broadcast Bureau. Mr. Cox joined FCC as budget officer in December 1948. He assumed added duties of assistant executive officer in September 1950, and was appointed executive officer in November 1952. **William Ray** named chief of FCC Complaints & Compliance Div., succeeding **John Harrington**, who was named assistant general counsel (CLOSED CIRCUIT, Nov. 12). Mr. Ray, who joined FCC staff as investigator in September 1961, is veteran of 28 years in broadcasting, all but two with NBC. He joined NBC in 1933 and directed network's news operations in Chicago for many years. In 1949, Mr. Ray purchased KASI Ames, Iowa, and operated that station until it was sold last year, when he joined FCC. For other FCC staff appointments that occurred, see story page 68.

Morgan J. Cramer, president of P. Lorillard Co., New York, elected chief executive officer. He succeeds **Lewis Gruber**, who will continue as chairman of board. Mr. Cramer joined P. Lorillard 31 years ago. He was elected to board of directors in 1958 and president in 1961.

Burton R. Durkee, former administrative vp of Detroit office of J. Walter Thompson Co., appointed director of marketing services for Chrysler Corp., with responsibility for corporate advertising, sales promotion, sales training and used car merchandising programs. He succeeds **F. E. Cogsdill**, who recent-

ly was named director of corporate identity. Richard E. Forbes, director of corporate advertising for Chrysler, will report to Mr. Durkee. Earlier, Mr. Durkee had been director of advertising and sales promotion for Chrysler Division for several years.



Mr. Hayes

John S. Hayes, president of Post-Newsweek Stations (WTOP-AM - FM - TV Washington; WJXT [TV] Jacksonville, Fla.), appointed chairman of Executive Committee and of Corporate Planning Committee of The Washington Post Co.

Appointment, which was not publicized, was made two weeks ago by Philip L. Graham, president and chief executive officer of The Washington Post Co. Assuming functional duties under Mr. Hayes of broadcast properties is Laurence E. Richardson, who fortnight ago was elected vp of Post-Newsweek Stations (BROADCASTING, Nov. 19). Mr. Graham was recently elected chairman of committee appointed by President Kennedy to create new Satellite Communications Corp. and has been devoting much of his time to venture. Mr. Hayes has been president and Mr. Richardson general executive of Post-Newsweek Stations since January 1956.

For other personnel changes of the week see **FATES & FORTUNES**

Yarborough considers new political query

Senate Watchdog Subcommittee Chairman Ralph Yarborough (D-Tex.) is expected to decide this week whether to send broadcasters second questionnaire on political broadcasts during 1962 campaigns.

FCC will send licensees questionnaire on subject this week. It was prepared at request of Sen. John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee (BROADCASTING, Nov. 26).

Sen. Yarborough and staff are studying this document to determine if it will provide all information they want.

NBC signs two for 'Monday'

NBC-TV announced Friday (Nov. 30) signing of first two sponsors in its *Monday Night at the Movies* (7:30-9 p.m.) programming block (story, page 52). They are: Brown & Williamson

Tobacco Co., through Ted Bates & Co., and Thomas Leeming & Co. (Ben-Gay), through Wm. Esty. Network's spokesman said sale of four other one-minute participations is imminent.

Wilkerson back to U.S. in shuffles at Y&R

Series of management changes at Young & Rubicam are being announced today (Dec. 3) by George H. Gribbin, president.

James P. Wilkerson, senior vice president and managing director of London office, will return to U. S. where he will be in charge of client services, heading six agency divisions.

Other changes: Francis E. Gearson, managing director of Frankfurt office, named senior vice president and head of international operations, New York; Wilson H. Kierstead, senior vice president and division manager in New York, replaces Mr. Wilkerson in London; Walter H. Smith will be named

senior vice president and will assume duties relinquished by Mr. Kierstead in New York; Kenneth B. Lourd will be named managing director in Frankfurt where he presently is stationed, and Sumner J. Winebaum, formerly with London office, will be in charge of new Milan office.

'Route 66' script to omit actor Maharis, who's ill

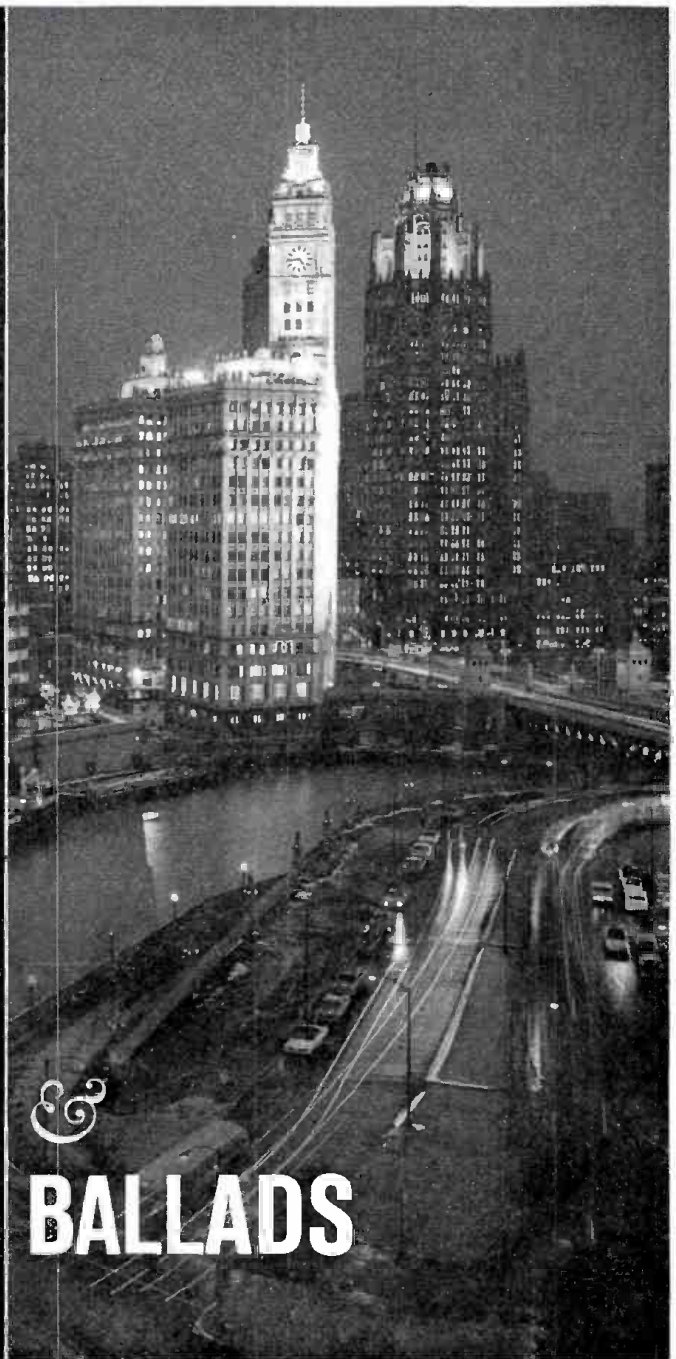
Television actor George Maharis is ill with hepatitis and must retire temporarily from all activities, it was announced Friday (Nov. 30) by his personal manager, Mimi Weber.

Mr. Maharis, who co-stars on CBS-TV's *Route 66* series, will not be able to film additional segments of program for foreseeable future and will not make appearance on CBS-TV's *Ed Sullivan Show* on Dec. 16, Miss Weber reported. Screen Gems, producer of series, said present plans are to "write out" Mr. Maharis until it can be established when actor can return.

Another important plus...



BABIES



**&
BALLADS**

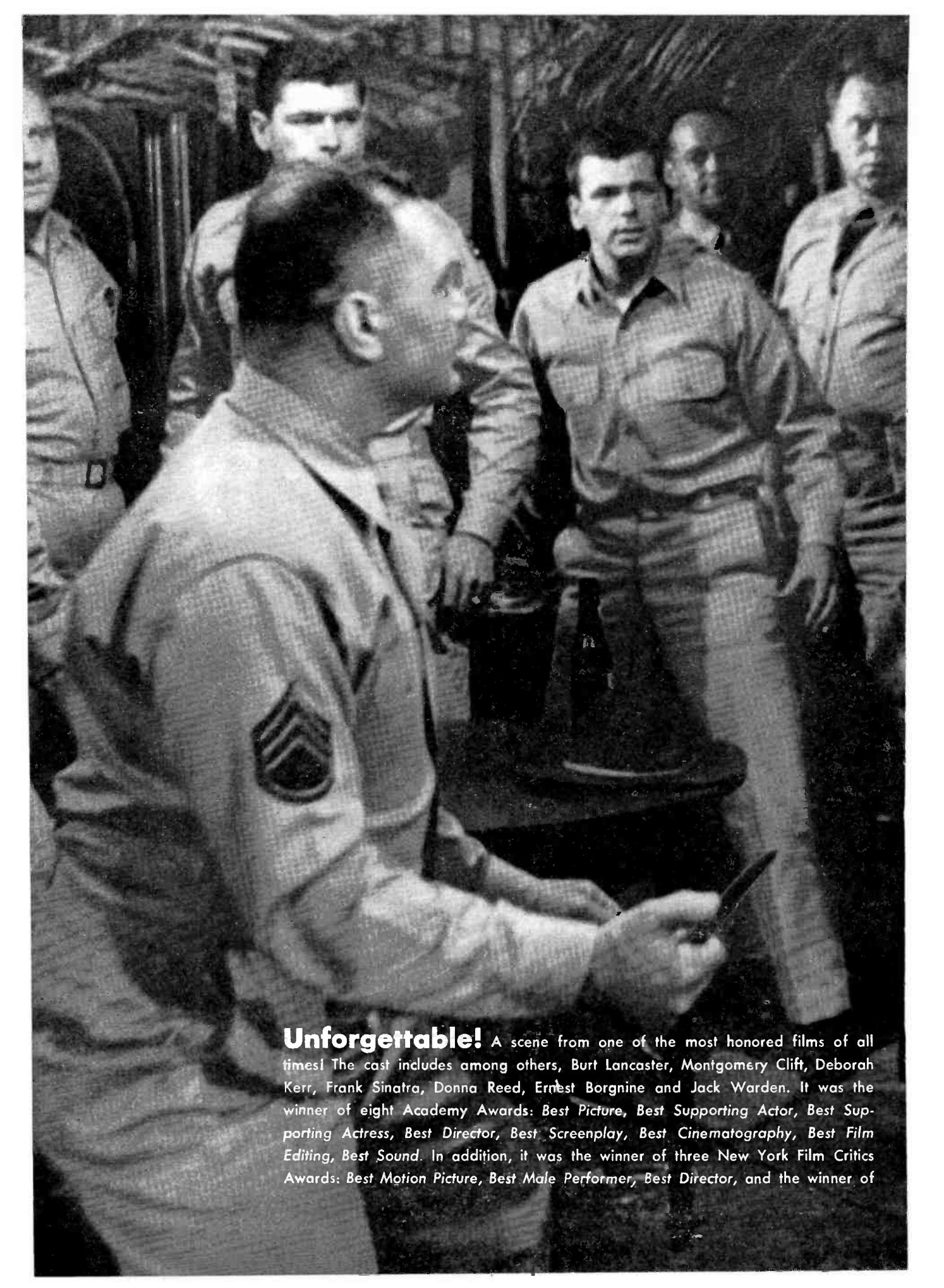
"BABIES IN THE BREADLINE." A WGN NEWS SPECIAL THAT EXPLORED CHICAGO'S GROWING PROBLEM WITH DEPENDENT CHILDREN. WINNER OF AN RTNDA AWARD.

"BALLAD OF CHICAGO." A WGN PUBLIC AFFAIRS PRODUCTION THAT REVIEWED THE PAST AND PRESENT AND PEEKED INTO THE FUTURE OF A CITY. WINNER OF CRITICAL ACCLAIM.

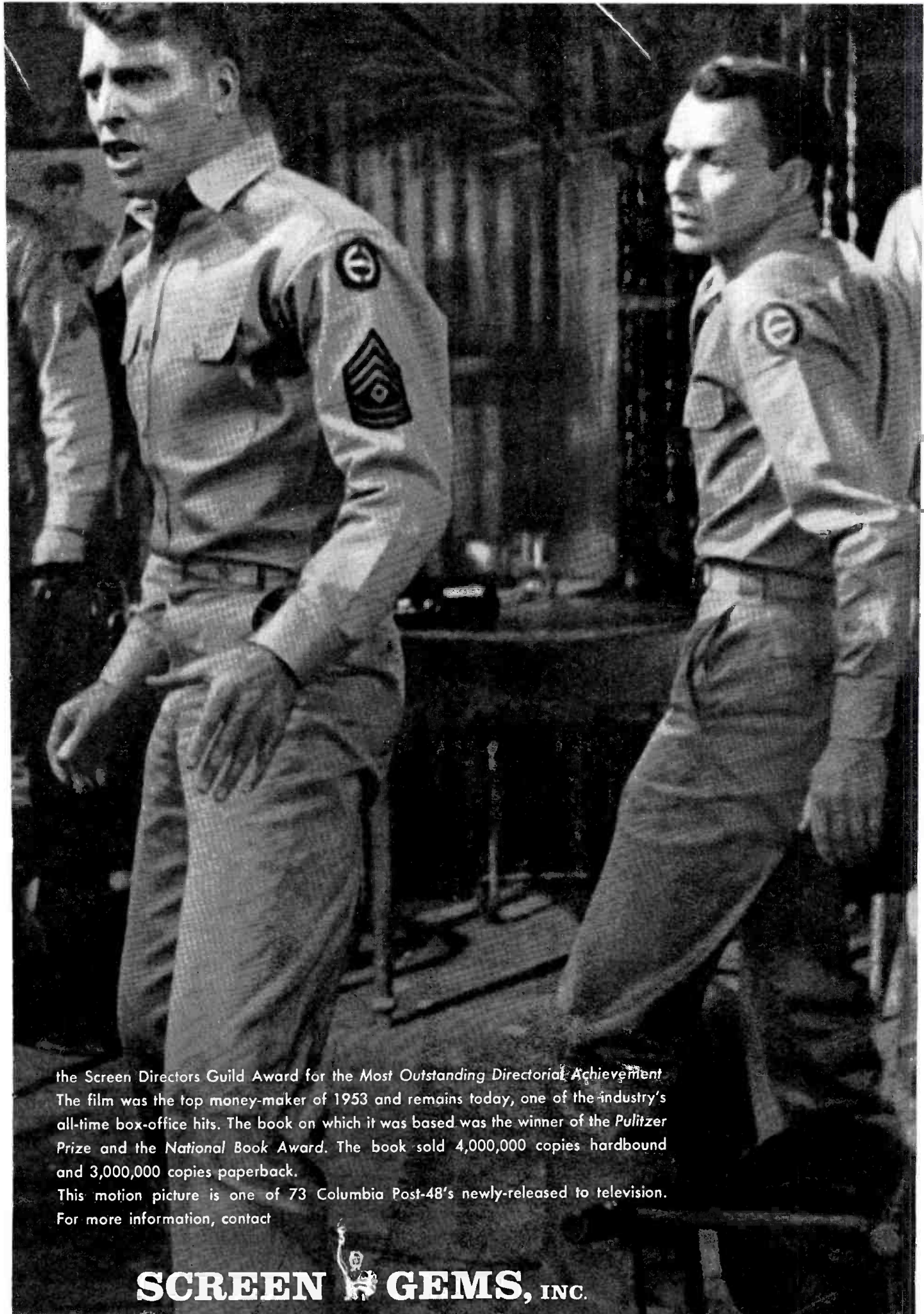
Programming for a great city today. Here are two notable examples of why WGN is something special in Chicago, why *WGN is Chicago*. These are programs that require and engage to the fullest the interest, the understanding and expertise you will find at the WGN Mid-America Broadcast Center. Programming that covers Chicago is another important plus in this major market for advertisers and agencies.

WGN IS CHICAGO —the most respected
call letters in broadcasting





Unforgettable! A scene from one of the most honored films of all times! The cast includes among others, Burt Lancaster, Montgomery Clift, Deborah Kerr, Frank Sinatra, Donna Reed, Ernest Borgnine and Jack Warden. It was the winner of eight Academy Awards: Best Picture, Best Supporting Actor, Best Supporting Actress, Best Director, Best Screenplay, Best Cinematography, Best Film Editing, Best Sound. In addition, it was the winner of three New York Film Critics Awards: Best Motion Picture, Best Male Performer, Best Director, and the winner of



the Screen Directors Guild Award for the *Most Outstanding Directorial Achievement*. The film was the top money-maker of 1953 and remains today, one of the industry's all-time box-office hits. The book on which it was based was the winner of the *Pulitzer Prize* and the *National Book Award*. The book sold 4,000,000 copies hardbound and 3,000,000 copies paperback. This motion picture is one of 73 Columbia Post-48's newly-released to television. For more information, contact

SCREEN  GEMS, INC.

"MUST" READING December Issue of TELEVISION

RENAISSANCE EAST OF THE HUDSON *The epitaphs said over the corpse of New York television production came too soon: it ain't dead yet. Nor will it be, if the New Wave of program series populating the prime time network schedules from home bases in New York is any indication. The once-giant production center was on its knees two seasons back. It's now furnishing almost a third of the nighttime schedule and working out a new destiny for itself in the future of television.*

THE GIANTS' PORTION *An exclusive TELEVISION MAGAZINE analysis estimates who will be the Top 50 national advertisers of 1962 and plots their importance in the financial fortunes of the medium. Included: estimated network and spot TV billings for the full year 1962; the Top 50's performance record of the past five years; complete listing of the Top 50 with brand and agency summaries; capsuled highlights of the TV spending strategies of the major buyers; first listing of the Top 50 agencies in television billing.*

WHITHER UHF? *Those upper band television channels, most numerous but least loved in the TV spectrum, are coming in for new attention. It took an Act of Congress—the all-channel receiver bill—to do it. The FCC, which forced the bill through after its plans for a faster but more limited solution to TV's facilities problem went a'glimmering, thinks it may prove the ultimate salvation of the medium. Others aren't so sure. All shades of opinion are represented in this special report.*

SURE TOUCH OF SUCCESS *The guiding genius behind the Garry Moore Show, Candid Camera, the Dinah Shore Show and other television hits which have performed brilliantly at high visibility in the schedules of this and past seasons is himself a low-visibility kind of guy. He's also a low-decibel type: they call him "The Quiet Man" on the set. Neither of these qualities has hindered his becoming one of the top producers in the business, and one whose career has been notable both for critical and business success. A TELEVISION CLOSEUP OF BOB BANNER.*

PLUS the unusual regular departments: **FOCUS ON BUSINESS . . . PEOPLE . . . and NEWS; PLAYBACK**—comment & criticism about tv; **TELE-STATUS**—exclusive estimates of tv homes and tv penetration by county.

N.B. TELEVISION MAGAZINE is edited for an audience that comprises all people who contribute work or money to television and who are serious enough about it to spend an hour or two a month enlarging their knowledge of television. It is distinguished by thoughtful writing and fine illustration set in a handsome format.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

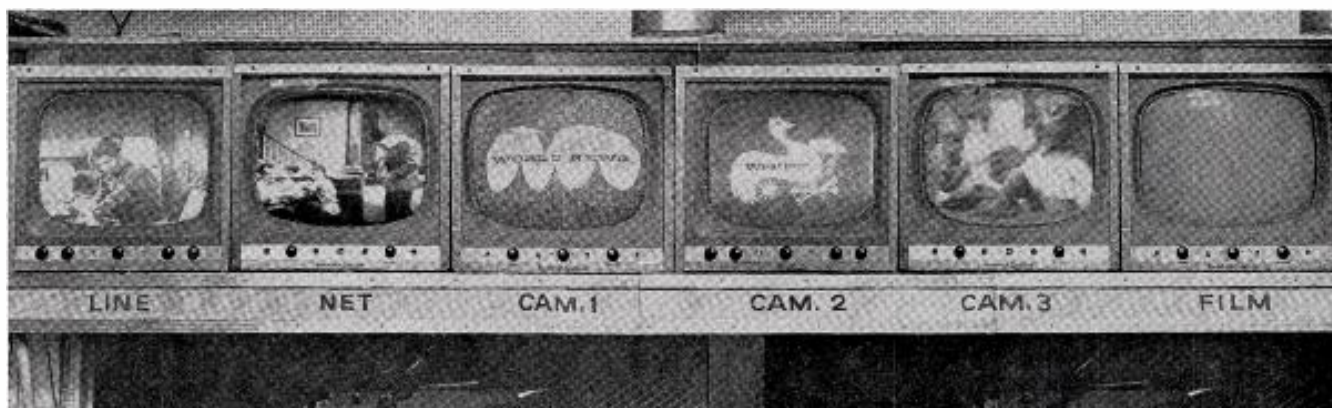
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BROADCASTING, December 3, 1962

Our
tv profiles
are national

Our
tv PDQ
is local

Both take you out of the numbers game. Both put you into the Computer Age.
Both tell you the kind of people viewing and the kinds of customers they're apt to make.



For every network tv program they will answer 60 qualitative questions—some are “socio-economic,” like age, family-size, income, education, occupation, family cycle, housewife occupation status.

The rest are product-oriented, like cigarettes, drugs, automotive, cosmetics, soaps and detergents.

New departure: Profiles #6
will be published in 6 separate books.

Book I—Tobacco

Book II—Drugs

Book III—Automotive

Book IV—Cosmetics

Book V—Soaps and detergents

Book VI—Demographic Factors

It examines in depth audiences for every tv program shown in the measured locality.

P is for personal. Our interviewers place one-day diaries personally, pick them up personally.

D is for daily and diary. Placement and pick-up are made each day, same day. The one-day diary produces 82% response. (Compare that with return from absentee diaries.)

A marked success in Los Angeles pilot study. Now going on in Cleveland.

Plans now are to expand it first to 25 top markets, on a syndicated basis.

The Pulse, Inc.

When data in depth is involved, Pulse is well qualified

730 Fifth Ave., New York 19, New York

Telephone: JUdson 6-3316

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

ON THE GO!



HE KNOWS THE PRODUCT HE SELLS

PGW Radio Colonels and Television Colonels worked for radio and television stations for 72 years before joining our company.

Those were valuable years—to all of us. Because of them, every PGW Colonel knows more about the product he sells—and presents it more usefully.

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

PPETERS, **G**GRIFFIN, **W**OODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
CHICAGO

ATLANTA
BOSTON

DETROIT
ST. LOUIS

FT. WORTH
DALLAS

MINNEAPOLIS
PHILADELPHIA

LOS ANGELES
SAN FRANCISCO





MEDIA DIRECTOR CHEERED!

SHOWS

WHLI_{island}*

—4TH LARGEST MARKET IN
U.S.—A SEPARATE, INDEPENDENT
AND DISTINCT MARKET

*Nassau-Suffolk (Long Island) accounts for more Gas Station Sales than 25 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

WHLI AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N. Y.

*the voice of
Long Island*

PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales
REPRESENTED by Gill-Perna

OPEN MIKE ®

Influencing the vote

EDITOR: I was particularly gratified to note the story, "Do computers influence [the] vote?" [CLOSED CIRCUIT, Nov. 19].

When I raised this point in protest against early forecasts by the networks in 1960, I'm sure many of my colleagues thought I was straining at a gnat. We refused to carry network returns until our local polls closed at 7 p.m., based upon the belief that a strong possibility exists that such reports could influence voting in the western time zones. . . . I hope a solution may be reached, however, without resorting to another law.—*Rex G. Howell, president, KREX - AM - FM - TV Grand Junction, Colo.*

In business

EDITOR: Concerning the article about the letter to broadcasters I forwarded to those in Georgia and South Carolina [GOVERNMENT, Nov. 19], my office has been swamped with requests for a copy of this letter from other harassed stations throughout the country.

I would appreciate it if you would mention that within one week I will forward copies to all who wrote us when we have printed up another batch. Also will be glad to send a copy to all broadcasters who request one, even to the FCC. It might do them some good. . . . —*Clarence Jones, president, WQIZ St. George, S. C.*

Dedicated professionals?

EDITOR: Don't you realize that your "anti-code" editorials are merely providing fodder for the great segment of broadcasters who have no operational standards whatsoever?

. . . Take a trip across the country and listen to what comes out on your car radio. You can't help but agree there's an awful lot of cleaning up that needs to be done. I know of no way it can be accomplished other than through the NAB code (and, of course, strict government control). I think you're assuming that BROADCASTING is the trade journal of an industry made up of dedicated professional men. And it just ain't so.—*Frank C. McIntyre, station manager, KLB Salt Lake City.* [Mr. McIntyre's opinion of his fellow broadcasters is lower than this magazine's.]

On Hiss' appearance

EDITOR: Your recent critical editorial concerning the appearance of Alger Hiss on Howard K. Smith's program [EDITORIALS, Nov. 19] seems to ignore the essential point of the controversy. . . .

It would seem that ABC is to be con-

gratulated for having named a competent newsman, Mr. Hagerty, to head up its news operation and then securing the services of an outstanding newsman in Mr. Smith to implement the network's increasingly bold news programming. The industry needs fewer executives with a sales or announcing background in a position to make news judgments and more men of the caliber of Mr. Smith. . . . —*John Hodowanic, informational services director, Mankato State College, Mankato, Minn.*

EDITOR: We [broadcasters] are becoming more independent of tradition and control, and with a powerful vehicle to carry us, we are bound to try a few stunts and tests to find our own limitations. . . .

. . . The Hiss segment of an otherwise routine in-depth news special was just another example of broadcast journalists reaching out; trying for attention and impact; seeking new dimensions within a new dimension . . . of journalism. Only in television news, and only recently, have network producers and local news directors learned that bringing quotations to life by bringing news sources to the screen, in person, is a way to *make news* as well as to add impact and variety to reporting news.

. . . Can we pass on Mr. Smith's judgment. . . ? To take out our disapproval of Mr. Hiss on Mr. Smith or ABC is like blaming the mailman for delivering bills with our mail.—*Garry D. Greenberg, news director, KVOA-TV Tucson, Ariz.*

What Auerbach said

EDITOR: As a local salesman for one of the 41 radio stations Len Auerbach represents, I've known him to be just as keen as your article [BROADCAST ADVERTISING, Nov. 12] points out.

I confess, though, I was dismayed to learn I know only my own problems—rarely those of my clients . . . and unhappy to learn I lack a knowledge of the market I've lived in and worked in the past 13 years and that Len Auerbach knows my market so much better than I. Finally, I was disconcerted by the claim that he, more or less exclusively, gives station information "with all the baloney extracted."

My feeling is that a quality regional rep . . . does have a place in broadcast sales, not because he knows a local market better than the local salesman and not because he is a "pro" and the local man is not. Let's . . . tell the people that a regional rep, because he is near to the account headquarters and/or because he is set up to offer multi-station buys over an expanded

GREAT INSTITUTIONS

...known for dependability



*Simon Newcomb,
noted astronomer
associated with
the Naval Observatory
for twenty years*



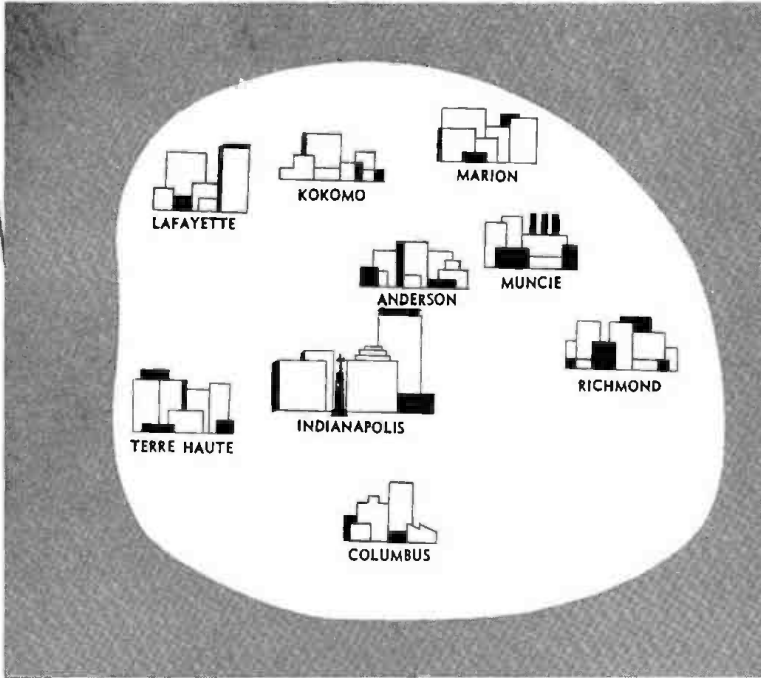
**U. S. NAVAL
OBSERVATORY**

KWTV
OKLAHOMA CITY

WIBC

The Friendly Voice of Indiana

WIBC Report - Area growth increases!



LEADS IN PROGRESS

WIBC is much more than Indianapolis! Everyone knows of Indianapolis—its famed 500-mile race, its Monument Circle, its rate of growth that exceeds the national average. Not so familiar is the tremendous area contiguous to Indianapolis—all of it served by WIBC. Well within WIBC's primary coverage are eight important metropolitan areas in addition to Indianapolis. These commercial and industrial centers with a combined population of over 600,000 are vital parts of the WIBC area . . . a \$5 billion market with the economic potential and know-how to become much greater.

LEADS IN AUDIENCE

Radio listeners throughout this area consistently state their preference for WIBC. Surveys show WIBC with the largest audience morning, afternoon and evening in Indiana and Indianapolis.* This huge and loyal audience is available to you . . . the national advertiser.

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

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

area, can do a good job for a regional buyer. . . .—Rudy Ertis, account executive, WSPD Toledo, Ohio.

EDITOR: I guess any salesman who's worth his salt can't be modest, but I'm not as immodest as your article makes me sound. . . . There were a couple of items taken out of context in the article.

We told your writer we felt some local salesmen don't know how to sell regional accounts because they are different from local accounts and the regional and local customers are different. When your article quoted me as saying "some local salesmen just don't know how to sell" it caused quite an uproar—particularly among salesmen of some of the stations I represent. . . .—Leonard F. Auerbach, president, Ohio Stations Representatives, Cleveland.

Unintended meaning

EDITOR: . . . You have suggested a listener may not be urged to go in and register for free prizes at a sponsor's store [GOVERNMENT, Nov. 19]. It is my understanding that registration for a prize does not constitute "consideration," which must be present to make a contest a lottery.

. . . I'm certain you intended to indicate that a sponsor may require registration of prospective prize winners at his store, provided no purchase of any kind is a condition to winning a prize.—Tim Crow, director of quality control, Rollins Broadcasting Inc., Wilmington, Del.

EDITOR: I note a little typographical error . . . in the article, where it says ". . . as long as a purchaser is not required to register for the prizes." I believe the word should be purchase instead of purchaser. . . .—Harold Essex, president, WSJS Winston-Salem, N. C.

[Mr. Essex is right. It was a typographical error, which corrected as he suggests, would make it plain that no purchase be required for registration.]

On Sec. 315

EDITOR: . . . No doubt it was the hysteria of the past few weeks and the attendant pressures that induced the provincial attitude in your editorial [EDITORIALS, Nov. 5] so totally unlike the tenor of your usual arguments.

. . . I recognize the very real possibility that station owners stand to lose income if their air time is to be made freely available, and I can sympathize with those broadcasters who are either Republican or Democrats. Yet if one were to view the larger picture against the historical background he will see that free time—free equal time, if you will—is needed to give every political opinion an opportunity for exposure and perhaps encouragement of its growth. . . .—Bob McKenna, Ampex Corp., Redwood City, Calif.

AN \$80,000 SALE



PULLING POWER-SELLING POWER OF WPEN DEMONSTRATED IN AMAZING RESPONSE TO . . . "HAWAIIAN HOLIDAY"



Outsells all other stations . . . and in less time, too . . .



If ever we had proof of our own strength, this Hawaiian Vacation promotion was it. In quantity, in quality. Here was action. Fast action. An \$80,000 sale, outpulling, outselling every other radio station in town — and in less time. Customers are customers, whether they buy Hawaiian vacations or packaged goods. You'll find more of them and in a better buying mood on WPEN.



IF YOU HAVE A PRODUCT TO SELL YOU'LL BE INTERESTED IN THESE STATISTICS OF THE HAWAIIAN HOLIDAY

1,000 inquiries were received in the first 28 days. Within 45 days, the Travel Agency received 45 deposits . . . a month later a Northwest jet took off with a pay load of 100 passengers . . . cost of the tour was \$800 per person . . . average conversion of inquiry for a trip of this nature is 1%. The WPEN conversion was 10% . . . each guest spent \$400 over and above the cost of the trip on luxuries and extra services, more than any other group ever handled by the Travel Agency.



*It's obvious . . . if you're thinking
of selling Philadelphia, start
where the selling is easy . . . on*

WPEN
PHILADELPHIA

Represented nationally by AM Radio Sales Company

The local utility: a golden egg overlooked by television

In substance, the thoughts I'd like to explore are these:

(1) Local utilities represent an ideal potential market for local tv.

(2) This market has remained untapped for many years.

(3) The basic responsibility for this situation is yours.

(4) You can, if you will, win a greater share of this business. But it will take some doing on your part.

Is there thought, planning and originality at the local television selling level today? Or is it a case of offering something you have "available for sale"?

Planning Phase ■ What advanced planning do you or your salesmen do before approaching a local prospect? What are his sales problems? Is planning designed to influence these people in the direction of the advertiser's goals?

What are his opportunities for carrying forward with outside promotions, tie-ins, merchandising, marketing, etc.?

Over a period of years, Bozell & Jacobs' 13 offices have worked closely as advertising agents or consultants to many utilities. Local utilities are excellent prospects for local tv. But tv stations haven't reached them.

These local prospects have money to spend for advertising. They are advertising conscious. They have great stories to tell. Their market is local. Every television home in your area is their customer. Their products are not seasonal: they are consumed day and night. It is important for them from every angle—cash register ringing plus public and political relations—to keep their publics informed.

Let me quote you a few facts from a Bozell & Jacobs study:

Survey Figures ■ A survey of 75 major electric and combination electric-and-gas companies shows that as recently as last December, 23% of these local utility companies were making no use whatsoever of local television advertising. Moreover, those utilities which were using local tv assigned an average of only 17% of their total advertising budgets for local tv. And these companies, remember, are acknowledged leaders among utility advertisers. There is no doubt whatever that local tv would fare far worse if *all* utilities were included.

Here are specific instances:

One utility, which spent close to \$700,000 for advertising last year, spent less than \$600 for local tv. Another—a big one—spent 8½% of its budget for local tv advertising. We found one utility that spent 24% of its budget for local tv and that utility's advertising

manager said it was a disproportionate amount when compared to other years.

The utilities surveyed serve well over one-half of all electric customers, and about two-thirds of all natural gas users throughout the nation.

These reports indicate, moreover, that between 1950 and 1953—the period of tv's greatest growth as a national advertising medium—tv's share of local advertising expenditures increased from a microscopic 1% to only 5% for electric utilities, from 2½% to 9% for gas utilities, and from 2½% to just 4% for combination gas-and-electric companies.

In 1961—eight full years after 1953—local tv's participation score among a select group of America's most advertising-minded utilities was no more than 77%—23% of these advertisers were still not using local television. Those who are using local tv, as already presented, are not using very much.

The series of annual Public Utilities Advertising Assn. surveys covering the 1946-53 period show that in not a single postwar year did advertising expenditures or electric and/or gas utilities average less and were usually more than 60/100ths of 1% of the companies' gross revenues.

The gross revenues of the investor-owned electric-gas-and-water utilities last year totaled about \$20 billion; 60/100ths of 1% ratio of that total is an eye-opening \$122 million for advertising. I am sure this figure, in 1962, is even more staggering.

Is this worth planning for? Is this worth fighting for?

Tv No Outcast ■ Utility company advertising managers don't dislike tv. In fact, those I questioned said they would be glad to use it, if a productive, ef-

fective use was shown. Weather shows, late-late movies, and news shows are gloves which fit any hand.

It should not be difficult for any advertising medium to tell a striking story for the utility. It has done more to raise our standard of living, to furnish us the comforts—health protection and good things of life—than any other one force on earth. It has brought new efficiency in production and created a better living. Television should help the utility tell its story at the local level.

In gathering knowledge for selling local television to an electric company, for example, you will need six categories of information. I guarantee you increased local tv business if you will acquire and present this knowledge properly. The six categories:

That (1) there are two ways an electric utility can make a profit: by greater use of electric service and by maintenance of a fair price for services; (2) the individual electric company must receive a fair rate for its service so it can attract investment for expansion and pay interest and dividends to its bond and shareholders; (3) there are certain periods when customers use more electricity and may think their bills are too high, but as the volume of use mounts the cost per unit goes down; (4) the electric company is a fine local tax-paying, civic-minded citizen; (5) the electric company is interested in keeping its customers sold on the American free enterprise system; (6) television can perform a valuable service for the local utility by establishing its local identity. The utility company is a good local citizen and the public should know this! Local tv can do the job of selling and telling.



An agencyman's view of what television can do on the local level for such advertisers as the utility company in town was presented at a closed session during the Television Bureau of Advertising's annual meeting in New York a month ago (BROADCASTING, Nov. 19). The speaker was Morris E. Jacobs, chairman of the board of Bozell & Jacobs and one with intimate knowledge of the basic operation of public utility information programs. His talk appears here in condensed form.

C O N N E C T I C U T



Resident Personal Management

The RPM, sales-action station in Connecticut... Big-buy WELI... owned and operated by New Haveners! We know the market — we're 100% on the job for you. Reach this Powerful Market... our 1,115,200* "interference-free population served!"

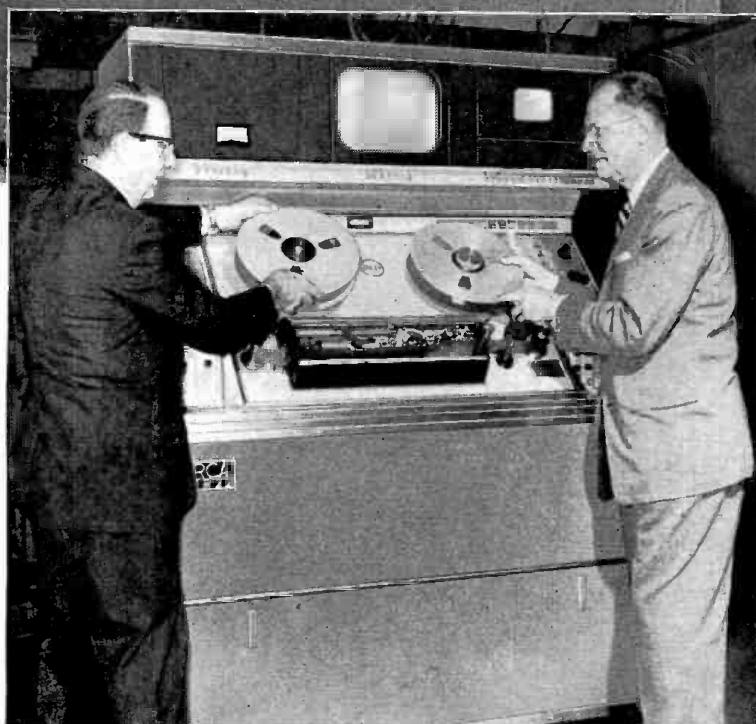


Why does WELI deliver this market? Responsibility to our million-plus audience governs all WELI programming. Results in more sales-power for your ad dollar! National: H-R Representatives, Inc.; Boston: Eckels & Co.

*Source: Lohnes and Culver, Consulting Radio Engineers, Washington, D.C.—in accordance with the service standards shown in the FCC Rules.

WELI

The Sound of New Haven 5000 Watts / 960 KC



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



Here Come the TR-22's!

New All-Transistor RCA TV Tape Recorder

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

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

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

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

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



The Most Trusted Name in Television

IN MEMPHIS



Times

HAVE CHANGED
...AND SO HAS

WMC
RADIO



Care to trade? The wood stove for the electric range? The dreary silence of kitchen chores for the happy companionship of your radio? Of course you wouldn't trade—any more than you'd exchange the cheery sounds of WMC's modern good music programming on such shows as "Morning in Memphis" for the soap operas or philosophers of a bygone day. Yes, times have changed and so has WMC, but the leadership you've learned to expect during WMC's nearly 40 years of broadcasting continues without change.

WMC/MEMPHIS
NBC

790 KC
5,000 WATTS



DATEBOOK

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

*Indicates first or revised listing

DECEMBER

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

*Dec. 4—San Francisco Advertising Club, radio luncheon. Sheraton-Palace Hotel.

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

*Dec. 4-6—CBS-TV Network Affiliates Assn. fall meeting, Thunderbird Club, Palm Springs, Calif.

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

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

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

*Dec. 8—Directors Guild of America national board meeting, Knickerbocker Hotel, Chicago.

*Dec. 10—Hollywood Ad Club Christmas Party at the Hollywood Palladium. noon-3 p.m. Steve Allen will emcee.

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

Inc.), and "How to Stimulate and Direct Effective Creativity" (Max Banzhaf, Armstrong Cork Co.).

*Dec. 11-12—NAB Tv Code Review Board, NAB headquarters, Washington.

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

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

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

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

Dec. 19—Academy of Television Arts & Sciences, Hollywood Palladium, 8 p.m. FCC Chairman Newton N. Minow will participate in panel discussion of "What Is Right and What Is Wrong with Television," with William Dozier, Screen Gems vp, as chairman. Other panel members are Sylvester L. (Pat) Weaver, board chairman of McCann-Erickson Corp. (International) and president of M-E Productions; Frank P. Fogarty, executive vp, Meredith Broadcasting Co., operators of KCMO-TV Kansas City, KPHO-TV Phoenix, WHEN-TV Syracuse and WOW-TV Omaha; Hubbell Robinson, senior vp in charge of network programs, CBS-TV; Rod Serling, writer-narrator of CBS-TV *Twilight Zone*; Richard Salant, president, CBS News; Mark Goodson, president, Goodson-Todman Productions; Lee Rich, senior vp for radio-tv, Benton & Bowles.

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

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

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

*Dec. 28—Comments on FCC proposed rulemaking to require applicants, permittees and licensees to keep file for public inspection of all broadcast applications.

JANUARY 1963

*Jan. 1—Deadline for domestic entries for third International Broadcasting Awards competition of Hollywood Ad Club. Foreign entries are due Jan. 15. Entries should be sent to IBA, P. O. Box 38909, Hollywood 38, Calif.

*Jan. 7-8—NAB-FCC joint conference on am growth problems. Conference is open to all interested parties.

*Jan. 9—Reply comments due at FCC on proposed allocation of frequencies for space communications.

Jan. 10-19—International Television Festival of Monte Carlo, Monaco.

*Jan. 11—Reply comments due on FCC proposed rulemaking to require all applicants, permittees and licensees to keep file for public inspection of all broadcast applications.

Jan. 12—Florida Assn. of Broadcasters board of directors meeting, Cherry Plaza, Orlando, Fla. Orlando broadcasters will host a "hospitality hour" at 6 p.m. Board meets at dinner, 7 p.m. FAB members are invited to send President Joe Field or Executive Sec. Ken Small suggestions for items to go on agenda.

Color
television
in

DALLAS-FORT WORTH

WBAP-TV



PGW

MISS TEXAS

Penny Lee Rudd

PEARLS - HALTOM'S
GOWN - MEACHAM'S



**"Nowhere else does it
cost so much to
misunderstand a market
as in communications."**

says John F. Dille, Jr.



Here's why media-buyers who don't live in Indiana depend on Career Communicators who do.

Locally loyal markets, like Fort Wayne and South Bend-Mishawaka-Elkhart, are understood best by locally managed media—and the full-time Career Communicators who live there and run them.

In such markets, the allegiance to advertisers often stems from allegiance to the medium used . . . and the "climate" created by it. "Home-town" recognition of a radio or TV station, or of a newspaper, tends to recommend the advertiser from the very start.

That's why every property in *The Communicana Group* is governed from the top on down by individuals with roots in the area. This is true of ownership, and general managers as well. And, their careers have been in mass-media communication all or most of their adult lives. No advertiser is asked to pay the penalty of out-of-area ownership or management . . . or communications errors.

To better understand these major Hoosier test markets, call on *The Communicana Group* for specific information. Then let them introduce you around. After all—*they live here!*

John F. Dille, Jr. is a dedicated "Career Communicator" in his own right, with deep roots in the area he serves and an even deeper understanding of the people who live and buy here. President of the entire Communicana Group, Dille headquarters in the heart of the marketplace, in Elkhart, Indiana. Qualified? Most certainly, with a Master's Degree from the University of Chicago, specializing in Communication. Nationally recognized as Chairman of the ABC-TV Board of Governors; as a member of the NAB Committee on Editorializing; American Newspaper Publishers Assn.; Associated Press Managing Editors; American Society of Newspaper Editors; and President of The Alumni Assn. of the University of Chicago. Locally known and respected as Vice Chairman, Indiana Toll Road Commission; Director, First National Bank of Elkhart; Member, Ft. Wayne Chamber of Commerce; Elkhart YMCA; past president, Elkhart Chamber of Commerce; Incorporator and Director, United Health Foundation.



IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

In the management of The Communicana Group:

Paul C. Brines, *Broadcasting in South Bend-Elkhart* James P. McNeile, *The Mishawaka Times*
Hilliard Gates, *Broadcasting in Fort Wayne* Allen H. Swartzell, *The Elkhart Truth*
John F. Dille, Jr., *President*



NEW GAMBIT IN PROGRAM CONTROL

- **Discovered: FCC staff campaign to force local tv into prime time**
- **Stations that conform get license renewals; others face delays**
- **Will commissioners stop it now that they know how it works?**

A letter-writing campaign by the FCC staff designed to induce television stations to schedule sustaining, locally produced discussion shows of interest to minority groups in prime time has been questioned by the commissioners as contrary to official FCC policy.

Dozens of tv stations across the country received the letters—in connection with renewal applications—questioning their lack of programming “flexibility” and, therefore, their ability to meet the needs of the public.

The inquiries had not been cleared with the FCC itself. Commissioners only recently learned of their existence and made them an issue in the regular FCC meeting last week. The implication that the staff had gone beyond delegated powers was raised in connection with a staff request that the renewals of approximately 100 California am, fm and tv stations be deferred because of questions as to whether their program-

ming was in the public interest (see box page 30).

Ask for Letters ■ Instead, the commissioners ordered the Broadcast Bureau to present samples of the questioned letters to the full FCC for a decision as to whether they violate FCC policy. The issue was raised by Commissioner Frederick W. Ford in the closed FCC meeting and other commissioners quickly took up the question.

The Broadcast Bureau, under Chief Kenneth A. Cox, was ordered to give top priority to the job of preparing an agenda item, which is to include sample letters already sent to tv stations. Commissioners were particularly concerned over instances where an application was approved immediately after amendments had been made to meet the objections of the staff.

Some members expressed the opinion that this constituted censorship. The staff, on the other hand, maintains that

in most instances where approval was granted after amendment, the applicants themselves had expressed overriding desires for immediate action. “They had shown a willingness to review their programming,” a commission employe explained.

Discussion, Flexibility ■ Key words in the staff campaign, which started in earnest last summer, are local “discussion” of controversial issues or for minority groups and enough “flexibility” in overall program scheduling to assure exposure for discussions. Also, all inquiries are directed toward the 6-11 p.m. time period.

Running through the staff letters, commissioners, attorneys and broadcasters agree, is the implication that a tv station should have sustaining programming in prime time in order to fully meet the needs of all minority groups. Such programming, the staff feels, will not sell but must be scheduled by sta-

Three Omaha managers gird for FCC's programming inquiry

Three Omaha tv station managers, who have been chosen by FCC for its second on-the-scene programming probe (BROADCASTING, Nov. 19, 26), conferred in Washington Nov. 29 with attorneys and called on NAB President LeRoy Collins and staff (see program policy roundup above). L to r: Owen L. Saddler, KMTV (TV); Eugene S. Thomas, KETV (TV) and Frank P. Fogarty, WOW-TV.

After the NAB conference, LeRoy Collins, president, said the broadcasters, their attorneys and NAB staff members had agreed NAB should register its opposition. “It should be made clear,” Gov. Collins said, “That the objections relate to the nature of the proceedings. I am confident that the hearing will demonstrate that the Omaha television stations have done an outstanding job of serving the public in their



community.”

The three Omaha stations received license renewals from the FCC

earlier this year—KETV May 11, KMTV May 11 and WOW-TV June 30.

tions to make sure all issues of local importance are discussed.

"We [staff] are not the people that told stations they have to offer local discussion," a key FCC official said in defending the Broadcast Bureau inquiries. "We did not tell broadcasters they must program to minority groups. We did not tell stations they must operate in the public interest. The commissioners set these guidelines."

Most of the questioned letters are sent to stations seeking a license renewal and some also go to stations involved in transfers. Recipients of the inquiries have been applicants that have not telecast prime time locally produced discussion programs in the past license period, and do not propose to do so in the future.

Such programs regularly scheduled in periods other than 6-11 p.m. do not satisfy the demands of the commission staff. To properly operate in the public interest and for all minority groups, the programs must be offered in prime time, the bureau feels.

The bureau was first delegated the authority to renew station licenses and approve sales in July 1961, not long after Mr. Cox became bureau chief. The full commission does not review staff actions or letters and maintains no liaison in the normal course of events with the inquiries made of stations.

When a station amends its programming to conform with the staff position, the seven commissioners are not apprised of this.

Go to the Top ■ One commissioner, when he first learned of the gist of the staff letters, suggested that stations receiving them should go above the staff and appeal to individual commissioners or the full FCC. There is nothing improper about broadcasters discussing renewal and transfer matters with individual commissioners, he said.

The FCC did not act on the agenda item concerning the California renewals last week. The renewals are automatically temporarily deferred since they expired Saturday (Dec. 1). The staff, however, has been ordered to submit further justification about such serious programming deficiencies among 26 California tv stations, 38 am stations and a like number of fm stations.

In addition to unresolved programming questions, the staff also said other problems existed in connection with many of the California stations. These included, among others, payola, shaky finances, incomplete applications and technical difficulties. The California problem will be presented again when the staff returns with its sample letters. Sylvia Kessler, acting chief of the renewal and transfer division, is preparing the staff justification of its actions for the commission.

As a result of the controversy, it is

Trouble in California

The licenses of all stations in California expired last Saturday (Dec. 1) and the FCC's Broadcast Bureau does not think highly of the past and proposed program offerings of somewhere in the neighborhood of 100 of them.

A bureau request that these license renewals be deferred prompted an eruption in last week's commission meeting (see page 29) and questions by commissioners whether the staff has violated FCC policies in policing station programming.

The California tv stations deferred, all for programming questions, as of Saturday, include:

KRCA (TV), KTTV (TV), KCOP (TV), KTLA (TV), KHJ-TV, KABC-TV and KNXT (TV), all Los Angeles; KGO-TV, KRDN-TV and KPIX (TV), all San Francisco (KTVU [TV] Oakland-San Francisco has never received its original license and also has program troubles but was not on last week's list); KXTV (TV) and KCRA (TV), both Sacramento; KVIP-TV Redding; KBAK-TV and KLYD (TV) both Bakersfield; KVIQ-TV and KIEM-TV, both Eureka.

Also, KJEO (TV) and KMJ-TV, both Fresno; KSBY-TV San Luis Obispo; KOVR (TV) Stockton; KOGO-TV and KFMB-TV, both San Diego; KSBW-TV Salinas-Monterey; KNTV (TV) San Jose, and KHSL-TV Chico. Following are California am stations facing the same fate:

KHJ, KABC, and KLAC, all Los Angeles; KFRC, KNBC, KCBS, KGO and KSAN, all San Francisco; KAKR, KRDG, KVIP and KVCV, all Redding; KCVR Lodi; KRE Berkeley; KSPA Santa Paula; KHSJ Hemet; KSFE Needles; KDEO El Cajon; KDON Salinas; KRAK Stockton; KSDO San Diego; KUDU Ventura; KARM Fresno; KAVL Mojave; KCHV Coachella; KMYC Marysville; KGEN Tulare; KBIG Santa Catalina; KXFM San Bernardino; KENL Arcata; KBIS and KAFY, both Bakersfield; KHOT Madera; KPN Anderson, and KXOA Sacramento.

A number of fm stations, similar in number to am, are also reportedly involved but their call letters were not immediately available.

being proposed that a commissioner—with the job to be rotated—be appointed a "watchdog" to supervise the letter writing activities of the staff. Another suggestion is that the delegation powers be rescinded with the duty of approving all transfers and renewals returned to the full commission. This was suggested only as a temporary measure and in case it is determined that the staff has violated FCC policy.

Policy Statement ■ The primary question is whether the staff actions have done violence to the FCC's programming policy statement issued in July 1960. Violations, it is felt by some, have occurred through (1) implications that stations must have regularly scheduled programs in each and every one of the 14 categories; (2) implications, "if not outright charges" that all stations must have regularly scheduled sustaining programs in prime time; (3) such heavy emphasis on the placement of locally produced discussion programs on a regular basis between 6-11 p.m.

Local news and documentaries during the magic hours have been discounted completely by the staff in the letters. The key to staff satisfaction, which shows up repeatedly in the letters reviewed by BROADCASTING, is to provide time "for regularly scheduled local discussion programs and programs relating to the discussion of controversial issues of public importance during prime evening hours. . . ."

Stations which have countered that they regularly "pre-empt" commercial network entertainment for local productions in most instances still are operating on deferred renewals. Such a policy of offering local discussion does not provide enough flexibility, the staff maintains.

Prime Example ■ A specific example of where some commissioners feel the Broadcast Bureau overstepped its delegated authority involves WKY-TV Oklahoma City and that station's purchase of KTVT (TV) Fort Worth. Bureau Chief Cox participated personally in this case, which has set the standard for letters that followed to other stations.

Last May, the staff wrote WKY-TV questioning both its past and proposed programming in connection with a renewal application and the proposed purchase of KTVT. During the past three years, the staff found, 94.28% of WKY-TV's 6-11 p.m. programming had been commercial and 87.14% of its daytime programming. The 6-11 p.m. hours were devoted to a half-hour of news at 6 p.m. and a half-hour of news, weather and sports at 10 p.m. "with the rest of the time devoted to network and recorded entertainment . . ." according to the bureau.

"The above raise questions as to whether the station has retained sufficient flexibility in its programming op-

eration to permit opportunities for programs designed to meet the needs and interests of significant minority groups in the community. Therefore you are requested to explain how your station's programming is designed to serve the particular needs and interests of Oklahoma City. . . ."

According to the bureau review, both WKY-TV and KTVT planned 100% commercial programming for the next three years and much the same question as above was asked concerning station KTVT.

WKY-TV replied that its programming schedule was not inflexible. "The policy with respect to prime time public interest programming is to preempt [the station is an NBC affiliate; KTVT is an independent] regularly scheduled commercial or sustaining entertainment programs. . . ." for locally produced public service shows, WKY-TV replied. Community needs must be met as they arise, the Oklahoma City station countered, and this can best be done through preemptions rather than a "rigid" schedule. The station then listed 21 specific program pre-emptions that occurred in the 6-11 p.m. time periods during 1961. Many of these programs were sustaining and pre-empted commercial entertainment shows, WKY-TV said.

Commercial Percentage ■ As to its percentage commercial, WKY-TV referred to the FCC's 1960 policy statement that "there is no public basis for distinguishing between sustaining and commercially sponsored programs in evaluating station performance." This announced position of the FCC "fully substantiates the licensee's flexibility in programming. . . ." station WKY-TV maintained.

Further, WKY-TV pointed out that it has a weekly local live entertainment program in color which provides an opportunity for local self expression and amateur talent.

Last July 27, Mr. Cox and his staff replied to WKY-TV. It appears, the bureau said, that WKY-TV's pre-emption program did not provide an opportunity for the discussion of public issues. "A number of the programs . . . dealt with the heritage of the State of Oklahoma [a series for which WKY-TV received two national awards and a telegram of commendation from President Kennedy]. . . ." the bureau said. "A question is raised as to the manner in which you are serving the needs and interests of your community when you do not provide time for regularly scheduled local discussion programs . . . during prime evening hours, and particularly when your policy of pre-empting programs does not result in the broadcast of such discussion programs."

The bureau added this kicker on commercial versus sustaining programming: "The commission specifical-

ly points out that the licensee must retain the flexibility necessary in programming to accommodate the public needs and anticipates that it may be necessary to present programs on a sustaining basis in order to achieve that end."

Accordingly, WKY-TV was told to furnish information showing how that station and KTVT will provide programs designed to serve the needs of their respective communities .

Amendment, Defiance ■ In reply, the licensee amended the proposed KTVT programming (which resulted in rapid approval of the transfer and a KTVT



A principal architect of the FCC staff's design to force television program revisions through "letters of inquiry" to stations is Kenneth Cox, chief of the Broadcast Bureau. Mr. Cox has been prominently mentioned as a candidate for the next vacancy to open on the commission.

renewal) but has refused to change the WKY-TV schedule. WKY-TV said that it still is of the opinion that its plans meet the needs of the public but that it "is concerned with the deterioration in the KTVT staff and its morale and the ultimate injury to the public that has resulted from the pendency of the assignment application since the month of March 1962."

Therefore, the assignee amended the KTVT proposal to move a local discussion program, *Point of View*, from Saturday afternoon to 9-9:30 p.m. on Sunday. "The change is designed to give the commission the statistical assurance of a regularly sustaining program in prime time dedicated to discussion of controversial issues which may make it possible to approve the pending

application. . . ." WKY-TV said.

This amendment was received by the commission last July 30 and just two days later—on Aug. 1—the FCC approved the sale of KTVT and also renewed that station's license for three years. These actions were taken by the full FCC but without benefit of the correspondence in the bureau files. The bureau had recommended approval and did not present any of the questions raised to the full commission.

Ready for Hearing ■ WKY-TV, however, has taken the opposite position on its renewal application and has privately expressed a willingness to go to a hearing. WKY-TV, in a reply Aug. 17 to the questions raised by the bureau July 27, said that it "seriously questions whether the operation of a tv or radio station in the public interest can be evaluated upon the sole criteria of whether or not a particular type of program . . . is scheduled within a particular segment of the broadcast day.

"Selections must be made on an overall evaluation based on the licensee's own judgment and a qualitative analysis of the actual programs carried rather than by a mere statistical determination," WKY-TV told the bureau. Further, the station said, the bureau's conclusion that WKY-TV's pre-emption policy did not result in the addition of discussion programs relating to public issues "is not supported by the facts."

Also, WKY-TV found an implication in the bureau's language that the subject matter of documentaries such as the Oklahoma heritage programs somehow lessens their importance. WKY-TV pointed out that it does have a regularly scheduled discussion program, *Point of View*, and that it is on Saturday afternoon (4:30-5 p.m.) when it is not in competition with popular network entertainment programs on other stations.

"The licensee does not necessarily contend that its judgment is infallible, but its program schedule is the result of its considered opinion based upon its knowledge of the area and its evaluation of the various factors which must be considered in any determination of what program best serves the public interest," WKY-TV told the bureau. "The determination of whether [a] program serves the public interest must . . . be determined by content and not by its commercial or sustaining status."

Others, Too ■ Case histories of other stations could have been singled out for lengthy treatment but WKY-TV and KTVT were picked because of certain unique characteristics, to wit: Both a transfer and two renewals were involved; the licensee has acceded to staff demands (for announced reasons) in the one instance and stood its ground

on the WKY-TV renewal question; the WKY-TV inquiries set the stage for others that followed; a strong feeling in official and unofficial circles that the bureau has dictated KTVT's programming; the personal and direct participation in the case by bureau chief Cox who sets the "policy" for the Broadcast Bureau, if not for the commission.

Among other stations which have been questioned, some have stood their ground, some have amended and others have not as yet replied to recent staff letters. The letter writing began to accelerate after Sept. 10, with several letters going out over the signatures of Acting Secretary Ben Waple on that date. All the inquiries, incidentally, ostensibly are signed by Mr. Waple although he actually does not read them before they are mailed.

KCPX-TV Salt Lake City received

Sept. 10 questions "as to whether the station has retained sufficient flexibility in its programming operation . . ." because of a lack of prime time sustaining shows. The station replied: "The allocation of time to a poorly produced, local program solely to attain statistical perfection is not a goal to be desired by the licensee, the commission or the public. . . ."

Las Vegas Letter ■ KLAS-TV Las Vegas was accused of not having enough 6-11 p.m. sustaining programming to meet the need for discussion of controversial issues and for minority groups. It had proposed (in 1959) 97.15% commercial in prime time but submitted a reply showing that it actually programmed somewhat less than this the past three years.

Another bureau target, KLIX-TV Twin Falls, Idaho, replied to a "no

flexibility" charge that it programs as much network as possible "so that the people in our area may have as much of the good network programming as possible." KLTW (TV) Tyler, Tex., which got a "letter," replied that it has been rebuffed in efforts to secure prime time discussion programs directed toward minority interests. KLTW cited two specific requests that the city commission use nighttime hours to discuss specific local issues. In declining the offers, the city fathers said that "public discussion of the issues involved would be confusing . . ." to the people in the audience, KLTW said.

One station told the bureau that ". . . We clear for all network (public service) programming such as the President's news conferences, orbital flights, FCC hearings. . . ."

BROADCAST ADVERTISING

RAB to pick RTP candidates carefully

SHORT FUNDS TO KEEP LIST DOWN; DIEHM ELECTED BOARD CHAIRMAN

More than 40 major advertisers are "extremely interested" in the Radio Advertising Bureau's Radio Test Plan (RTP), but the candidates must be screened with extra care because RAB funds for the project have fallen short of expectations, President Kevin B. Sweeney said last week.

He made the statement in a report to the RAB board of directors at a session held in conjunction with the bureau's annual membership meeting. Other highlights of the meeting, held Wednesday in New York:

■ Victor C. Diehm, WAZL Hazleton, Pa., was elected RAB board chairman succeeding Frank P. Fogarty, WOW Omaha. Other officers named or re-elected for 1963: Mr. Sweeney, president until his resignation becomes effective Feb. 28; Edmund C. Bunker, president effective March 1; Miles David, administrative vice president; Harry Averill, vice president; John F. Box, Balaban stations, secretary; George Comte, WTMJ Milwaukee, treasurer; and C. Gerard Van Vort, staff executive.

■ Four key board committee chairmen were named: Harold Krelstein, Plough Broadcasting, executive committee; Frank Gaither, WSB Atlanta, finance; Louis Read, WDSU New Orleans, membership; and Lester Smith, KJR Seattle, bylaws.

■ The board approved plans for a joint RAB-NAB liaison committee, subject to approval also by the NAB board (see page 42).

■ The board approved a report asserting that it would not be "within any conceivable budgetary limits" for RAB to compile and distribute figures on advertiser expenditures in radio. The report was from this year's executive committee, headed by Weston C. Pullen Jr., Time-Life Stations. Mr. Pullen noted that although the project is beyond RAB's means now, the RAB management has been directed to continue studying the prospects.

■ President Sweeney announced that a major effort to make sales training available to RAB members is now under way. He said stations in at least 25 cities plan to have RAB executives visit and conduct sales training courses for their salesmen and that stations in another 25 cities are expected to complete similar training plans within the next few weeks.

■ President Sweeney also reported on plans to decentralize the bureau's member-service and recruitment operations by having the five regional managers, now based in New York, take up residence in the regions they serve (BROADCASTING, Nov. 19). Mr. Averill, who joined RAB last October and was named a vice president at last week's meeting, will head this field force from headquarters in New York. The decentralization move is slated for early next year.

In his report on the Radio Test Plan, a project launched last March to encourage major advertisers to make large-scale tests of the radio medium,

Mr. Sweeney said:

"We are turning down twice as many tests as we can accept, because we have already cracked some of the best names in American business and are therefore in a position to be extremely selective. We don't want to spend large sums of money to prove several times in each category of merchandise that radio is a highly effective sales medium."

The research to demonstrate the effectiveness of these test campaigns is financed in two ways: (1) By RAB's own research budget, and (2) by a 10 percent "commission" which participating stations pay to RAB for placing this test billing with them.

Mr. Sweeney said seven major companies currently have RTP tests on the air. He stressed, however, that the high cost of research requires that each account accepted for RTP be weighed carefully for its suitability in proving the overall case for radio.

This is especially important, he continued, because RAB membership growth hasn't been what it was expected to be in some important areas. In numbers, he explained, membership gains this year have reached an all-time high, but they have fallen behind expectations in the largest markets.

This means, RAB explained, that stations whose memberships were expected to help pay for RTP "have not come through in large enough numbers to provide all the financing originally hoped for."

Mr. Sweeney reported that RAB's

“WSOC-TV program support helps build record response of 150 donors for Charlotte Eye Bank”—H. C. Cranford



“What impresses me most is WSOC-TV’s strong promotion support. For example, when we ran our show on a corneal transplant operation, they alerted the Charlotte Eye Bank, went all out with them to publicize the program. Result: within 24 hours after the show, more than 150 viewers had willed their eyes to the Eye Bank.”

H. C. CRANFORD, JR.
Public Relations Director
Hospital Care Association
Durham, N. C.

When your schedule is on Charlotte’s WSOC-TV you are backed by much more than this station’s program strength. You get a brand of staff support that contributes measurably to the success of your own efforts in the Carolinas. That is another reason why you get more for your advertising investment when it is with Charlotte’s WSOC-TV. One of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton



Some of the RAB board members and key staff members attending the testimonial dinner for President Kevin Sweeney (l to r): on the side of table to camera—Harold Krelstein, Wendell Mayes, Arthur Hull Hayes, Allen Woodall, Don Burden, Frank P. Fogarty, Louis Read, Paul Braden; side away from camera—Miles David, Robert

Jones, Edmund Bunker, Victor Diehm, Mr. Sweeney, Hugh Boice. Present, but not shown—Lionel Baxter, Stephen Bellinger, John Box, Gustav Brandborg, F. H. Brinkley, George Comte, Robert Eastman, Bert Ferguson, Weston Pullen, Stephen Riddleberger, Lester Smith, Harold Thoms, Robert Alter, Pat Rheaume.

DSRAC project—Department Store Radio Advertising Campaign—is nearing the point where participating stores will be selected. The plan calls for RAB to sell radio campaigns to five leading department stores in five major markets and then run the campaigns for them for six months.

The budgets sought by RAB are expected to exceed \$100,000. The purpose of DSRAC is to provide further proof of radio's ability to sell for retailers and to create more well-known "satisfied users" of radio among department stores.

Mayer issues warning on uses of ratings

Marketing researchers were warned last week not to place tv ratings above the level of an "elementary piece of information."

But author Martin Mayer, the speaker at an American Marketing Assn. luncheon in New York, also cautioned that ratings are a base upon which to build other understandings of the broadcast business.

Mr. Mayer wrote "The Intelligent Man's Guide to Broadcast Ratings," (BROADCASTING, Nov. 26). The booklet, printed by and available from the Advertising Research Foundation, is based on the Madow Report, prepared for the House Interstate & Foreign Commerce Committee a couple of years ago.

Author Mayer also took note of A. C. Nielsen Co.'s report released last summer that an analysis of methodology found non-response error negligible in its system of reporting ratings (BROADCASTING, July 16).

FOUR RADIO SUCCESS STORIES TOLD

Ad club hears details on how and why they used radio

How four advertisers used radio to solve advertising problems of four different products was described Wednesday (Nov. 28) at the Hollywood Advertising Club.

Ira Laufer, vice president in charge of sales, KEZY Anaheim, Calif., chairman of the session, set the stage for the four radio success stories in his introductory remarks, when he stated: "The commercial is the backbone of the broadcasting industry in this country and it is the reason why American broadcasting is the best in the world. The commercial has got to be good or we're all bad."

The panel members agreed with Mr. Laufer that it's how radio is used that determines its success.

James Felton, vice president in charge of advertising for Seaboard Finance Co., told the meeting that the loan company had suffered a decline in business in every month of 1961, its stock dropped from 33 to 11 and in July of 1962 it omitted its quarterly dividend for the first time in company history. As radio was the chief medium used by Seaboard in 1961, radio must take its share of the responsibility, Mr. Felton said.

But, after a change in management and the appointment of a new agency (Foote, Cone & Belding) things were different in 1962, he stated. Spot radio was still the major advertising medium, accounting for 60% of the overall budget. But the approach was fresh with a calypso jingle that emphasized "mon-

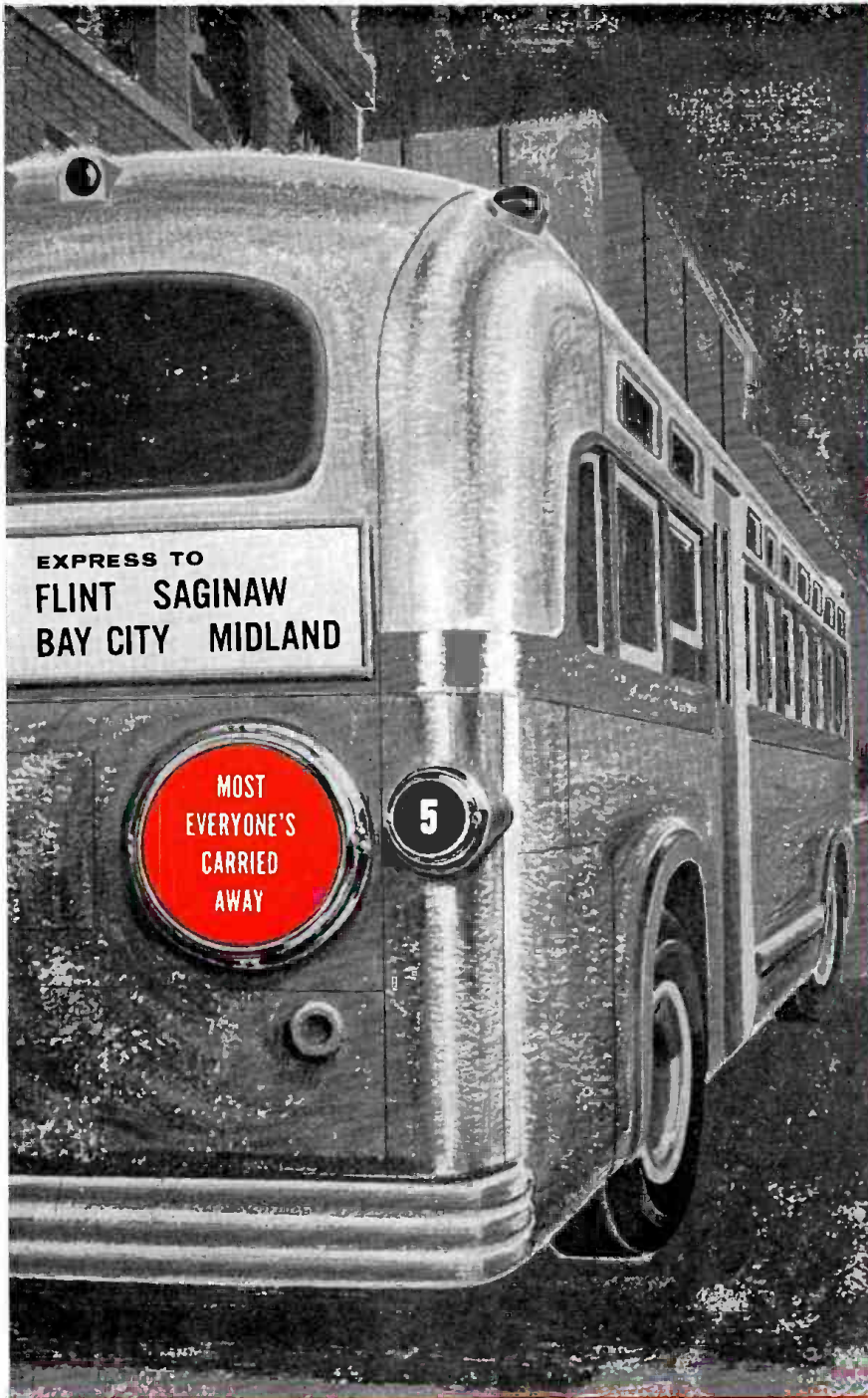
ey" and the idea that "renting money" is Seaboard's business.

Using more than 450 stations in 46 states to broadcast the news that "they're renting money at Seaboard" has reversed the 1961 trend, with business up every month of this year.

Comparative media tests reveal, Mr. Felton said, that recognition of the Seaboard name has increased 91% and the volume of loans is up 100% in markets where only radio was used. SFC's overall volume dropped \$12 million in 1961, rose \$31 million in 1962 "and the only change was in our advertising."

Bread Too ■ Gordon Bread's problem was that to the housewife one loaf of white bread on the shelf looks very much like its neighbor, Ed O'Neill, account executive for Gordon at McCann-Erickson, Los Angeles, reported. To impress bread buyers that Gordon Bread stays fresh naturally, with no preservatives used; that it is delivered fresh to the grocer every day and that it is the bread in the red diamond wrapper; humorous copy was used in commercials discussing such workers at the bakery as Gordon Baker, head Baker; Noel Preservative, recipe foreman, and Rush Loaf, driver. Because even the best joke stales after the sixth or seventh repetition, Gordon's changes its commercials frequently. More than 30 have been used in the three years this campaign has been on the air.

Gordon Bread Co. is privately owned and does not reveal sales figures, but "sales are up," Mr. O'Neill stated "and



5 REASONS WHY

IT PAYS TO BUY
CHANNEL 5!

- 1—Local level merchandising support.
- 2—Top FM coverage in All Eastern Michigan.
- 3—Every commercial gets full-page, front-page exposure.
- 4—Eastern Michigan's only TV station telecasting color daily.
- 5—Nearing 10 years of one-ownership service to all Eastern Michigan.

WNEM-TV



SERVING THE ONE **BIG** TOP 40
MARKET OF FLINT • SAGINAW •
BAY CITY AND ALL EASTERN
MICHIGAN



WNEM-TV

Affiliated with WNEM-FM, 102.5 MC, Bay City, and WABJ, CBS in Adrian.



the fact that we're now starting our fourth year on radio with the same kind of commercials indicates client and agency satisfaction with the results."

In an area dominated by seven large oil companies, Wilshire Oil Co., its advertising director, Warren Hillgren said, is a relatively small company with slightly over 1% of sales and several hundred gas stations versus thousands for its big competitors. People are dubious about independent brands of gasoline and the company had only a small advertising budget to put over its story of a quality product priced one or two cents a gallon below the others. So, he said, "We had to rely on wit rather than weight."

Sales Doubled ■ The Wilshire story could not be told in 10 words, which eliminated outdoor advertising, nor in 10 seconds, which ruled out tv. Traffic time on radio was chosen "because auto drivers are all potential customers, when cars are in motion the radios are on and people are more susceptible to gasoline advertising when they are driving." A jingle, "One hundred octane costs you less with powerful Wilshire D," combined with straight sell copy or,

early in 1962, a contest in which a Ford Falcon and a year's supply of gas were given away every other day, "doubled our business in the first two years" after use of radio began, Mr. Hillgren asserted.

King Harris, Western Div. vice president of Fletcher Richards, Calkins & Holden, went to Hollywood from his office in San Francisco to tell the story of the Fuller Paint radio campaign which used a supposedly non-visual medium to sell color. In the process radio also changed the image of W. P. Fuller & Co. from an old-fashioned firm to a modern organization. This was done, Mr. Harris related, through the use of words written to stimulate the listener's imagination so that his mind created just the sort of color he wanted.

Saturation radio, in a nine-week campaign, brought buyers into the company-owned Fuller stores in volume close to that from store-placed ads costing three or four times as much and tremendously and favorably increased public awareness of the company and its paints, Mr. Harris said.

pains to emphasize that he was not advocating that the FCC adopt the codes, at least not now, but was urging that a hearing be held to take the question under consideration.

After telling his audience that "it irritates me" to "see eight commercials in a row," he said:

"What this does for the product I don't know, but I do feel that it is time we moved in, and I am careful to try to emphasize the fact that I would not, at this moment, adopt this code into our rules. My suggestion only is that we put it out for comments as a proposal."

Administrative Device ■ Commissioner Lee observed that this rulemaking approach "is a wonderful administrative device. . . . It permits us to say we are thinking about doing this, what do you have to say about it?—and everybody writes in and tells us what's wrong, and we either adopt it, we do not adopt it, or we tailor it to take care of some of the obvious shortcomings, and I do think that there are some."

He said "we are the only civilized country in the world which does not regulate the amount of non-programming material in a broadcast hour." His comment continued:

"I don't think it is appropriate for me to say how much time there should be, how many interruptions, how many spots. I don't think this is my job, but I do say that when the broadcasters themselves over a long period of time have threshed this thing out, and have come up with what they think is a reasonably fair formula to which 70% of the television stations subscribe, and to which only 30% of the radio stations subscribe, I think I can say that I am not imposing my will on you."

Mr. Lee said there is "a very strong, articulate, responsible body of legal opinion" that considers a broadcasting code illegal, anyway, on grounds that it delegates licensee responsibility to non-licensees. He said he didn't take a strong position on this question, but "I use it as an argument for the fact that we should do something about it, to get the bad guys into some sort of reasonable compliance."

He said the "bad guys" treat the codes' commercial limits as "a floor" rather than "a ceiling." He described the "good guys" as "the 90% of the broadcast industry who do have high standards."

Agency changes name

W. B. Doner & Co., Philadelphia, has announced a change of name and a new account, Raymond Rosen & Co., RCA distributor. The agency will adopt the name Firestone-Rosen Inc. effective Jan. 1, 1963, Murray Firestone, president of Doner's Philadelphia office, said last Saturday (Dec. 1).

Lee: 'I'll try again in a year or so . . .'

WILL REVIVE DEFEATED NAB-CODE-INTO-LAW ISSUE

FCC Comr. Robert E. Lee intends to revive "in a year or so" his proposal that the FCC consider adopting the NAB tv and radio commercial codes as part of its rules.

In a speech, transcript of which became available last week, he told broadcast advertising leaders in Cleveland on Nov. 19, the day before the FCC rejected his plan 4-3 (CLOSED CIRCUIT, Nov. 26):

"Frankly, I can't find four votes [for

passage] at the moment, but I will try. If we don't have it, I will try again in a year or so, because I think it is coming."

Commissioner Lee addressed a Cleveland meeting of the Detroit chapter of Station Representatives Assn. Some 60 Cleveland agency people were guests of the Detroit SRA group at a luncheon.

Most of Mr. Lee's speech dealt with the codes-into-rules proposal. He took



FCC Comr. Robert E. Lee (second from l) at the Cleveland meeting of the Detroit chapter of the Stations Representatives Assn. With him are (l to r): Lou Boyce, Fuller & Smith & Ross,

Cleveland; Miss Joan Stockhouse, McCann-Marschalk, Cleveland; and William Bryan, Peters, Griffin, Woodward Inc., Detroit. Mr. Bryan is president of SRA's Detroit chapter.



Us hayseeds got a real OASIS!

G OING back to fundamentals a little bit, we'd like to remind you that the Red River Valley is one of the most fertile areas in America—thousands of square miles of ancient lake-bed with deep, rich soil — so fabulous that even the Encyclopaedia Britannica comments on it. Look up “Red River Valley,” and see!

Fargo is the very heart and center of this enormous and prosperous Valley. People listen to WDAY Radio, all over the Valley — come in from miles and miles around for shopping, recreation, big-ticket spending.

Ask PGW for the whole story. We know you'll be fascinated.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



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



KSL-AM-FM-TV gives two tours to PGW men

Peters, Griffin, Woodward "colonels" were guests of KSL-AM-FM-TV Salt Lake City over two weekends, of Nov. 10 and 17, to learn at first hand about the stations and the market. For the first weekend, a group of 10 radio sales executives from PGW's offices in New York, Chicago, Dallas, Detroit, Los Angeles and San Francisco, attended. A week later 16 tv sales executives from these offices and from St. Louis and Minneapolis visited.

Station executives, including Arch Madsen, president, and Joe Kjar, vice president and general manager, acted as briefing officials, guides and hosts. Included were tours of the

city and the market area as well as presentations on the stations' facilities and programming, on sales, sales traffic, promotion and merchandising.

PGW was appointed station representative for KSL-AM-FM-TV early last month.

L to r: Marshall Small, KSL program director; and PGW's Art Bagge, vice president-midwest radio sales manager, Chicago; Ray Stanfield, eastern radio sales manager, New York; Roland Varley, account executive in New York; William Bryan, vice president-radio, Detroit; and Sidney Carter, account executive, Chicago.

Y&R using computer for all spot schedules

AGENCY BUYERS 'ENTHUSIASTIC'; REPS BEING INFORMED

Young & Rubicam is using a Remington Rand File Computer to help buy all spot broadcasting schedules.

Joseph St. George, a senior media director, said the agency has used its new system on several spot orders and Y&R buyers are "enthusiastic." He said national representative firms are being told of the new Y&R approach and are being asked to cooperate in providing certain types of information on a standard form.

Mr. St. George said the computer is intended to serve two main purposes: cost per thousand figures for available spots in specific markets, and—by making use of data stored at the time the cost per thousand calculations are made—information on reach and frequency, homes delivered, and total costs of alternative schedules under consideration.

The system, he said, will eliminate extensive mathematical computations and will enable buyers to consider additional alternative schedules and pay closer attention to non-arithmetical fac-

tors (image of the station, prestige of the local personality).

Y&R is asking media representatives to submit their availabilities on a standard form, with information to be standardized and to submit availabilities at the time determined by the buyer.

A demonstration of a hypothetical spot tv buy in Cleveland was held. The computer produced a satisfactory schedule in two minutes, 20 seconds. A Y&R buyer, Mr. St. George said, required more than two hours to make necessary computations of various combinations of buys to fulfill the requirements of budget and advertising objectives.

Y&R also is making limited use of an IBM 1620 computer, which it unveiled in late September (BROADCASTING, Oct. 1).

Business briefly...

Lincoln-Mercury Div. of Ford Motor Co., Dearborn, Mich., has bought a full-hour NBC-TV special on the state of California, which will be telecast

Thur., Feb. 21, 1963 (7:30-8:30 p.m. EST). NBC News correspondent Edwin Newman will narrate the special, which is produced by Gerald Green. Fred Rheinstein is associate producer and director. Lincoln-Mercury's agency: Kenyon & Eckhardt Inc., Detroit.

Agency appointments...

- A. Goodman & Sons has appointed Smith/Greenland Co., New York. Account was handled by Doyle Dane Bernbach.

- The Rambler Dealers' Assn. of Greater St. Louis has appointed the Winius-Brandon Co., that city, to handle its advertising. Emphasis will be on radio and television advertising, the agency said.

- El Chico Corp. (restaurant operators, frozen and canned food manufacturers) names Sanders Advertising Agency Inc., Dallas, to handle advertising-public relations and marketing research, effective immediately.

- Yamaha International Corp., Los Angeles, U. S. branch of Nippon Musical Instruments Ltd., Hamamatsu, Japan, names Geyer, Morey, Ballard Inc., Los Angeles, to handle advertising for Yamaha pianos and Yamaha Moped motorcycles, effective immediately.

- Revlon Inc. (cosmetics and toiletries), New York, names Warwick & Legler Inc., that city, as its advertising agency for Natural Wonder, a medicated make-up, and another product to be announced.

- International Commerce Div. of New York State Dept. of Commerce has named BBDO Inc., New York, as its advertising agency.

- Golden Book for Charity Plan, Toronto, Canada, has appointed Kenyon & Eckhardt Ltd., that city, as its advertising agency.

Rep appointments...

- KMSP-TV Minneapolis - St. Paul: Blair-TV Inc., New York, as exclusive national representative.

- KRLA Pasadena-Los Angeles: Avery-Knodel as national sales representative for all markets except New York, where Donald Cooke Inc. is the KRLA rep (Mr. Cooke is owner of the station), and Los Angeles, where KRLA maintains its own sales force. Appointment is effective immediately except in San Francisco, where Venard, Torbet, McConnell will continue to represent KRLA until April 1, 1963.

- KSFM (FM) Sacramento, Calif.: Whaley & Assoc., Los Angeles, as Southern California representative.

Why KBAK-TV bought volumes 3,4, and 5 of Seven Arts' "Films of the 50's"



Says John E. Barnett:

Executive Vice President and General Manager KBAK-TV, Bakersfield, California

"Operating a UHF television station in a market with a VHF television station is an interesting, exciting, challenging and sometimes nerve racking experience. Since our station was purchased, by Reeves Broadcasting & Development Corp., we have built complete new facilities in the center of town and have established our transmitter and tower atop Mt. Breckenridge giving us the highest tower in the West.

We felt that our Friday night movie at 9:30 PM should be the very best available. After careful consideration, we purchased Volumes 3, 4 and 5 of Seven Arts' "Films of the 50's" and

within 48 hours we had our Friday night movie sold

to two fine sponsors: Leo Meek Automobiles, and All Cool Aluminum.

KBAK-TV went to great effort and expense to provide an opening and closing to the movies which would complement this fine group of films.

We feel it is an accomplishment for a UHF station to be able to purchase these movies and to sell them at a profit, both to the advertiser and to the station."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

How deep the trouble Collins is in?

RESENTMENT FLARES COAST TO COAST OVER HIS CIGARETTE SPEECH

The smoke began to lift around the NAB last week—only to reveal a sizzler of a fire.

Throughout the country broadcasters were burning over what has become known as the Portland Incident—a speech by NAB President LeRoy Collins against the influence of cigarette advertising on the young (BROADCASTING, Nov. 26). Advertising agencies and their cigarette accounts were also incensed, if not downright indignant.

Not since the start of a term in office that has often been marked by unexpected outbursts had LeRoy Collins created so big a stir.

One practical question remained up-

permost among broadcasters. They repeatedly asked:

▪ Did Gov. Collins exceed his authority when he condemned cigarette advertising that might influence school-age children to smoke?

But whether he had the technical right to express his personal views in an official speech as NAB's president, there was widespread feeling the speech was a violation of professional ethics and a linen-washing situation that should have been discussed within the NAB.

Others voiced amazement that he reputedly had ignored the advice of several West Coast broadcasters and some

of his staff executives.

There was no crystallized opinion last week. Rather the comments came sporadically from all parts of the country. A small minority endorsed Gov. Collins' position and/or the need for restrictions on cigarette advertising.

Two major networks—NBC and ABC—stated flatly they did not agree with Gov. Collins' viewpoint. CBS said it "has no comment on Gov. Collins' statement on tobacco advertising. This is a code matter and the established code organization is the proper forum for it."

A week before William B. Lodge, CBS-TV vice president for affiliates re-

Collins's statements bringing mixed reaction

The controversial career of NAB President LeRoy Collins reached an explosive point a fortnight ago when the ex-governor of Florida stated at an open NAB-sponsored meeting that broadcasters should correct what he described as evils in cigarette advertising (story above).

Right at the start of his administration nearly two years ago Gov. Collins said he intended to be an aggressive leader, point out situations where corrective action was needed and then lead the way to reforms.

His administration, as promised, has been marked by plain talk and appeals for action to raise program and advertising standards. Some of his pronouncements have caught broadcasters, including members of the NAB boards, by surprise.

In his first public utterance as NAB president at a Federal Communications Bar Assn. dinner Jan. 13, 1961, he said, "... It will be my purpose with NAB to be an advocate, not a referee, for broadcasting. . . . It also will be my purpose to articulate those responsibilities [broadcasting's] and advance their exercise with equal reason, clarity and vigor."

A fortnight later Gov. Collins faced the board with a series of recommendations that brought reverberations from coast to coast. Describing the industry as in "seri-

ous trouble," he warned that if tv programming isn't improved "we're whipped before we start."

Then he drew criticism from related industries by voicing shock over the powerful role program rating services take in influencing programs (BROADCASTING, Feb. 13, 1961). He charged broadcasting had let "an outsider become master of its house and doesn't even check his health card."

Deplores Network Role — After disposing of ratings, he deplored the role of networks in industry affairs. "When big, important matters develop concerning broadcasting," he said, "NAB too often is not regarded as the primary contact. Rather, the networks are."

And so three networks were unhappy from the very beginning. NAB board members from independent stations thought Gov. Collins board debut was historic and pledged their support. In his board address he described the tv and radio codes as "the beginnings of an effective program of self-improvement."

An idea that Gov. Collins proposed in March to the tv networks—six hours a week of prime-time blue-ribbon programming—drew a chilly reception from the networks but he repeated the idea before the Radio & Television Executives Society.

A few weeks later he urged the American Assn. of Advertising Agencies convention to adopt the idea, calling on them to spend more of their budgets on high-quality programs. His provocative proposals brought him many headlines but few concrete results.

Verbal Spanking — Then came his May 8 industry convention debut in Washington. At that time he gave broadcasters an eloquent spanking and told them to go home and do better. After criticizing ratings services once more, he called on the industry to expand its editorializing, proposed a major industrywide research project, advocated improvement of programming and stronger self-discipline.

One day later FCC Chairman Newton N. Minow, also making his industry debut, grabbed the nation's headlines with his description of tv programming as "a vast wasteland." Broadcasters left the convention with heads hanging, wondering what had hit them.

The following weeks in the summer of 1961 were marked by a sweeping Collins-instigated reorganization at NAB headquarters and a stiffening of the radio and tv codes.

His discontinuance of the Voice of Democracy contest, turning it over to Veterans of Foreign Wars (with

lations and engineering, was reported to have protested personally to Gov. Collins over the latter's Portland, Ore., speech.

The first formal discussion of cigarette advertising within the NAB structure is likely to occur when the NAB Tv Code Review Board meets in Washington Dec. 11 under chairmanship of William B. Pabst, KTVU (TV) Oakland, Calif. The advance agenda of the code board does not list cigarette advertising. Two things indicate the matter will be a lively discussion topic—Gov. Collins' own expressed desire to bring it up and the widespread interest around the country.

Two meetings last week sidestepped the cigarette incident. An NAB-Radio Advertising Bureau session in Washington Nov. 26 discussed common problems of the two organizations but the cigarette question was ruled out by parliamentary procedure (story page 42). At an RAB board meeting in New York Nov. 28 a report on the NAB-RAB session referred briefly to the fact that cig-

arettes hadn't been discussed officially.

But while the formal meetings did not go into the Collins affair, the members of the two organizations discussed the subject freely and informally. Many of the participants indicated most of the broadcasters at the meeting were severely critical of Gov. Collins' speech.

Here are some more questions broadcasters were asking last week:

- Why didn't Gov. Collins check with the five NAB board chairmen and vice chairman before making such a controversial statement?

- Since when does he qualify as an expert on the relationship of tobacco and health?

- Will a tobacco clause in the NAB Tv Code be proposed at the NAB Tv Code meeting Dec. 11-12 by Gov. Collins or a board member?

- Will membership anger persist or will it be quelled before the NAB board meets Jan. 14-18 in Phoenix, Ariz.?

- In any case, what will the board do?

- Will the incident affect NAB con-

tract renewal negotiations between Gov. Collins and a five-man negotiating committee headed by Clair R. McCollough, Steinman Stations and NAB combined boards chairman? The committee had planned to meet well ahead of the January board meeting but the meeting has been indefinitely postponed as a result of the Portland incident. Gov. Collins' contract ends Dec. 31, 1963.

- Why didn't the NAB board spell out specific rules regarding personal all cigarette advertising screened by the industry?

- Why did he play into the networks' hands when they have been awaiting just such a chance to clobber him?

- What did he mean? Does he want comments when it hired Gov. Collins?

- Does he plan to discuss other types of commodity advertising—beer, for example?

- Should we resign from NAB?

It was stated at NAB headquarters late in the week that not a single station had officially resigned because of

NAB's endorsement), brought howls from many who thought this was one of NAB's finer activities.

By late summer speculation was arising about just what Gov. Collins meant in some of his public observations. By that time the FCC's proposal to overhaul industry program forms, with fears of censorship in the background, had disturbed many broadcasters.

Puzzling ▪ In three separate comments on the subject Gov. Collins was found to have made a series of statements that puzzled many broadcasters. He:

1—Said the FCC's proposed new program form wasn't too bad but might be improved.

2—Said he had been misinterpreted, that NAB had not given blanket approval to the new forms and felt they actually recognized the great flexibility of radio. . . . "a net improvement over the old form."

3—Finally, after industry concern had become acute, he questioned the mechanical burden placed on stations by the new forms, which many broadcasters had been saying for weeks.

To put these observations in perspective, BROADCASTING printed the text of his three separate statements in its Aug. 7, 1961 issue under a caption, "Which Collins comments d'ya read? Are FCC forms net improvement or intolerable burden?"

Denounces Criticism ▪ In October 1961 at the NAB fall conferences

Gov. Collins denounced published criticism of his position on the program forms. He stirred broadcasters again with this provocative statement, "I do not think there is coercion in holding a hearing in the local market. No broadcasters should be concerned about a hearing in his own market." This comment was remembered around the industry later on when FCC held a controversial local hearing in Chicago and more recently when it announced it would hold a local program hearing in Omaha (BROADCASTING, Nov. 19, 26).

Another lively row started to develop in the winter of 1961-62 when Gov. Collins called for FCC action to relieve the economic plight in overpopulated radio markets. First the NAB board approved appointment of a committee to study the problem. The committee was named, held a meeting and word went around that Gov. Collins approved the idea of NAB study of radio overpopulation that would go into the economics of the situation and purportedly might lead to the FCC's entry into economic or public utility-type government regulation that conceivably could involve rate-fixing and similar controls.

At the NAB's 1962 convention April 1-4 Gov. Collins bitterly denounced the tv program hearings held in Chicago by the FCC, with fresh recollections of what had developed as stations were subjected

to open thrashing by those eager to take advantage of such a forum.

Gov. Collins' denunciation, delivered in the presence of Mr. Minow, evoked wild applause from NAB delegates. The Chicago hearing, however, has turned out to be the only issue on which Gov. Collins has openly criticized the FCC chairman since both assumed office in early 1961.

After Chairman Minow proposed to the 1962 convention a joint FCC-NAB study of radio's overpopulation problems, Gov. Collins embraced the idea. The idea was welcomed by many broadcasters but others suggested the plan might develop into an NAB invitation for FCC program regulation in the public utility manner. Last June the NAB radio board was concerned about this phase of the overpopulation study and issued a warning to the NAB staff as well as station participants in the joint study.

During the recent NAB fall conferences many broadcasters showed they were worried lest the radio overpopulation study get out of hand. Gov. Collins reassured members the study would focus on engineering aspects rather than become an economic football, but there remained fears that any overpopulation remedies might not be worth the price in lost freedom of operation.

And then came the Nov. 19 cigarette speech in Portland, Ore.

the cigarette incident but that one station had withdrawn from the code structure.

Last week the three tv networks broke silence on the cigarette incident.

The CBS "no comment" position, leaving the gate wide open for speculation, follows: "CBS has no comment on Gov. Collins' statement on tobacco advertising. This is a code matter and the established code organization is the proper forum for discussion of it."

The three tv networks are represented on NAB's tv code board. It's understood CBS officials privately don't agree with Gov. Collins and figure they shouldn't bother commenting.

ABC put its views in blunt form: "ABC does not concur with Gov. Collins' view." The network apparently agrees with CBS that the subject should come up at the NAB code session Dec. 11; NBC also is understood to feel this way.

Here is NBC's statement: "Gov. Col-

lins was not speaking for NBC in his recent observations on tobacco advertising and NBC does not share the views he stated on the subject."

There was no indication the networks planned to change cigarette advertising time periods and/or commercials.

Among sales executives dealing with tobacco companies and their agencies there was little expectation that the advertisers would either change their tv-radio scheduling appreciably or overhaul the copy-lines of their commercials. Essentially it was felt they had no reason to make changes.

Some sources speculated that if leading television and radio interests, including TvB and RAB as well as individual broadcasters and sales organizations, had not gone quickly to the tobacco companies' defense, then some of them might have become "nervous" and wondered whether they shouldn't lighten their broadcast exposure, at least until the storm blew over.

One sponsor, incidentally, bidding for a new Monday night movie program on NBC-TV is a cigarette advertiser.

Collins Explains - Last Monday Gov. Collins sent a text of his Portland cigarette remarks to the membership with an accompanying letter that stated "these observations did not represent a general indictment of tobacco advertising. My objection and call for corrective action related solely to that form of tobacco advertising through all media especially aimed to influence young people to begin smoking." He explained the statement was "clearly presented as a personal view" and was not projected as the official policy of either the NAB code boards or the NAB boards of directors."

Of around 100 interviews from coast-to-coast, few were willing to be directly quoted but practically all wanted to voice strong opinions, mostly unfavorable to Gov. Collins.

Harold Essex, WSJS-AM-TV Winston-



NAB, RAB discuss plans for closer liaison

Joint committees representing NAB and Radio Advertising Bureau officials are developing ways to work together with greater efficiency after a meeting Nov. 26 in Washington.

Frank P. Fogarty, executive vice president of the Meredith stations and RAB board chairman, and Willard Schroeder, vice president of Time-Life Broadcast Inc., and chair-

man of the NAB Radio Board, issued this joint statement:

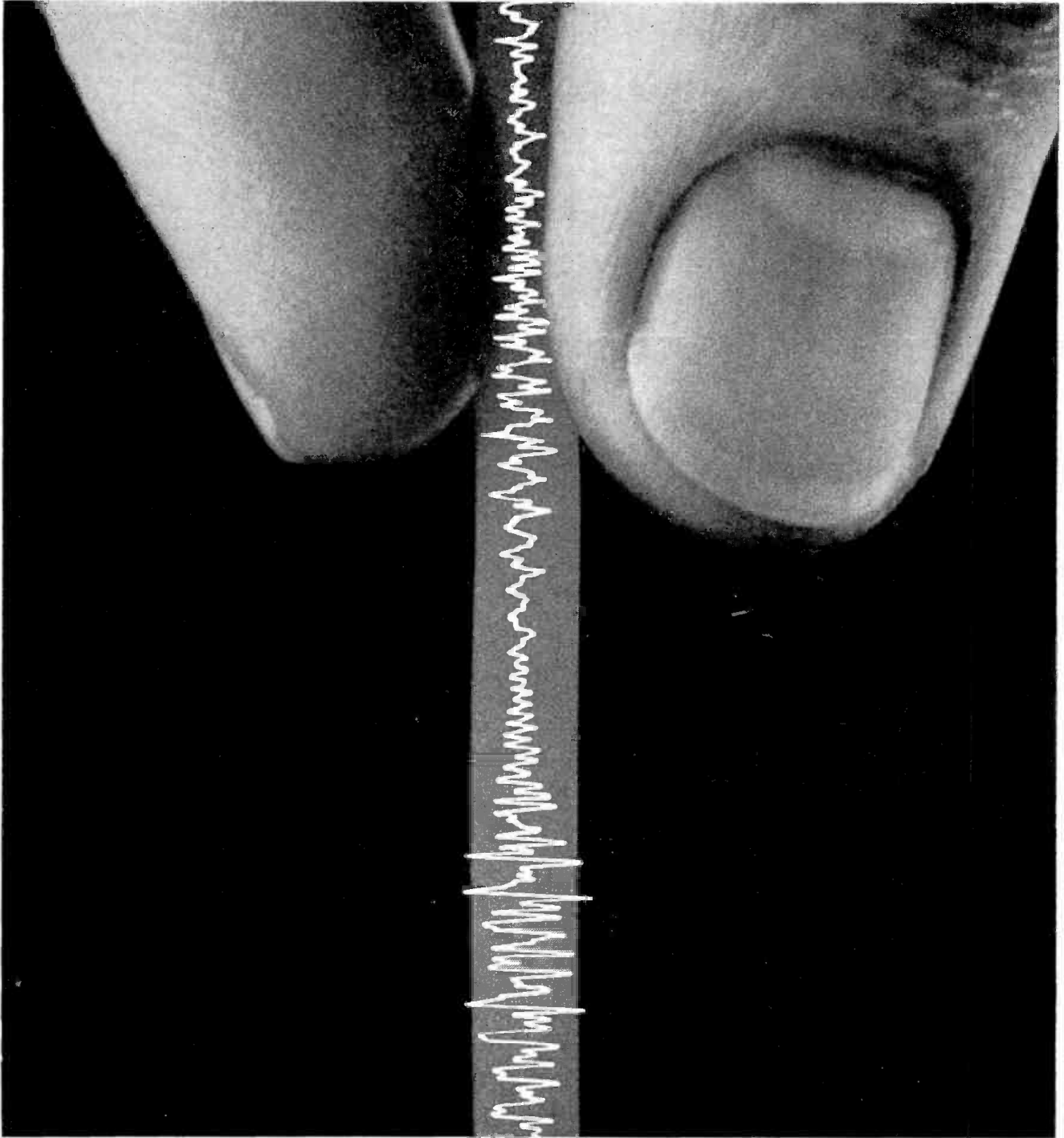
"Our meeting provided the opportunity for a healthy discussion of a number of subjects involved in the continuing welfare of radio broadcasting. We believe that the objectives of the meeting were well accomplished and that the membership of our two organizations

and all radio will profit as a result of it. Each of us understands better the activities and directions planned by the other, and we have agreed upon the desirability of maintaining even closer liaison in the future. Naturally, we are anxious that both organizations continue to work in utmost harmony for the benefit of all concerned. We are confident that this can be accomplished without difficulty. To that end, both of us will recommend to our respective boards specific plans for implementing closer liaison between our two organizations."

Here are the participants in the meeting (top photo, l to r); Edmund Bunker, newly elected RAB president; Ben Strouse, WWDC-AM-FM Washington, vice chairman of NAB Radio Board; Kevin B. Sweeney, retiring RAB president; Victor C. Diehm, WHOL Allentown, Pa., new RAB chairman; Leroy Collins, NAB president; Mr. Fogarty; Mr. Schroeder; Clair R. McCollough, Steinman Stations, NAB joint board chairman.

Bottom photo: John F. Meagher, NAB radio vice president; Lester M. Smith, KJR Seattle, RAB; Vincent T. Wasilewski, NAB executive vice president; Arthur Hull Hayes, CBS Radio, NAB; Weston C. Pullen Jr., Time-Life Broadcast, RAB; Allen Woodall, WDAK Columbus, Ga., RAB; John F. Box Jr., WIL St. Louis, NAB board member; William Carlisle, NAB vice president for station services. Paul F. Braden, WPFB Middletown, Ohio, was absent when photo was taken.

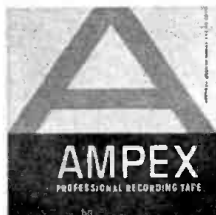




What professional recording tape now offers a new standard of performance? **AMPEX 600.**

Ampex engineers are never content with present standards. They are always trying to improve what sometimes seems un-improvable. Now they have been at work on the Ampex 600 Series Professional Recording Tape. And they've improved it so much we felt we should call it the new Ampex 600. This 600 Series now offers better high frequency response characteristics. And because an exclusive Ferro-Sheen process makes the tape smooth, the first play and the

one-hundredth have the same response characteristics curve. It gives you the kind of reliable performance you expect from Ampex recording equipment. Try this improved 600 Series and see. It's made in the same rigidly controlled clean-room atmosphere as precision computer and instrumentation tapes. Write the only company with tape, recorders for every application: Ampex Corp., 934 Charter St., Redwood City, Calif. Worldwide sales, service.



Salem, N. C., home of R. J. Reynolds Tobacco Co., said, "Coming from Winston-Salem, naturally what I say could be misconstrued. I have heard from many broadcasters in the area who are not exactly happy. Most important, I believe, is the fact this is bound to split the industry when we need to pull together."

Lawrence H. Rogers II, operations vice president of Taft Broadcasting Co. and member of the NAB TV Code Review Board, said, "This statement doesn't affect our policies one way or another. I am unhappy our industry panics so easily. Instead of worrying so much about toy and other commercials, we should attack the basic problem of enforcement by making code subscription mandatory for becoming an NAB member."

Jack Harris, KPRC-AM-TV Houston, said, "I believe a serious error has been made but it would be most unwise to take precipitate action at this time. I have talked with a number of broadcasters in the Southwest and they are of the same view."

Will Accept Tobacco Business ■ A member and the vice chairman of the NAB board, Ben Strouse, WWDC-AM-FM Washington, said he had received little reaction to the Collins speech. "I have never been convinced of the re-

Hooked?

During a general discussion at the Maine Assn. of Broadcasters meeting last week, one questioner facetiously asked NAB President LeRoy Collins, "Do you smoke?"

"No, not at this time," replied Gov. Collins, "but I may take it up some time."

lationship between cigarettes and cancer. We will continue to accept tobacco accounts until we are convinced of the relationship or until it's illegal, and I will continue to smoke."

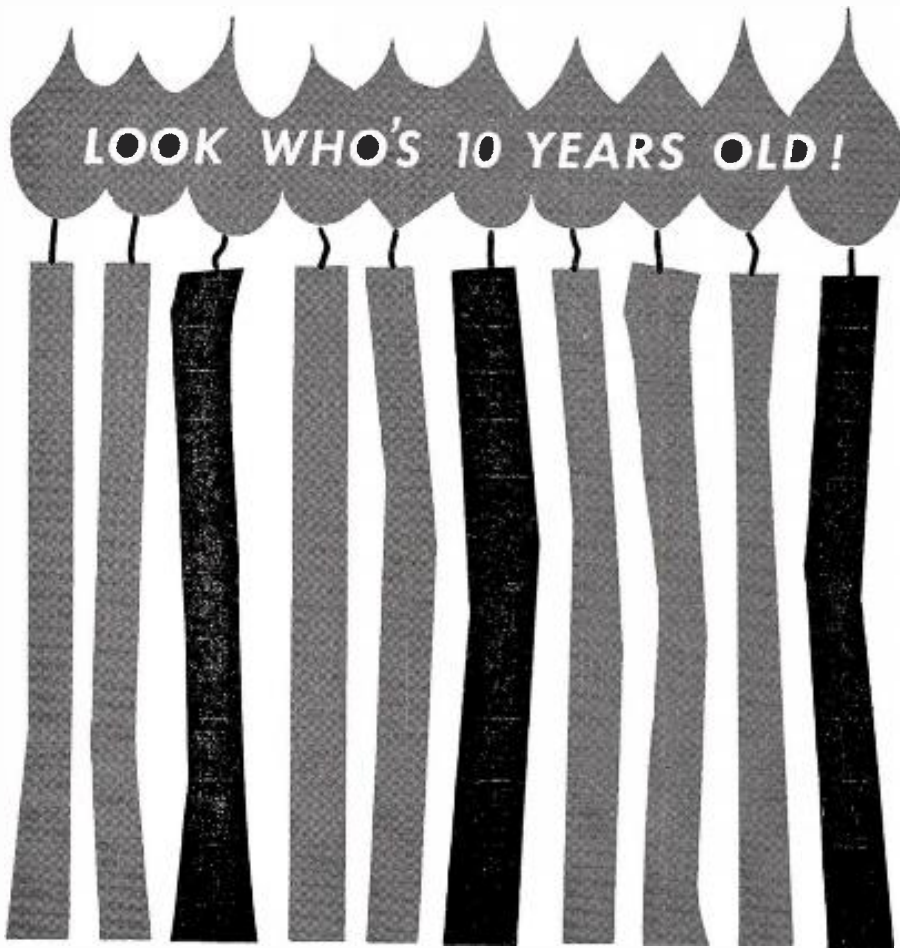
Also in the Washington, D. C., area Arthur W. Arundel, president of WAVA Arlington, Va., said the station had carried on-the-air editorials in recent months criticizing all advertising media "for hiding from the fact now shown by medicine that cigarettes are a major cause of cancer." He ascribed this to the fact "that we depend so heavily on these companies for advertising dollars." He said WAVA will continue to oppose cigarette smoking for youngsters and will have no part of cigarette advertising "until the issue is finally cleared up."

One NAB board member who had "no quarrel" with Gov. Collins' state-

ment but felt it should have been handled within the association stated that unless broadcasters take the lead, Congress will bar cigarette advertising. On the other hand there was broad feeling that Gov. Collins had shot from the hip without understanding the problem. Others were sorry he had unnecessarily put the industry in a defensive position.

Youth As A Shield ■ Calvin J. Smith, manager of KFAC Los Angeles, a good music station which does not accept cigarette advertising, took strong exception to Gov. Collins' remarks: "I was in Portland when he spoke and I was disgusted at the way the broadcasters sat there like a bunch of sheep. As long as I'm paying dues to support a trade association I want its head man to work for me, not against me. There's no proof at all for his statements, but like all do-gooders he is using American youth as a shield to justify them. He mentioned sports figures as the heroes of youngsters and I told him I'd been at hundreds of sports events and seen very few children there, but practically all adults. Elvis Presley is an idol of young folks too. The main point, however, is that the president of the NAB has no right to stand up and criticize the broadcasters when he's supposed to be working for them."

"Collins wins either way," was the



WSLS-TV 10 in
ROANOKE, VA.
ON DEC. 10th
THAT'S WHO !!



THE KATZ AGENCY, INC.
National Representatives

comment of another station manager. "If he stays on as head of NAB, he's a hero. If he leaves, he goes in a blaze of glory and if we protest we're taking a stand against mother love and the American Flag."

A network vice president opined that while he obviously did not agree with the idea of doing away with cigarette business, it is quite possible that in the long run the Collins action might be a good thing for the broadcasting industry. "Previously, when Collins sounded off on behalf of the broadcasters it was easy for outsiders to say, 'of course he's endorsing you; that's what he's paid to do.' Now that he's demonstrated publicly that he does his own thinking and is not afraid to voice his own thoughts whether we like them or not, his words on our behalf will carry more weight."

Not Advertising Problem ■ William Mac Crystal, manager, Hollywood office of H-R Representatives and H-R Television: "The problem, as I see it, is not one of advertising. If it is established that cigarette smoking causes cancer, then the United States government should step in and call a halt to the manufacture and sale of cigarettes as it does to other harmful products. But until that time and so long as cigarettes qualify as an item which may legally be manufactured and sold, it is not up to radio and television or any other advertising medium to say that cigarettes may not be advertised through our facilities. The would be tantamount to assuming a function which rightfully belongs to the federal government of the United States."

An operating head of a station group said Mr. Collins "must be out of his mind. He's not speaking for the industry at all." The multi-station executive, on the West Coast, went on to say that the NAB seems to be "finding so many ways to restrict business, to make tv and radio harder to buy, that you wonder who they're representing. It's not up to the broadcasting industry to police cigarette advertising," he went on. "Perhaps if the tobacco advertising was slanted directly at the youngsters we should refuse to accept it, but I don't think it is; I think cigarettes are advertised to all smokers, regardless of age. And if we're going to take a stand against cigarette advertising because smoking may be harmful, then to be consistent we ought to do away with beer and wine advertising too. In fact, if what we've been hearing about the dangers of overeating is true we might logically refuse to accept advertising for food products. How ridiculous can you get?"

Endorsed by Manager ■ Another West Coast station manager endorsed Gov. Collins's stand. "If we're going to hire a man to be our conscience, we'd damn

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Korn, Metropolitan Tv honored by Columbia U.

A college lecture series produced by Metropolitan Broadcasting Television brought distinction to the broadcasting company and its president last week.

President Bennet H. Korn was the honored guest Monday (Nov. 26) at a dinner given by the faculty of the school of International Affairs, Columbia U. Mr. Korn and Metropolitan were honored for contributing to "public enlightenment and understanding of national and international problems" through the program *The Columbia Lectures in International Studies*.

Shown here (l to r): John W. Kluge, chairman of the board and president of Metromedia Inc.; Dr. Grayson Kirk, president of Columbia U.; Mr. Korn; Armand Erpf, Columbia Assoc.; and Andrew Cordier, Dean of the international school.

The lecture series, which began its second cycle last month, is shown on these Metropolitan stations: WNEW-TV New York, WTTG (TV) Washington, D. C., KMBC-TV Kansas City, Mo., KOVR (TV) Sacramento-Stockton, Calif., WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois.

well better let him be our conscience," he said. "If we keep digging our heels in to protect our income and have to be forced to take any step to improve our output, we're not presenting a very good case for self-regulation. Radio lost a lot of public support and goodwill in the early 1950's when the station managers behaved as if they were in a contest to see who could get the most commercials into the shortest time period and even cut rates to get more spots on the air. If the buck is to be our only criterion we don't deserve to keep the licenses we have been given to operate in the public interest, convenience and necessity."

An advertising agency executive on the West Coast pointed out that the medical profession has not yet said flatly that cigarette smoking is the prime cause of cancer. "A study is now being made under the highest professional supervision which may give a clear answer to this provocative and highly important question," he said. "Until we have that answer it would seem to me that the American system of free enterprise calls for everyone to have his say, tobacco companies included. . . ."

Youth Problem ■ Marvin S. Cantz,

president of Tilds & Cantz, Los Angeles agency and Western States Advertising Agencies Assn., "seriously questioned" Gov. Collins' feelings on the moral responsibility toward young people. He said he had seen "no deliberate attempt in cigarette advertising to influence ninth grade boys and girls. In any case, the responsibility lies with parents." He said individual self-interest in a free society is a privilege that belongs to the consumer as well as business firms, with the public capable of exercising reasonable discretionary judgment in the marketplace. "You can't conceal cigarette advertising from teenagers," he said. "Nor can you readily protect them from the advertising of beer, wine, hot rods, switch blades or suggestive movies."

Another agency viewpoint was that Gov. Collins was off base in suggesting cigarette commercials are aimed at the high school group, explaining cigarette advertising avoids showing high school and college figures in smoking scenes. Where girls are used, it was suggested, the appeal was directed at older men rather than youngsters and in any case teenagers were not shown smoking. Several questioned the use of professional

sports heroes in testimonials.

One comment was based on the thesis Gov. Collins was either using cigarettes as a public relations device to get out of his NAB contract and into a more desirable job or trying to set up a phoney issue in the political pre-election tradition because contract negotiations are pending.

Many Opposed ■ An official of a leading representative company who had been in touch with the stations on his list said they were all "violently opposed" to Gov. Collins' recommendation. Their belief was that stations are adhering strictly to the NAB television code, and unless there is a change in the code, they will do "business as usual," the official said.

A top media executive at an agency with a tobacco account said there were no plans at all to revise the contents or the emphasis of cigarette commercials. He said it was his belief that neither stations, networks, agencies or advertisers intend to revise their advertising strategy. He noted that Gov. Collins was speaking for himself only, and not for the NAB.

One Chicago station representative said Gov. Collins was very "courageous" in speaking his thoughts. He said that "very few of us in this business ever really say what we feel and it was good to hear someone get something off his chest for a change." But another rep said he felt Gov. Collins was "ill advised in making these personal opinions in an official capacity." He said that cigarette advertising was not "deliberately" directed to children.

Broadcasters who heard Mr. Collins' cigarette speech at the Nov. 19 NAB meeting in Portland "were miffed in an embarrassing way," according to a station rep executive who said he talked to many of the broadcasters who were at the meeting.

"Everybody was up in arms," he reported. "The fact that Mr. Collins said his remarks against cigarette commercials represented his own personal feelings did not go over with the station executives. After all, he is the NAB president and he was addressing an NAB meeting. A few broadcasters said they felt personally that Mr. Collins might be right, but they too, thought he exercised poor judgment."

Speaking before an American Marketing Assn. group in New York author Martin Mayer, who has surveyed the advertising scene in book and magazine articles, said he wanted to "pay tribute to LeRoy Collins before he disappears." He commended the NAB president for taking the initiative on tobacco smoking advertising as one from "within the business" and before somebody "threw the weight" down from "the building above."

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Farm directors air views on editorializing

NEWS OBJECTIVITY ALSO DRAWS INTEREST OF NATRFD

Problems of news objectivity and editorializing highlighted a panel before the annual meeting of the National Assn. of Television-Radio Farm Directors in Chicago Nov. 23-25. The semantics of "objectivity" appeared to be as much in issue as editorializing itself.

The NATRFD's 19th annual meeting heard retiring president Carl Meyerdirk, KVOO-AM-TV Tulsa, urge farm directors to work constantly to improve their professional competence (AT DEADLINE, Nov. 26). New officers also were elected (see picture box, FATES & FORTUNES, page 74).

During the news panel, Bob Buice, KARK Little Rock, Ark., contended the farm director should not editorialize except on such noncontroversial topics as proven farm practices like soil testing. He said the duty of the farm director is "to give a clear report on all the farm news locally and nationally without favoritism. By that I mean no side comments."

The farm director must be careful to give both sides of controversial topics, he said, because the purpose of the media "we represent is for public service and a means of conveying information." He felt directors should also remain neutral in disputes between farm

organizations as well as in differences between manufacturers of farm products and the agricultural schools which evaluate them.

But Mr. Buice felt it is proper for the farm director to "constantly remind the city listener of the problems of the farmer" and to impress upon the consumer the importance of his rural neighbor. One example he cited was the fact that the farmer "doesn't get all the money the consumer pays for groceries."

Clyde E. Keathley, WRFD Worthington, Ohio, on the other hand, felt that total impartiality is impossible because the broadcaster editorizes in many ways, "tone of voice, a lifted eyebrow, carelessness in phrasing thoughts, laxity in screening wire service copy and news releases, etc." he continued:

"Follow the reporting of any major newspaper and you will find that objectivity in reporting is lost in direct ratio to the value of the specific news development in terms of reader interest. Whether in the reporting of political news, a murder, or civic affairs, newspaper editors are prone to write and to position news with one eye on the pulse of the public and the other on the pulse of the advertiser. The editor and re-

porter are always looking for an 'angle.' Let's be honest. So are we."

Mr. Keathley felt it is regrettable a cult of tolerance has evolved in the U. S. since "tolerance usually means the lack of conviction." Those who have convictions cannot be tolerant, he noted.

"This is not to say that we should not gather all the facts available regarding every topic we discuss. This we should do," he asserted. "But then we should decide upon a course of action and present this material in such a manner as to stimulate the thinking of the listener may not agree, he said, but at least he will be informed and not merely confused.

If farm directors attempt complete objectivity, Mr. Keathley said, "we will find ourselves and our audience victimized by those special interest groups ever present and always looking for the opportunity to use the farm director's open mike to the farmer." He urged careful editorial judgment to protect this open mike.

Stanton sees media as culture levelers

The gap between fine art and popular mass entertainment is being closed through such mass media as radio, television and magazines, Dr. Frank Stanton, president of CBS Inc., declared last Monday (Nov. 26) during a speech at Dartmouth College in Hanover, N.H.

Dr. Stanton said there no longer are two isolated levels of the population—those to whom "great art" is accessible and the other which has only "the simple folk art" of pottery, work chants and artifacts.

"Now cultural activity of variety and depth has become the common heritage and the common quest of all people," he said. "Millions of people become acquainted with a new painter in the pages of a magazine. Millions hear a new composition on radio. Millions meet a new author on television. Although it is by now commonplace, it is still significant to recall that more people in a single night saw 'Hamlet' on television than it is estimated have seen it in live performances since it was written."

KUAM returns to air

KUAM-TV Guam is back on the air after round-the-clock rebuilding of facilities damaged by a typhoon which struck the weekend of Nov. 10-11.

KUAM radio, also badly hit by the storm, was repaired and functioning non-commercially as relief communications center for the Mariana Islands two days after the typhoon. Both the am and tv stations have resumed commercial operations, KUAM Nov. 17 and KUAM-TV Nov. 25.

Radio-tv pay boosts are slowing down

The rate of increase in average pay at broadcasting stations has slowed down, according to a nationwide survey conducted by the NAB department of broadcast management. James H. Hulbert, department manager, said average wages increased by 7% at tv stations and 4% at radio stations in the last two years compared to 10% and 6% for tv and radio respectively as shown in a similar survey conducted approximately two years ago.

Mr. Hulbert said the national survey covered 17 key jobs in television and nine in radio, with 50% of tv stations and 37% of radio stations participating.

Average nationwide weekly pay at tv stations this autumn ranged from \$76 for a floorman to \$276 for a sales manager, he said. The weekly radio wage ranged from \$69 for traffic manager to \$174 for the job of sales manager.

Wide variance in wages by geographic location, station and market size, and other factors were found. Survey figures include fees as well as commissions.

The largest increase was found in the average wage of tv news directors, 11.3% in the last two years. Tv staff announcers' pay increased 9.6% and sales managers 8.7%. The largest average two-year increase in radio was 6.1% for continuity writers with news directors getting a 4.7% increase on the average.

Here is Mr. Hulbert's breakdown of average weekly wage paid at stations this autumn:

Television—Sales manager \$276, chief engineer \$196, program director \$192, salesman \$176, news director \$167, staff announcer \$149, producer-director \$132, technician \$123, art director \$118, film department head \$112, staff photographer \$107, cameraman \$97, production man \$88, traffic manager \$89, continuity writer \$85, film man \$83, floorman \$76.

Radio—Sales manager \$174, salesman \$124, program director \$122, chief engineer \$118, news director \$111, staff announcer \$99, technician \$97, continuity writer \$70, traffic manager \$69.

Can a tube conversion in your transmitter result in major improvements?

Yes ... and here's why:

Amperex transmitting tubes—more reliable than the tubes in your transmitter at present—give you these improvements in 1KW to 25KW AM, FM and TV transmitters: longer life without premature failure worries and lower dollar-per-hour operating cost.

The proof? For the past 3 years, Amperex has successfully assisted with conversions in broadcasting stations all over the country—and we'll be glad to tell you where and how.

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In Canada: Philips Electron Devices Ltd., 116 Vanderhoof Ave. Toronto 17, Ont.



ELECTION TIME AT NAB

Three-month process to pick 13 radio-board directors

The annual NAB election process in which 13 radio directorships will be filled started Dec. 1, as certification forms for eligible station voters were mailed by Everett E. Revercomb, secretary-treasurer. The election process will be completed Feb. 28 when results are announced.

Directors representing the nine odd-numbered districts will be elected along with four at-large directors representing large, medium and small markets and fm stations. Under a 1962 by-laws amendment the definitions of large, medium and small directorships have been revised to represent various size markets. Heretofore the three definitions had been based on station power.

An association move to reduce the size of the combined radio and tv boards was defeated at last winter's board meeting. At that time a reduction in the number of districts, now 17, had been proposed. A special committee that reviewed the subject later in the year submitted the present plan to revise the at-large definitions.

Radio district directors whose terms

ABC moves news bureau

ABC's Washington news bureau operations were to switch from WMAL-AM-FM-TV in the northwest part of the city to its new downtown Washington location Sunday and Monday (Dec. 2 and 3).

Radio network news originations were to shift yesterday and television feeds were to be transferred today.

The bureau has been outfitted with all new equipment and will have its own mobile unit. It occupies four floors of ABC's own building—a completely renovated structure at 1124 Connecticut Ave., N.W. The second floor of an adjacent building is also going to be used.

Formal dedication of the new studios and offices will be later this month, ABC said.

expire next spring and who are ineligible for re-election are John S. Booth, WCHA Chambersburg, Pa.; Hugh O. Potter, WOMI Owensboro,

Ky.; Odin S. Ramsland, KDAL Duluth, Minn.; A. Boyd Kelley, KRRV Sherman, Tex. District directors eligible for re-election are Carleton D. Brown, WTVL Waterville, Me.; James L. Howe, WIRA Fort Pierce, Fla.; George T. Frechette, WFHR Wisconsin Rapids, Wis.; B. Floyd Farr, KEEN San Jose, Calif., and Ray Johnson, KMED Medford, Ore.

All four at-large directors whose terms expire next spring are eligible to run again. They are John S. Hayes, WTOP Washington, large markets; Willard Schroeder, Radio Board chairman, WOOD Grand Rapids, Mich., medium markets; Ben B. Sanders, KICD Spencer, Iowa, small markets; Ben Strouse, vice chairman of board, WWDC-FM Washington, fm stations.

Network directors on both boards are appointed by their respective networks.

Media reports...

New rep firm ■ Ewing/Radio has opened offices at 6223 Selma Ave., Hollywood, as a radio station representative organization specializing in country and western music stations. KWOW Pomona, Calif., is the new firm's first station. Mal Ewing of Ewing/Radio sold time for KXLA Pasadena, Calif., for three years before that country-and-western music station was sold and its call changed to KRLA and its programming to a "modern music" format. Since then he has been associated with KNX and KGBS Los Angeles. Ewing/Radio's telephone is Hollywood 5-7204.

Appointed ■ The Wesley Assoc. Inc., New York advertising agency, has been appointed by Transcontinent Television Corp., that city, to handle its national advertising. Transcontinent stations are WGR-AM-FM-TV Buffalo, WNEP-TV Scranton-Wilkes-Barre, WDOK-AM-FM Cleveland, WDAF-AM-FM-TV Kansas City, Mo., KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California.

WBJA-TV begins operating

WBJA-TV (ch. 34) Binghamton, N. Y., the area ABC outlet, began operations with full programming Nov. 24. Alfred E. Anscombe, president and general manager, plans to start soon with construction of WEPa-TV Erie, Pa., the second in his projected seven station chain.

Changing hands...

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

■ WVIP Mt. Kisco, N. Y.: Sold by the Herald Tribune Radio Network to Patent Trader Inc., for \$350,000. Patent Trader is a newspaper published

Outstanding Exclusive Broadcast Properties

Excellent fulltime facility. Needs owner-manager. Terms.

HAWAII

\$200,000

Profitable daytimer. Good radio market. Excellent potential. Liberal terms.

CALIFORNIA

\$148,000

Fulltime 250 watt operation. Excellent 30,000 population market. Best equipment and facilities. Ideal for owner-manager. Liberal terms.

ARIZONA

\$80,000

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Jackson 5-1576

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Beverly Hills, Calif.
CRestview 4-8151

Thursdays and Sundays in northern Westchester County. Herald Tribune Radio stations are 66⅔% owned by Whitney Communications Corp. (John Hay Whitney) and 33⅓% by Martin Stone. They also include WFYI Mineola, WVOX New Rochelle and WGHQ at Saugerties, all New York. WVIP operates on 1310 kc with 5 kw daytime only. Broker was George Romano of the Howard Stark organization.

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 78).*

■ KFXD Nampa, Idaho: Sold by E. G. Wenrick and Kenneth Kilmer to Jonathan M. Fletcher and James I. Mitchell for \$225,000 and agreement not to compete. New owners have interests in KLIN Lincoln, Neb.; KCBC Des Moines, Iowa, and WTRL Bradenton, Fla.

KRNO resumes five days after disastrous fire

KRNO San Bernardino, Calif., returned to the air Friday, Nov. 23, after a fire had completely destroyed its studios and transmitting equipment the previous Sunday (BROADCASTING, Nov. 26). "We're operating from a trailer in the parking lot and with all new equipment we sound better than ever," Tom Papich, station manager, reported. KRNO is using a Bauer transmitter, with associated equipment from Collins and Gates, he said. The fire, in which arson is suspected, is under investigation by the San Bernardino fire and police departments.

Mr. Papich expressed his appreciation of KHJ Los Angeles, which contributed 300 record albums to help KRNO resume programming.

Sarnoff to address NBC affiliates meet

Speakers and highlight sessions at the annual convention of NBC Radio and TV affiliates in New York on Dec. 4-5 include radio meetings on the first day and tv on the day following. Among the speakers: Robert Sarnoff, board chairman, at a joint radio-tv luncheon Dec. 5.

The convention gets underway tomorrow with a welcoming address to radio affiliates from president Robert Kintner. Subsequent sessions include a radio presentation by William McDaniel, NBC Radio's executive vice president; a review of tv achievements this season by Don Durgin, NBC's sales vice president, and an address on radio timebuying by Richard Jones, vice president and media director at J.

BROADCASTING, December 3, 1962



Cox



Reinsch



Gaither



Bartlett

WSB station to get third Mike Award

WSB Atlanta last week was formally named as the 1963 recipient of the third annual Mike Award by the Broadcasters' Foundation. The award, a gold-plated ribbon microphone, will be presented on Feb. 25, 1963, at a banquet at the Americana Hotel in New York.

The announcement was made by Ward L. Quaal, Broadcast Pioneers' president, and Arthur Simon, the foundation's president, at a foundation board meeting on Nov. 28. Proceeds of the banquet benefit the welfare of broadcasters in need of sup-

port because of illness, emergency or other unusual circumstance.

Previous winners of the award were WLW Cincinnati in 1961 and WGN Chicago last year. The award honors pioneer stations for their contributions in the tradition of broadcasting.

WSB-AM-FM-TV as a unit is the leading associate in the Cox Stations. James M. Cox Jr. is board chairman; J. Leonard Reinsch is executive director; Frank Gaither, general manager of WSB, and Marcus Bartlett, general manager of WSB-TV.

Walter Thompson Co., New York.

A dinner and show Wednesday evening will bring the convention to a

close for an estimated 201 tv and 192 radio affiliates at the Americana Hotel, convention headquarters.

EXCLUSIVE MIDWEST PROPERTIES!

Single station market daytimer showing good profit on annual gross of \$95,000.00. Land and building included in sale of this one-roof operation. Priced at \$145,000.00 with 29% down and balance over seven years.

Major market FM-only facility grossing \$60-70,000.00 annually. Also have close to 200 background music installations. Total price is \$100,000.00 on terms.

Daytime-only radio property serving single station market of over 60,000 population. Sale includes combination studio-transmitter building. Priced at \$100,000.00.

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Networks finding replacements scarce

RESERVE POOL FAILS TO OFFER SUBSTITUTES FOR FALTERING PROGRAMS

A serious shortage of network television replacement programs has been revealed this fall in the traditional reshufflings to eliminate weaknesses in the new season's lineups.

The apparent emptiness of the reserve pool was dramatized twice in the last 10 days:

- NBC-TV announced late last week that it would attempt to bolster its Monday-night position by scheduling feature movies in the 7:30-9:30 p.m. period. This change becomes effective Feb. 4 and continues to next September. NBC said it will then re-program Monday night "completely."

- ABC-TV disclosed that it would cease to program the Sunday 6:30-7:30 p.m. EST period, effective Dec. 29 (BROADCASTING, Nov. 26). This weekly hour is being returned to ABC-TV affiliates for programming and sale to local or national spot advertisers.

Only two "new" shows were involved in all the program changes that had been announced by all three networks through last Thursday. One of those, *Twilight Zone* on CBS-TV, is an hour version of an established series and had been prepared originally for inclusion in this fall's schedule. The other, *Dakotas* on ABC-TV, similarly had originally been slanted toward the current season's schedule.

Sunday Hour ▪ It seemed clear that ABC-TV would not have abdicated the Sunday-evening hour if there had been available programs which it felt would carry their weight in terms of advertisers and audiences. The fact that NBC put a September terminal date on its new Monday-night movies

was itself evidence that this was a stop-gap measure.

A canvass of leading networks, advertising agency and program production and syndication authorities found agreement that the annual supply of replacement prospects has dwindled over the last few years. But there was no unanimity as to why—except for fairly universal references to costs.

Several reasons were ascribed:

Spiraling production costs were cited directly or indirectly by many experts. They felt that film program production has simply become too costly for most producers to turn out a pilot and a few initial sequences merely on the chance that it might be sold as a mid-season replacement.

The survey found little objection to this line of reasoning, although some sources stressed that it applied to film programming and that the problem could be solved—or minimized—if networks would schedule more live programming instead of remaining wedded so tightly to film.

With more careful long-range planning and attention to live-program possibilities, one network executive acknowledged, the networks probably could achieve a much greater "mobility" in finding mid-season replacements.

Other views ranged from charges that networks are gradually relinquishing programming responsibility to claims that they exert it unwisely by cancelling programs too quickly.

Collaterally, NBC received both commendation and criticism for its move to movies on Monday nights. Some observers also thought the network

would encounter resistance from affiliates in their annual convention in New York this week, but NBC officials doubted this would happen.

Sales Prospects ▪ They took the position that their Saturday-night movies have been successful for both the network and affiliates and thus make a good "recommendation" for the Monday-night move; that the sales prospects are much better with the movies than with the shows they will replace; and that the addition of movies does not endanger affiliates' own investment in feature films because NBC affiliates, thanks to the *Tonight* show, have not had to make as substantial a commitment for late-night movies as most other affiliates.

The sales prospects already were coming in: As of late Thursday (Nov. 29) NBC-TV had bids from at least four advertisers—representing grocery, beer, cigarette and drug products categories—with network sales executives expecting a "sellout" on the program by the middle of this week.

The 7:30-9:30 p.m. movie block, which will be called *Monday Night at the Movies*, was being offered to advertisers at about \$24,000 per commercial minute (12 commercial minutes within the two-hour period). This is approximately the same pricing that is being used in *Saturday Night at the Movies* on NBC-TV.

NBC-TV paid approximately \$175,000 for each motion picture with the right to show it twice. There are 16 films in total, it's said, all originally produced by 20th Century Fox film from whom the purchase was made. The same film company supplies features for NBC-TV's Saturday night movie programming.

The movies are 1957-58 theatrical releases, a majority in color and with such stars as Sophia Loren, Gregory Peck, John Wayne, Pat Boone, Deborah Kerr and Robert Mitchum in leading roles. The Saturday night motion picture run started last season and is continuing, and ABC-TV runs United Artists-released features on Sunday evenings, starting at 8 p.m.

Titles Offered ▪ Among the titles and stars in the Monday night package: "Boy on a Dolphin," Miss Loren, Alan Ladd and Clifton Webb; "Heaven Knows, Mr. Allison," Miss Kerr, Mr. Mitchum; "The Bravados," Mr. Peck, Joan Collins; "Barbarian and the Geisha," Mr. Wayne; "April Love,"

Stations, like networks, using prime time films

Use of feature films in prime time appears to be expanding on individual tv stations, as well as in network time (see above). Seven Arts Assoc. Corp. revealed last week that its Warner Bros. and 20th Century-Fox features are being scheduled in increasing numbers in prime time on stations throughout the country.

Robert Rich, vice president and general sales manager, reported that KPHO-TV Phoenix is the latest "features-in-prime-time" station. It has bought 134 Warner Bros. and Fox features and will place them in

a Wednesday, 7:30 p.m. to conclusion period, beginning in January. Other stations which are utilizing features bought from Seven Arts in prime time, according to Mr. Rich, are KEYT (TV) Santa Barbara, Calif.; KTVU (TV) San Francisco; WTVJ (TV) Miami; WBNS-TV Columbus; KXTV (TV) Sacramento; KRDO-TV Colorado Springs, Colo.; WBKB (TV) Chicago; WTCN-TV Minneapolis; WLAC-TV Nashville; WTIC-TV Hartford, and WNEM-TV Bay City-Saginaw-Flint, Mich.



The dearth of new series ready-to-go as mid-season replacements on the networks is pointed up by these "new" substitutions. ABC-TV in its program shuffling is placing "Dakotas" (left above) in the 7:30-8:30 slot on Monday on Jan. 7. CBS-TV in its shifting will fill Thursday at 9 with an hour version of "Twilight Zone," illustrated at right by

two scenes from "Little Girl Lost," a fourth dimension feature last season. NBC-TV in dropping a couple of hour programs on Monday will run movies that night, starting in early February. Both "Dakotas" and "Twilight Zone" had been readied for the current season—13 episodes of the latter already have been filmed.

Mr. Boone, Shirley Jones; "Harry Black and the Tiger," Stewart Granger, Barbara Rush, Anthony Steele; "Mardi Gras," Mr. Boone, Tommy Sands, Gary Crosby and Sherree North.

Here are the mid-season changes highlighted by network:

ABC-TV: Starting at the end of December *Roy Rogers* is dropped from Saturday, 7:30-8:30 p.m.; *The Gallant Men* moves out of Friday, 7:30-8:30 p.m. and into the vacated Saturday period; *Winston Churchill—The Valiant Years* and *Father Knows Best* reruns leave their respective positions in Sunday, 6:30-7:30 p.m. and that hour is returned to stations. *Churchill* and *Father* fill the Friday hour, the former series in at 7:30 and the other (*Father Knows Best*) at 8.

ABC-TV earlier this season indicated *Dakotas* (Warner Bros., hour western) would substitute for *Cheyenne* on Monday, 7:30-8:30 p.m., starting Jan. 7. That decision was made final last week. Sponsors are Procter & Gamble, through Compton Adv., and Block Drug through Grey Adv.

CBS-TV: on Jan. 4, *Fair Exchange* on Fridays, 9:30-10:30 p.m. goes off, and is replaced by *The Alfred Hitchcock Hour* which moves there from Thursday, 10-11 p.m. That latter spot on Jan. 3 will be filled by *The Nurses* which moves up one hour from its current 9-10 p.m. period. A full-hour version of *Twilight Zone* (13 hours already on film) takes over the 9-10 slot in place of *The Nurses*. (*Zone* was on CBS-TV as a half-hour series from October 1959 through September 1962).

CBS-TV and Desilu, meanwhile, completed an agreement to adapt *Fair*

Exchange to a half-hour series. It is being aimed for a return in March as possible replacement for *Password*, now in CBS-TV's 6:30-7 p.m. period on Sunday. *Password* in March replaces *Christine's Children* (Loretta Young) that vacates by decision of CBS-TV and advertisers Lever Bros. and Toni.

NBC-TV: On Monday, the network drops *It's a Man's World* and *Saints and Sinners*, two one-hour shows, and

places motion pictures in that 7:30-9:30 block.

Monday Night ■ A key to the current shuffle is what's been happening on Monday night. The latest Nielsen report shows CBS-TV at 7:30 garnering a rating twice that of NBC-TV and six points higher than *Cheyenne* on ABC-TV, and sustaining this high-level audience until 8:30 when the new hit *Lucy Show* (Lucille Ball) marshalls a rating that's as much as 20 points above NBC-TV, and nearly twice ABC-TV. The CBS-TV ratings settle down after the *Andy Griffith Show* which ends at 10 p.m. and Loretta Young appears, but then *Ben Casey* on ABC-TV takes over 10-11 with high ratings.

Viewpoints ■ From an agency queried, a programmer was outspokenly critical of NBC-TV's move, claiming it "is just another step on the part of networks giving up creative responsibility." He blamed the lack of satisfactory replacement programs on the practice of "giving Hollywood the go-ahead to produce shows."

"Outside buying of shows which has been going on more and more over the years," he continued, "has resulted in a loss of control over the shows by the networks. They maintain financial but not creative control. Perhaps the networks ought to go back a few years and hire creative personnel to develop tv shows, and not rely on Hollywood-made shows."

One network executive who preferred to remain anonymous blamed the "present panic" largely on a lack of planning. He acknowledged that the "rugged economics" of the business precludes the "stockpiling" of a sufficient number of film programs of replace-

Movies sans commercials

Two widely separated tv stations last week aired feature motion pictures without any commercial interruptions, one because of the film's "tender feeling" and "unparalleled message" and the other simply as a special treat.

KTTV (TV) Los Angeles showed *Goodbye, Mr. Chips*, sponsored by Riviera Convertible Sofas, unedited and minus commercials. Riviera confined its pitches to the beginning and end of the film in order to afford viewers the "full impact" of the drama.

The motive was different in Bay City, Mich., but the result was much the same. WNEM-TV, that city, aired *Young At Heart* without commercials as a reward for "loyal viewers," preempting two hours of network time (NBC) Nov. 26. The film had two breaks, however, during which WNEM-TV personalities discussed future programming.

ABC-TV signs Jerry Lewis for live tv comedy show

ABC-TV makes a new bid for the name-star personality, live variety format next season. The plan, as announced last week, is a weekly two-hour (probably 10 p.m.-midnight) program using the talents of comedian Jerry Lewis.

The network did not specify what night Mr. Lewis's show would appear but reports placed attention on Fridays or Saturdays, with odds on the latter night.

ABC-TV's plan was announced also to affiliates in regional meetings held in three cities last week (see story, page 58). Word of the contract with Comedian Lewis reportedly was well received by the station executives.

The new series will for the most part originate in Hollywood. Mr. Lewis recently had filled in as host of NBC-TV's *Tonight* show before Johnny Carson took it over and during that time drew audience and network acclaim.

As expressed by Thomas W. Moore, vice president in charge of ABC-TV, the Lewis show will be "live and topical."

Daniel Melnick, ABC-TV vice president in charge of nighttime programming, announced the signing of Jerry Lewis as an "exclusive con-



Jerry Lewis
Some surprises in store

tract." Additional reports indicated the signing was a five-year pact.

In Hollywood, despite insistent questioning from newsmen, Mr. Lewis refused to reveal the financial terms of the contract, nor to allow ABC-TV officials to reveal them. "I want to entertain people, to make them forget their troubles," the comedian declared. "If I go out with a telephone number dollar sign over

my head, they'll be too busy resenting my making all that money to enjoy the show."

He said that it will be done live, "the way television is at its best," and not filmed or taped; that he will have full charge of the program and its contents, including the commercials. Some of the commercials he will do personally and there are some products he will not permit on the show, he said. He specifically mentioned "underarm deodorants" as one product he will not advertise and added, "I have some others that will surprise the network."

Preliminary conversations with ABC-TV and "other networks" regarding his appearance on a regular tv series took place before his stint on the *Tonight Show*, Mr. Lewis said, but there was nothing definite until last week, when Leonard Goldenson, president of AB-PT, flew to Hollywood. "We had a sandwich; we talked; we went into my office, alone; I told him what I wanted and we had a deal," the comedian told reporters.

This season ABC-TV has boxing under the sponsorship of Gillette in the Saturday, 10-11 p.m. period. The fights conceivably could be moved to Friday.

ment series, but he added: "networks must prepare for such emergencies by having at least some episodes of new series ready."

At a production company, an official said that with constantly increasing program costs and the trend toward one-hour shows, networks are not investing in "reserve" programs. He said some networks officials had told him that, "We liked what we had. We were surprised that these shows were cancelled."

Pitfalls ■ The economic pitfalls of tv program investment also was cited by the leading executive of a Hollywood production company. In the past, he said, networks were "burned" when they produced several episodes of series that never found a slot, even as a replacement. He stressed, too, that production companies, such as his, are "most reluctant" to offer a "quality" show as a substitute because it will play opposite a "hit" show on a competing network, and doesn't have the opportunity to build up an audience because viewing patterns are set.

Michael Dann, vice president, CBS-

TV programs, New York, said the current situation points up a belief he has long held: Networks must maintain a balance between live and film programs, because live shows can provide mobility. A network, faced with a "poor" show, can replace it quickly with a panel program or other live production, Mr. Dann explained.

Several agencies and producers checked felt NBC-TV was reluctant to program "a good show" in midseason opposite "hit" competition.

A producer pointed out that the network had been very successful with its Saturday night movie. He said that "even if the network did have some good shows in the can, it would be foolish to program them during midseason when they could be saved for the fall."

The NBC decision was "startling but smart," said an agency programming executive, who saw both good selection of titles and proven popularity.

No Reservoir ■ An executive at another agency believes the networks have no program reservoir because they

gambled heavily on one-hour shows and, in his view, most are a disappointment including some that were supposedly out of danger. CBS-TV was smart enough to have the one-hour *Twilight Zone* stockpiled, he added.

He predicted that NBC-TV will have a tough sale to make to its affiliates regarding two hours of Monday night movies, and similar to the situation of two years ago when NBC had difficulty selling its *Saturday Night Movies* to its affiliates. "If I were an affiliate I'd be looking longingly at that Monday 7:30-9:30 period for local sale," he asserted. He noted that ABC-TV has already made a concession to its affiliates by giving them the hour on Sunday.

The agency executive believed advertisers and agencies will have "no great resistance" to quality movies on Mondays, but was doubtful that NBC could come up with a quality package. "The film packages seem to be running out of steam."

He said next season could see a reversal of this year's pattern of one-hour shows, back to half-hours.



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Tv stations appeal dismissal in ASCAP case

LOWER COURT ERRED, THEY TELL SUPREME COURT

The federal district court in New York "committed serious error" in dismissing television stations' bid for a new form of ASCAP music license, the U. S. Supreme Court was told last week by counsel for the All-Industry Tv Station Music License Committee.

The district court also was said to have erred in not granting the stations a hearing on their offer to prove that ASCAP's existing tv music licenses are restrictive, unreasonable and do not comply with provisions of the consent decree under which ASCAP operates.

Ralstone R. Irvine and Walter R. Mansfield, counsel to the all-industry committee, advanced these arguments in a 23-page brief urging the Supreme Court to hear the tv stations' appeal from the district court's ruling.

This ruling, issued by Chief Judge Sylvester J. Ryan of U. S. Southern District Court in New York in September, dismissed the stations' request for licenses under which they would not have to pay ASCAP for music used in syndicated programs or feature films produced in the future (BROADCASTING, Sept. 17). Under the stations' plan, producers of these programs would acquire the tv music rights at time of production. Thus stations would pay ASCAP only for ASCAP music used in locally originated programming.

Among other arguments Messrs. Irvine and Mansfield contended that ASCAP's consent decree specifically provides that "ASCAP is hereby or-

dered and directed to grant to any user making written application therefor a non-exclusive license to perform all of the compositions in the ASCAP repertory."

They argued that "the clear purpose of these provisions [is] to give the music user, not ASCAP, the right to designate the license requested."

The brief also renewed charges that ASCAP and "its leading publishers and composers" have devised "a network of restrictive agreements" whose purpose is "to maintain the prevailing practice of splitting the music-recording rights from television performance rights in pre-recorded program material, and channeling the latter rights to ASCAP for licensing to stations by ASCAP."

Sarnoff letter cites 'meaningful' tv drama

Television drama has become more "meaningful" with "social values that are built" into programs now on the air, Robert W. Sarnoff, NBC chairman of the board, emphasized last week.

Mr. Sarnoff disclosed in a letter to tv-radio editors that only one station (reported to be WHO-TV Des Moines) out of several requesting advance screening of an early November program on *The Eleventh Hour* series (Wed. 10-11 p.m.) decided not to carry the program.

The episode dealt with a 15-year-old girl in the emotional crisis of an un-

married pregnancy and, Mr. Sarnoff said, posed among other possible solutions the question of abortion.

Mr. Sarnoff said NBC's program department and broadcast standards editors found the show a "responsible and effective treatment" along the lines of good taste. In addition, he said, beginning with the day after telecast requests for prints came from schools, churches and PTA groups for showing to teenagers and parents. He noted the show series draws on technical guidance of medical experts through the American Medical Assn. and its advisory committee on radio, tv and movies.

He said still other NBC dramas have been presented this season within regular series which are no less "adult, provocative and perceptive."

Yesterday (Dec. 2), the American Psychological Assn. charged *The Eleventh Hour* with "much to often presenting a false picture" in its portrayals of psychiatrists and psychologists. The statement said that NBC had never provided a "workable screening system" for its liaison man with the program's producers and that it was therefore "withdrawing our 'representative to television' to make our position perfectly clear."

Fraud charged to two in L.A.

William Stockton, charged with defrauding would-be actors and actresses by promising them parts in non-existent tv film series, was bound over for trial Dec. 14 in Santa Monica (Calif.) Superior Court after a preliminary hearing Wednesday (Nov. 28) in Los Angeles Municipal Court.

Detective Sgt. Pat Shields of the Los Angeles County sheriff's staff said that Mr. Stockton and Jack Montgomery, former actors' agent, told the aspiring performers they had been selected for roles in a tv series they were going to produce and persuaded the young actors to pay them \$215, purportedly for Screen Actors Guild dues and fees.

SAG, which does its own collecting, called in the sheriff's office and eight felony counts were filed against the pair. Mr. Stockton was arrested in Albany, N. Y. Mr. Montgomery is still being sought.

ASCAP wins KREB suit

American Society of Composers, Authors and Publishers announced last week that 16 ASCAP members have been awarded default judgments for \$4,750 against KREB Inc., owner of KREB Shreveport, La., in three copyright infringement actions charging the defendant with the unauthorized performance of 19 musical compositions. The U. S. District Court for Western Louisiana also awarded attorneys' fees of \$1,200 plus court costs.

Replacement batting average poor in '61-'62

When a network show is replaced in mid-season, what are the replacement's chances of pulling more audience than the program whose place it takes?

If the 1961-62 track record is any guide, the odds are about 50-50. But as a group, last season's mid-year replacements fared even worse in ratings than the shows they succeeded.

A. C. Nielsen Co. studies last week showed that in the 1961-62 season nine prime-time shows were replaced, after the season started, by eleven substitutes (the nine withdrawn included two one-hour shows, while the replacements were half-hours).

The mid-season replacements, according to Nielsen, averaged 17.5 in share of audience after about a month on the air. The shows they

replaced had averaged two points higher, or 19.7.

A 30 share is often considered the dividing line between success and failure for general entertainment shows. Of last year's 11 replacements, only one exceeded 30 in the week under study. This was ABC-TV's Sunday-night movies *Hollywood Special*, which had 30.5.

Four of the 11 had better share figures than the programs they replaced. These were *Chet Huntley* (NBC), *Password* (CBS), *Hollywood Special* (ABC) and *Frontier Circus* (CBS). Four others were lagging behind the shows they had replaced, while three were neck-and-neck with their predecessors.

Four of the 11—*Howard K. Smith* (ABC), *Password*, *Hollywood Special* and *Beany and Cecil* (ABC)—survived into the 1962-63 season.

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Two tv stations join ITC after-hours plan

Independent Television Corp., New York, last week announced that the first two stations have joined its new "share-revenues" plan, and indicated several others will soon participate.

The distributor is offering programs to stations in return for a share in whatever revenues are received in event of commercial support (BROADCASTING, Nov. 12, Oct. 29). ITC also noted that its concept is spreading to other film companies, and that at least one unidentified distributor is said to be urging stations to wait for its own similar plan.

The stations are KTVW (TV) Tacoma, Wash., and WJPB-TV Fairmont, W. Va. Both signed contracts for more than 15 hours a week of syndication programming during extended hours of broadcast. Both will now telecast at least until 1 a.m., instead of to 11:30 p.m. for KTVW and to 11:20 p.m. for WJPB-TV. The programs are supplied only if they are scheduled after the stations' normal sign-off time.

ITC said more than a dozen other contracts have been sent to station executives for signature.

Programs reported to be involved at

KTVW and WJPB-TV are *Best of the Post*, *Cannonball*, *Adventures of Charlie Chan*, *Four Just Men*, *Interpol Calling*, *New York Confidential*, *Ramar of the Jungle*, *Whiplash*, *Action Theatre Package* (feature films) and *Sea War* (documentary).

Film Sales . . .

Out of the Inkwell (Video House): Sold to WTAE (TV) Pittsburgh and WPIX (TV) New York. Now in two markets.

Space Angel (Bagnall & Assoc.): Sold to KBTW (TV) Denver, Colo.; KCRG-TV Cedar Rapids, Iowa; KTVB (TV) Boise, Idaho; KWTW (TV) Oklahoma City; WCSH-TV Portland, Me.; KGNC-TV Amarillo, Tex., and TransGlobal Tv in Japan. Now in a total of 86 markets.

Clutch Cargo (Bagnall & Assoc.): Sold to WTVN (TV) Columbus, Ohio; WTVC (TV) Chattanooga; WOKR (TV) Rochester, N. Y.; KCRG-TV Cedar Rapids, Iowa; WCKT (TV) Miami; KSHO-TV Las Vegas, and TransGlobal Tv in Japan and Australia. Now in 89 markets.

Science Fiction Features (Allied Artists Tv): Sold to WRDW-TV Augusta, Ga.; KHQ-TV Spokane, Wash., and

WNBQ (TV) Chicago. Now in a total of 74 markets.

Bomba the Jungle Boy (Allied Artists Tv): Sold to WHIO-TV Dayton, Ohio; KHVH-TV Honolulu, and WAFB-TV Baton Rouge, La. Now in 56 markets.

Songs for Christmas (Official Films): Sold to WABC-TV New York; WGN-TV Chicago; WCCO-TV Minneapolis; WINR-TV Binghamton, N. Y.; WDBO-TV Orlando, Fla., and WREX-TV Rockford, Ill. Now in six markets.

Seven Arts' Volumes 4 and 5 (Seven Arts Assoc.): Sold to WRC-TV Washington, D. C.; KCRA-TV Sacramento, Calif.; WROC-TV Rochester, N. Y.; WRGB-TV Schenectady, N. Y.; KJEO-TV Fresno, Calif., and KPHO-TV Phoenix, Ariz., which also bought Volume 3. Volumes 4 and 5 is now in 38 markets, Volume 3 in 85 markets.

Christmas in the Holy Land (MGM-TV): Sold to Canadian Television Network and following 10 U. S. stations for Christmas showing—WNBC-TV New York; KHJ-TV Los Angeles; KRON-TV San Francisco; WCKT (TV) Miami; WBAP-TV Dallas-Fort Worth; WFBM-TV Indianapolis; WRGB-TV Schenectady, N. Y.; WKOW-TV Madison, Wis.; WFMY-TV Greensboro, N. C., and KLRJ-TV Las Vegas, Nev.

Restless Gun (MCA Tv): Sold to WITN (TV) Washington, N. C., and KNOE-TV Monroe, La. Now in a total of 31 markets.

Dragnet (MCA Tv): Sold to WREC-TV Memphis, Tenn., and WTVY (TV) Dothan, Ala. Now in 84 markets.

M-Squad (MCA Tv): Sold to KWTX-TV Waco, Tex., and KDAL-TV Duluth, Minn. Now in 116 markets.

Love That Bob (MCA Tv): Sold to WEWS (TV) Cleveland. Now in a total of 31 markets.

Program notes . . .

Free series ■ *For Your Information*, a new public-service tv series being released by Sterling Movies U. S. A., New York, is available free to tv stations. The program is available in either half- or quarter-hour lengths. Thirteen half-hour and 26 quarter-hour programs have been taped.

Films on loan ■ *Sports Highlights*, a series of 16 half-hour segments, is being distributed on a free-loan basis by Sterling Movies U. S. A. Inc., New York. Produced for the Falstaff Brewing Corp., St. Louis, the 16mm package highlights the last three years of National Football League games, as well as some all-time baseball feats and segments of the annual Southern 500 auto classic.



ABC-TV spokesmen talk on 1963-64 programs

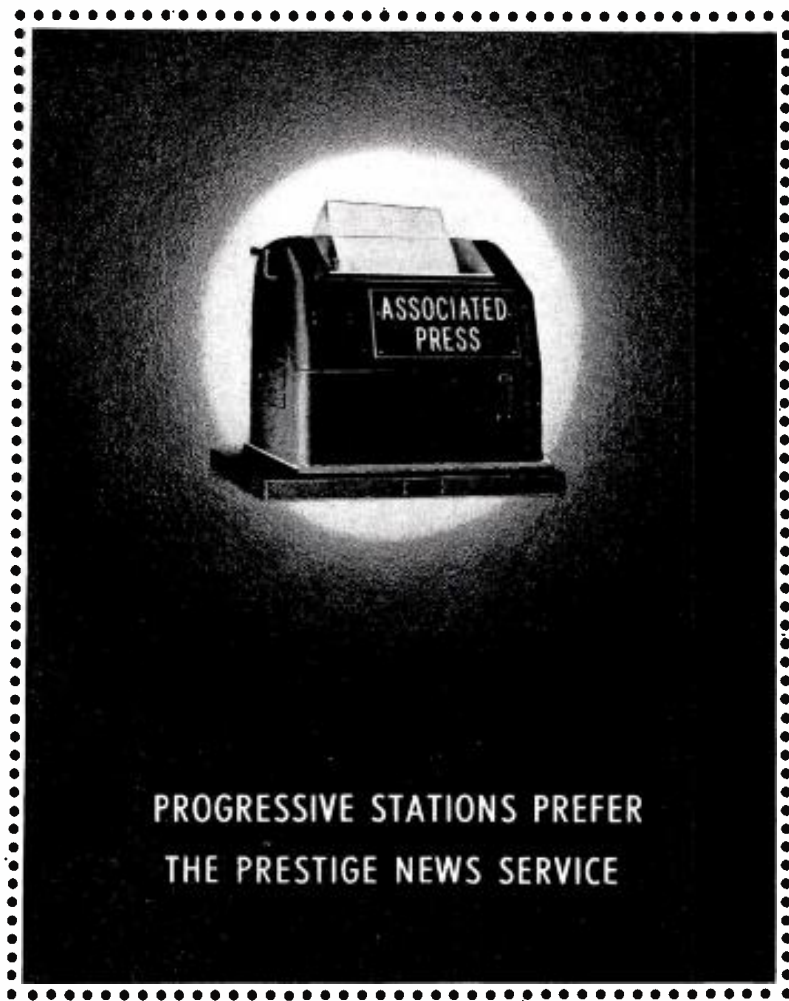
The new direction in programming that ABC-TV will take in the 1963-64 season was detailed for primary affiliate station managers in three regional affiliate meetings with network executives last week.

Such matters as a \$3.5 million investment in pilots for the new season and the signing of Jerry Lewis for a two-hour weekly series (see story, page 54) highlighted the management sessions.

The first regional meeting was in

New York on Nov. 26, in San Francisco on Nov. 28 and in Chicago on Nov. 30.

The network spokesmen (standing, l to r) Robert Coe, tv station relations vice president; Thomas W. Moore, vice president in charge; Julius Barnathan, vice president and general manager; Armand Grant, vice president in charge of tv daytime programming; and Douglas Cramer, director of television program planning.



MORE TURNS OF THE FCC SCREW?

Network study staff urges government enforcement of codes, exclusion of networks from tv syndication, other tough rules

The FCC's special network study staff has delivered a secret indictment against contemporary program practices in television and has proposed regulations to bring networks and stations—in both radio and television—under tighter government controls than have ever been applied to broadcasting.

The recommendations, if they are adopted, would:

- Create, under federal law, a system of "self-regulation" in which all radio and television broadcasters would be required to belong to a government-approved and government-supervised trade association. Under the guidance of the FCC, the association would formulate codes and enforce them. Expulsion from association membership would mean disqualification as a broadcast licensee.

- Prohibit television networks from engaging in program syndication in the U. S. and from participating financially in the syndication operations of others.

- Prohibit television networks from acquiring ownership or first-run rights in more than 50% of the entertainment shows in their prime evening schedules.

- Encourage television networks to adopt advertising rates scaled to delivered circulation, as a means of inducing advertisers to support small-audience shows.

- Establish a permanent Office of Network Affairs in the FCC to exercise continuing surveillance over radio and television network operations.

- Give the FCC the power to apply direct regulation to networks.

These proposals are the principal recommendations in a 190-page report submitted to the FCC last week by Ashbrook P. Bryant, chief of the Office of Network Study. The report was given limited distribution and was marked "not for public inspection." From various sources BROADCASTING was able to piece together the essential ingredients of Mr. Bryant's work.

'Self-Regulation' ■ The most radical proposal in the network study staff report was that for a federally-sponsored system of self-policing by broadcasters. This would require an act of Congress, but, Mr. Bryant argued, it is not without precedent. Under the Securities and Exchange Act of 1934 a similar system was developed for securities dealers.

The National Assn. of Securities

Dealers is an industry group operating under the general supervision of a federal agency, the Securities & Exchange Commission. The association devised and enforces codes; it conducts hearings on alleged violations and invokes penalties that range from simple censure to expulsion from membership. The latter carries with it the disqualification to participate in national underwriting syndicates, a severe penalty.

A system of appeals from decisions of the dealers' association is provided. An aggrieved offender may appeal to the SEC or the courts.

Mr. Bryant is understood to have

Keeping posted

The FCC last week adopted a new section to its procedural rules "to clarify and emphasize" that all applicants are required to keep the commission informed as to any "material changes in the status of their applications."

The commission wishes to make clear that an applicant is responsible for the continuing accuracy and completeness of his material representations before that agency.

This is true not only concerning an application but for any decision that is significant to any commission proceeding involving the applicant.

admitted that the problems of broadcast regulation are not directly analogous to those of regulation in the securities business, but he has argued that the problems are enough alike to justify his use of the SEC system as a model. He is said to have asserted that the radio and television codes of the National Assn. of Broadcasters lack the apparatus of enforcement. Enforcement will work only if code compliance is made a condition to the holding of a broadcast license, Mr. Bryant has said.

Under his proposal, the enabling legislation would require the broadcasters' association to prescribe rules in various areas affecting the public interest. These rules would be subject to approval by the FCC. The association would be empowered to prosecute vio-

lations and impose penalties, subject to appeal to the FCC and, in appropriate cases, to the courts. The broad standards of the whole system would be established in the basic law.

Syndication ■ Mr. Bryant is said to have asserted that the opportunities for independent producers of television programs to market their shows have been severely constricted in recent years. Fewer and fewer advertisers have bought shows directly from the producers. All three television networks have adopted the practice of buying exhibition rights from the producers and usually supplying part if not all of the financing of production.

All three networks have also established syndication operations that specialize principally in selling programs to stations after the programs have completed network runs. In negotiating with producers for original acquisition of network exhibition rights, the networks also try to acquire various types of profit participation in subsequent, off-network sales of the shows. In many cases the networks acquire distribution rights to syndicate the films.

As a result of the centralization in the networks of exhibition rights to both network and syndicated programming, according to Mr. Bryant, the number of sources from which stations may acquire programs is decreasing. Mr. Bryant proposes three measures to encourage a proliferation of producers: the elimination of networks from the syndication field, the restriction of their program ownership to no more than half of the entertainment shows in prime time and the introduction of low time rates to induce advertisers to bring in their own shows for network broadcasts appealing to relatively small audiences.

Under the Bryant proposals the commission would adopt a rule stating that "no television licensee or any person controlling, controlled by or under common control with any television licensee shall offer any program through interconnection by whatever means to other television licensees as a part of a regular business of network broadcasting if such licensee or other such person" is engaged in any form of television program syndication or has any arrangement to share in revenues derived from syndication. The rule would be con-

fined to domestic syndication; foreign sales would not be affected.

Mr. Bryant said that the networks had supplied, on a confidential basis, information about their revenues from profit participations in syndication. In his judgment those revenues were small in comparison with revenues from network operations and from owned and operated stations. It is his assertion that the networks can be forced out of domestic syndication and still remain financially sound.

Half-Safe ■ Mr. Bryant also proposes a rule that no network may pursue "policies, practices or a course of business in the procurement of programs for television broadcast which the commission, after hearing, determines to have resulted in or are likely to result in an undue concentration of control of network program production or substantially lessen competition in the business of television program production contrary to the public interest." This rule would also specify that the commission would consider it an undue concentration of program control if a network "offered a network program schedule, originated between the hours of 7 p.m. and 11 p.m., New York time, during any calendar week, Sunday through Saturday, composed of more than 50% of programs, exclusive of news and public affairs programs, in which or with regard to which said licensee or any person controlling, controlled by or under common control with such licensee has acquired the license, option or other exclusive right for television network exhibition." This rule would also require networks to supply whatever program information the commission might request.

Although Mr. Bryant did not suggest that the procedure be enforced by FCC action, he proposed that television networks introduce flexibility into the pricing of time according to the circulation of individual programs. He said it had become customary for networks to absorb production costs of programs that attracted too little audience to justify advertisers footing the full bill for time and production. Mr. Bryant suggested that networks also make "equitable adjustments" in time charges "in terms of circulation" to advertisers that brought in their own shows that were designed to appeal to "significant but less than maximal audiences."

Permanent Job ■ Mr. Bryant urged the commission to create a permanent Office of Network Affairs to "act as the central administrative arm of the commission with responsibility to advise the chief of the Broadcast Bureau and the commission with regard to all non-technical matters relative to radio and television network operations, policies and practices, within the jurisdiction of the commission."

Mr. Bryant did not specify the size or composition of the permanent office he proposed, but one informed source observed that this particular suggestion could be called an example of career planning. Mr. Bryant has served on the "temporary" network study staff since its formation in 1955 and has been chief of it for several years.

In his report of last week, Mr. Bryant expressed the opinion that all of his proposals, except his advocacy of a government-sponsored industry association, could be achieved under existing FCC authority. He suggested, however, that the commission seek an amendment of the Communications Act to give it the power to apply direct regulation to networks.

Legislation to that effect has been pending in Congress, but the FCC asked that action be suspended until the completion of Mr. Bryant's report that was submitted last week.

Program Control ■ Mr. Bryant deplored the corrosive effects of advertiser influence over the content of television network programs. "Network

programs," he said, "should not be produced, designed or chosen entirely or principally in the supposed interests of advertising efficiency, nor should they be edited on that basis in regard to any matter which materially affects either program content or creativity."

He said networks ought to set up systems to provide a "fair hearing" to program creators when advertiser objections are raised. He did not suggest that these systems be enforced by government, but he proposed that they could be applied through expansion of the present mechanisms of the networks' own continuity acceptance departments and the NAB's television code.

Antitrust Angles ■ In his report Mr. Bryant said the network study staff had kept the Antitrust Division of the Justice Dept. informed of matters that might fall within its interest. He claimed credit for instigating the antitrust prosecution of MCA that ended earlier this year in a consent decree preventing MCA from operating both as a talent agency and a producer of films for television.

A seven-year history of tough proposals

Ashbrook P. Bryant, chief of the FCC's Office of Network Study and author of the 190-page report that was secretly distributed to FCC members last week, has had a hand in shaping several major policy decisions. One of the original members of the network study staff, which was formed in 1955, he contributed to its first report issued in September 1957 under the direction of Roscoe L. Barrow, dean of the U. of Cincinnati Law School, who served as first chief of the study group.

The 1957 document, which came to be known as the Barrow Report, contained 1,327 pages of text (roughly 400,000 words) and 158 pages of appendix. Among its proposals that led to FCC actions: Networks were prohibited from acting as spot sales representatives for television stations other than their own. The FCC got from Congress the power to levy fines for infractions of its rules.

In 1959 the network study staff, then under Mr. Bryant's direction, broadened its work to encompass the whole of broadcast programming. As a consequence of extensive hearings, the FCC in July 1960 issued a policy statement asserting that licensees would be expected to perform as they had promised when applying for their licenses and listing 14 types of programming that were "usually" essential in any broadcast schedule to meet public needs. This policy statement has been the guide



Mr. Bryant

for all FCC excursions into programming regulation since it was first issued.

In 1961 and early 1962 the network study staff conducted hearings into television network programming. It heard from producers, writers, directors, advertisers, advertising agency officials and the networks themselves. The recommendations submitted last week were based on that testimony. Mr. Bryant has proposed that a permanent FCC office be established to maintain continuing surveillance over radio and television network operations.

NEWSMEN URGED TO PROTEST

Rep. Moss says he's bothered by news management in government and media failure to contest it

The nation's news media were urged last week to help resolve the information-dissemination dilemma posed during the Cuban crisis so as to protect both national security and the people's need to know what the federal government is doing.

Rep. John E. Moss (D-Calif.) told the California Press Assn. in San Francisco Friday that news media must speak up if the nation is to avoid more "news management."

Rep. Moss is chairman of the House Government Information Subcommittee. Its staff is investigating the government's information policies.

He said he is concerned at the way news restraints were imposed without news media cooperation and how this affects the reporting of news about the government.

Rep. Moss didn't question the President's right to manage the news during the crisis, but he criticized management to cover up information to which the public is entitled.

Before Kennedy ■ Rep. Moss said the practice of news management pre-dates both the Cuban crisis and the Kennedy administration, but in the last few months the White House has been retaining control over government information "to a remarkable degree." Rep. Moss said the President's National Security Council never previously monitored the details of news management as during the Cuban crisis.

He said the news media must bear some of the responsibility. He recalled that three months after taking office,



Rep. Moss

President Kennedy called on broadcasters and the press to exercise restraint in reporting news that might aid America's Cold War enemies.

He said it was obvious that the press was "not about to take upon itself the burden of deciding that the national peril was so great that a sort of do-it-yourself censorship without government guidelines had to be set up."

The result, he said, was that restraints were imposed and news media were not particularly vocal in opposing them.

Within Authority ■ The congressman said the President acted within his con-

stitutional authority as commander in chief in managing the news.

He called on the news media to lead "a broad public discussion of the situation."

Rep. Moss said he hopes consideration of the problem can prevent "a repetition of the absurd State and Defense Dept. directives" requiring officials to report interviews they give reporters. He said some system must be found to replace such "spur-of-the-moment guidelines on sensitive news" as the 12-point White House memorandum that newspaper and broadcasting officials "hurriedly accepted" (BROADCASTING, Oct. 29).

Rep. Moss is expected to hold hearings on government information policies if—as is anticipated—his subcommittee is reconstituted in the next Congress.

FCC refuses to reduce \$4,000 WCUY (FM) fine

WCUY (FM) Cleveland Heights, Ohio, has shown no "cogent reason" why the commission should reduce a \$4,000 fine against the station, the FCC said last week in denying the fm's application for remission or mitigation of the forfeiture.

WCUY had been tagged for an original \$8,000 fine for "willful or repeated violations" of the Communications Act and FCC rules by making equipment and new transmitter test without commission authorization (BROADCASTING, Dec. 11, 1961). The FCC later reduced the penalty to \$4,000 (BROADCASTING, June 25) in considering the nature of the violations.

Field hearing denied in Blythe am case

There will be no field hearing on the application of Geoffrey A. Lapping for a new am station in Blythe, Calif.

In denying Mr. Lapping's request for a hearing there, FCC Chief Hearing Examiner James D. Cunningham said last week that "good cause" for shifting the hearing had not been shown. Examiner Cunningham said that if Mr. Lapping wants the testimony from 100 witnesses and it is too costly for them to come to a Washington hearing, the rules would allow the taking of depositions from witnesses.

Hearings of this type are normally scheduled in Washington, Examiner Cunningham said. He did not reply to Mr. Lapping's contention that he wished to answer misrepresentation charges in the city in which they were made and that the existing am station in Blythe (KYOR) had not solicited local advertisers for business.

Plot against etv held by ch. 13 examiner

An FCC hearing examiner has charged that opposing counsel in a tv comparative hearing case are trying to run up the expenses of an educational tv group by prolonging cross examination.

The allegation was made by Examiner Annie Neal Huntting during cross-examination of Harold S. Hacker, president of the Rochester Area Educational Tv Assn. Inc. It was the eighth day Mr. Hacker had been on the witness stand, and came on Nov. 20 while he was being asked about the financial qualifications of the etv group.

Miss Huntting told Ben Gaguine, counsel for one of the nine applicants competing with RAETA for the dropped-in ch. 13: "I think

you're just trying to run the expenses up for this applicant." Mr. Gaguine heatedly exclaimed: "I resent that on this record." He explained that the long delay was due to RAETA's lack of cooperation in furnishing information to the other applicants. During a recess, attorneys asked Miss Huntting to expunge her remark, but she refused. Mr. Gaguine was cross examining Mr. Hacker in behalf of all the opposing counsel.

RAETA seeks to share the Rochester vhf with Rochester Telecasters, a group of local businessmen. In all, RAETA witnesses have been under cross examination for 14 days. The average for cross examination in comparative tv hearing cases has been two or three days.

TELSTAR & THE WORLD'S LARGEST AIRLINE



World's largest airline makes world's first reservation via Telstar!

Place: A reservations desk in the Air France reservations center at Idlewild Airport. There is an important difference in the phone call that is being received at this moment, however. It was placed at Air France headquarters in Paris, transmitted to the Telstar communications satellite in space, then back again to earth!

This historic "first" is one of many Air France has established. Other examples: first international passenger flight, Paris/London, in 1919; first flight with a

passenger across the South Atlantic, in 1930; first jet passenger flight over the North Pole, Paris/Tokyo, in 1960; first airline to equip its entire Boeing 707 Intercontinental Jet fleet with Doppler radar, an automatic navigational system. And Air France was first to order a remarkable new communication system that now links its 41 offices in North America with over 500 offices around the world. Air France's network covers 201,043 miles of unduplicated route miles,

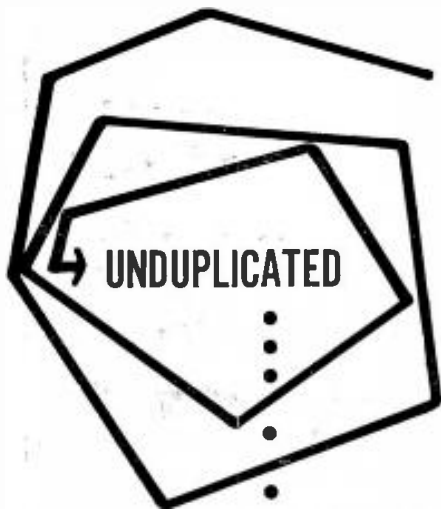
the largest of any airline in the world.

Maintenance and personnel training programs are other areas in which Air France strives for perfection. Pilots as well as crews constantly undergo refresher training. No other airline has higher standards for its personnel. Or for any phase of operations, in fact.

This kind of dedication to excellence has always been a hallmark of Air France, the world's largest airline, through 43 years of international flying experience.

AIR FRANCE

THE WORLD'S LARGEST AIRLINE



**ALL
THE
GREAT
ABC
SHOWS**

Unduplicated coverage makes WSUN your most efficient buy in the Tampa Bay market.

WSUN-TV

Tampa - St. Petersburg

Get all the facts from
Natl. Rep. Venard, Torbet
& McConnell
S. E. Rep. James S. Ayers

FCC EXONERATES BROWN, WSPA-TV

Station's record praised, but it must leave Paris Mountain

Walter J. Brown, president of Spartan Broadcasting Co. (WSPA-AM-TV Spartanburg, S. C.) received a clean bill of health from the FCC last week when that agency adopted an examiner's recommendation to clear Mr. Brown of charges he engaged in off-the-record contacts with the FCC.

The commission unanimously seconded the examiner's findings that Mr. Brown's overall record is enough to "overcome any presumption of disqualification flowing from the misrepresentation found by the Court of Appeals."

The Spartanburg case dates from 1954 when WSPA-TV asked and got FCC permission to change its transmitter site from Hogback Mountain to Paris Mountain. Two uhf stations in the area protested the grant. The grant was twice affirmed by the FCC and twice remanded by the Court of Appeals in the District of Columbia. In one remand the court questioned whether WSPA-TV's original representation that it would transmit from Hogback Mountain was a "willful, calculated and deliberate misrepresentation."

Pending before the FCC is an application from WSPA-TV asking permission to move its transmitter to Caesar's Head, about 15 miles northwest of the Paris Mountain site, a few miles north of Greenville, S. C., from which WSPA-TV has been operating since 1954.

In a statement last week, Mr. Brown said:

"We welcome the commission's decision since it reaffirms Spartan Broadcasting Co.'s qualifications as a broadcast licensee and commends us for operating in the public interest.

"... Implicit in the FCC's action, and, indeed in the opinion of the United States Court of Appeals which preceded it, is an extension of service to the maximum permissible under FCC engineering criteria, and that is what Spartan seeks in the transmitter move to Caesar's Head."

Voided Grant ■ FCC Chief Hearing Examiner James D. Cunningham last year recommended that the FCC void the 1954 grant to Spartan to move its transmitter site to Paris Mountain (BROADCASTING, Dec. 25, 1961). Last week's final decision affirms that recommendation.

Spartan had contended it was necessary to move its transmitter site to obtain a CBS affiliation. At Hogback, Spartan claimed overlap problems with WBTV (TV) Charlotte, N. C., also a CBS affiliate. The FCC agreed with previous examiners' findings that Spartan failed to prove the company was unable to secure another affiliation



Mr. Brown

from the original Hogback site.

Opposing Spartan throughout has been WAIM-TV Anderson, S. C.

No Illegality ■ Although Mr. Brown is known to have talked to former FCC Chairman George C. McConnaughey, there is no question about the legality, the commission said last week. This meeting occurred after the FCC had issued its ruling affirming WSPA-TV's move to Paris Mountain and after the appeals court had remanded the case for further hearing. Mr. Brown's meeting with Mr. McConnaughey, the commission said, dealt with the possibility of taking the case to the U. S. Supreme Court. Thus, the commission stated, the Brown-McConnaughey conversation was not an improper off-the-record approach because both were co-litigants.

The commission also found that Mr.

Henry's public debut

E. William Henry has chosen a highly perceptive audience for his maiden public appearance as a member of the FCC. Commissioner Henry, a 33-year-old attorney who joined the FCC early in October, will address the Federal Communications Bar Assn. in a meeting at the Willard Hotel in Washington Dec. 13.

He also has scheduled an appearance Jan. 24 in Athens, Ga., at the 18th annual radio-tv institute of the U. of Georgia. Joint sponsors of the institute are the Georgia Assn. of Broadcasters and the Henry Grady School of Journalism at the university.

Brown did not initiate and knew nothing of a letter sent by Sen. Strom Thurmond (D-S.C.) to the FCC in behalf of WSPA-TV; and that a telegram to the commission by the Mayor of Spartanburg could not be considered an off-the-record contact since it was placed in the public files.

Except for an "isolated" instance of one-sidedness in the presentation of a program dealing with subscription tv, the FCC said, the record of Mr. Brown and WSPA-AM-TV is "generally excellent." The commission added: "The Spartan record of operation bespeaks an unusual awareness of and responsiveness to community needs, and is such that it strongly overcomes the necessarily adverse conclusions flowing from its sole misrepresentation."

Commissioner E. William Henry did not participate in the decision.

Grandfather rule to protect fms

Existing fm stations that operate with more power and/or antenna height than would be allowed in the zone in which they are located under the new proposed fm allocation rules, will not have to reduce their facilities the FCC said last week.

The proposed rules divide the country into three zones for fm operation and create three classes of stations, each having a specified power and antenna height limitation (BROADCASTING, July 30 and Aug. 6). Under these new rules it was suggested by the commission that existing stations would have to cut excessive facilities so they would conform.

That existing stations would not be protected by a "grandfather clause" brought the commission a rash of comments, strongly charging that any forced reduction in facilities would cause great hardships to the stations (BROADCASTING, Nov. 5). It was also charged that a public disservice would be wrought by power reductions.

In exempting existing stations from the proposed ruling the FCC said, "It was concluded that the tremendous losses in existing service which would result outweighs the possible gains."

The commission warned at the same time that its July 25 decision to preserve existing service "against loss from reduction in facilities does not mean that it will preserve it against whatever interference may result from new assignments made in accordance with the mileage separation rules now obtaining."

In a last word the FCC said that the decision to exempt existing stations has no bearing on the many other objections raised. The fight against forced power decreases was led by southern California stations and the FCC noted these protests in moving to reconsider the power maximums.

Court acquits newsmen in monitoring case

A federal judge in San Francisco last week acquitted a radio news service of divulging the contents of private communications.

U. S. District Judge Stanley Weigel ruled that the government had failed to prove that Kenneth G. Fuller, owner of Broadcaster's News Service, Oakland, Calif., violated Sec. 605 of the Communications Act. Sec. 605 prohibits intercepting and divulging of private communications without the consent of the sender.

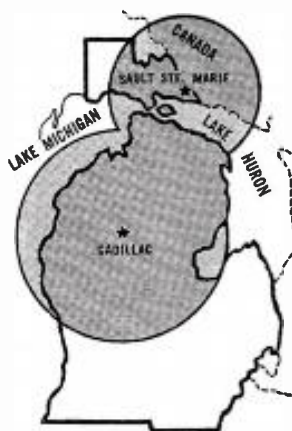
If protection of radio messages is

desired, the Judge ruled, the sender must take steps to keep them confidential. By releasing the radio broadcasts to public press rooms, news media news rooms and other public places, the Judge stated, the sender automatically grants permission to divulge.

Mr. Fuller monitored police, fire and other public safety organizations in the Bay Area and furnished the information via teletype to client radio stations. The government charged that this was a violation of Sec. 605 because some of the agencies preferred not to have their messages made public.

In defense, Mr. Fuller claimed the protection of the First Amendment.

Where Else Can You Find An OPPORTUNITY Like This?



Now that WWTV's new satellite at Sault Ste. Marie is giving us coverage of 874,100 people in Northern Michigan and contiguous Canada—

—one television "buy" (WWTV/WWUP-TV) can actually give you as much coverage in this important industrial "Common Market" as with the area's 20 radio stations or 13 newspapers! Yet our rates are based on our U.S. coverage only!

The effective buying income of this area is \$1,304,145,000 annually. We believe you'll find few other areas of such size and importance that can be so completely saturated—at such low cost —by one TV station. Let Avery-Knodel give you all the facts.



The Folyer Stations

RADIO

WKZZ-KALAMAZOO-BATTLE CREEK
WISF-GRAND RAPIDS
WISF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION

WKZZ-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
NDUR-TV LINCOLN, NEBRASKA
/MAIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9
ANTENNA 1640' A. A. T.
CBS • ABC

CHANNEL 10
ANTENNA 1214' A. A. T.
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

WAVY-AM-TV/GANNETT HEARING SET

A key FCC issue: high-level WAVY management personnel

A hearing was ordered last week by the FCC into the proposed sale of WAVY-AM-TV Portsmouth-Norfolk, Va., to multiple-station-owner and newspaper publisher Gannett Inc. for \$4.5 million. The sale has been pending for FCC approval for 18 months and has been the subject of a long staff investigation.

The hearing was not unexpected (BROADCASTING, Nov. 5) and will be held on the following issues: To determine whether WAVY-TV's licensee, Tidewater Teleradio Inc., failed to carry out representations made in a long comparative hearing preceding the grant of the ch. 10 station to Tidewater as to participation by its principals in the operation of the station; if so, to what extent such failure affected the carrying out by WAVY-TV of its programming proposals.

At the same time, the FCC disapproved a proposed agreement for WAVY-TV to reimburse Beachview Broadcasting Co. \$98,750 for out-of-pocket expenses incurred by the later in a long fight for ch. 10 and agreement by Beachview not to appeal the transfer if approved by the commission. Beachview competed with Tidewater in

the original comparative hearing for ch. 10.

The staff had recommended that WAVY-TV be required to submit a renewal application and that the planned hearing be on the renewal, but the FCC rejected this approach. Commissioners T. A. M. Craven and E. William Henry dissented and Commissioner Robert E. Lee did not participate.

The question as to whether Tidewater fulfilled its staffing proposals arose because of changes in key executives during its first months of operating in 1957. Carl J. Burkland was the first general manager of the station of record; J. Glenn Taylor is the present president and general manager and Hunter C. Phelan was the first president, the FCC says.

The FCC has charged that changes in management personnel were not reported at the proper time and indicated that it relied heavily on the participation of Messrs. Burkland and Phelan in choosing Tidewater over Beachview in 1956.

Questions have been raised by the FCC regarding the character qualifications and good faith of Tidewater and whether the management changes resulted in failures by WAVY-TV to fulfill programming commitments.

In ordering the hearing, the FCC denied related pleadings and protests filed by Beachview. The qualifications of Gannett Inc. are not an issue in the proposed hearing. The date and place of the hearing will be announced later, the commission said.

NEW DAYTIMER RULES? FCC proposal would allow operations before sunrise

Daytime broadcasters are beginning to see the sunshine of pre-sunrise operation after long years of effort.

The FCC last week issued a notice of further proposed rulemaking which would permit daytime only stations to begin operating at 6 a.m. or sunrise, whichever is earlier, in areas without an unlimited time station.

The only condition is that pre-sunrise operations would be limited to 500 w in power and the use of a non-directional antenna.

Calling for comments by Jan. 28, 1963, the commission suggested that the authority for extended time hours for daytime stations would be on a licensed basis, effective three years after adoption of rule changes.

In the interim, the FCC said, daytime stations may commence broadcasting pre-sunrise unless protests are

made of objectionable interference. This is already permissible under Sec. 3.87 of the commission's rules.

In those areas which have an unlimited time station, daytimers would be permitted to operate pre-sunrise but they will have to show exceptional circumstances.

The FCC proposal specifically invites comments on alternative power, time of operation, and whether unlimited time stations should be permitted to operate pre-sunrise with their daytime facilities. It also notes that there are procedural problems involved, particularly Sec. 316 of the Communications Act which prohibits a station's license from being modified without a hearing.

In making the announcement of proposed new rules, the FCC obviously was taking notice of a bill to accomplish this purpose passed by the House of Representatives last summer (BROADCASTING, July 9).

It is believed that some 1,800 daytime stations would automatically qualify for the pre-sunrise operation under the FCC's proposed new regulations.

The FCC said its proposal represents a realistic balance between absolute prohibition of pre-sunrise operations and a blanket authorization.

Harrington, Greenberg get FCC appointments

John Harrington and Robert Greenberg were named assistants general counsel by the FCC last week, filling vacancies that have existed for several weeks. Messrs. Harrington and Greenberg will head the Enforcement and Defense Division and Administrative Law & Treaties Division, respectively.

Mr. Harrington, a veteran FCC staff member, has been chief of the Complaints & Compliance Division since that office was organized in 1960. Mr. Greenberg has been on the staff of Gerald M. Cahill, assistant general counsel for legislation.

At the same time last week the FCC gave new titles to four staff attorneys under General Counsel Max Paglin. Henry Geller, top assistant as associate general counsel, becomes deputy general counsel. Named associates general counsel were Daniel Ohlbaum, assistant general counsel for litigation; Hilbert Slosberg, assistant to the general counsel; and Mr. Cahill. The new titles do not involve changes in duties or responsibilities for the jobs.

Other key FCC staff appointments made last week included Curtis Plummer as executive director, Robert Cox as assistant executive director and William Ray as chief of complaints and compliance, replacing Mr. Harrington (see WEEK'S HEADLINERS, page 10).

333,501

(APPROXIMATELY)

Give or take a few, WSBT-TV has added 333,500 persons to its potential audience. WSBT-TV now covers 8000 sq. miles in Northern Indiana and Southern Michigan... has a total potential audience of 1.3 million. And it's all based on a new 1047 ft. tower, FCC contour maps and the 1960 census. This new TV market situation in South Bend warrants your study. We have the details; so have Raymer men. Check us out!



WSBT-TV

SOUTH BEND, INDIANA
Channel 22

Paul H. Raymer, National Representative

EIA GROUP TO MONITOR STEREO FM

Winter conference told of poor transmission problems

A special engineering committee of the Electronic Industries Assn. is going to police the fm airways to keep stereo broadcasters on their technical toes. This is one of the major decisions made at the EIA's winter conference in San Francisco last week.

The EIA group will establish a nationwide monitoring service to observe the technical transmissions of fm stations broadcasting two-dimensional sound. Any deviations from the approved technical standards will be reported to the FCC.

The monitoring activity is an outgrowth of complaints made to set manufacturers by retailers and servicemen that some fm stations are not operating properly for stereo. This problem was raised at a meeting two months ago between EIA representatives and FCC staff engineers, at which the FCC conferees suggested that EIA monitor stereo transmissions and report any deviations to the commission.

EIA vs. EIA. Also last week, the consumer products division voted to oppose a request by the association's mobile section that the FCC reassign uhf television chs. 14 and 15 to land mobile communications use. Television, the consumer group contends, needs all the frequencies allocated to it on a long-range basis.

This is the first time in EIA history that two groups within the association have opposed each other.

Earlier in the week, the consumer products division heard two young San Franciscans appeal to the nation's receiver makers to lend a hand in helping fm stations put stereo over.

Gary Gielow and James Gabbert, co-owners of KPEN-FM San Francisco, told the group that many stereo broadcasters need help through increased advertising by set producers and also promotion guidance. This is particularly true of fm-only operators, they said.

Stereo broadcasters can use advertising layouts, suggestions for news releases and promotion assistance, they said.

One of the principal ingredients in making KPEN-FM a leading stereo station, Mr. Gielow said, is that it hews strictly to the technical standards for transmission. KPEN-FM tried hard to stay away from the image foisted on too many tv stations in the early days of colorcasting: "Green people."

In the Black KPEN-FM broadcasts stereo 18 hours a day and, according to its owners, has been in the black from the day it began. There are 100,000

stereo sets in the Bay Area, Messrs. Gielow and Gabbert reported, and by the end of next year they expect another 150,000.

The station will broadcast the San Francisco Symphony live for two hours each week, they announced. The symphony will be sponsored, but the program will carry no commercials.

They also plan to broadcast live drama, making use of stereo's separation to enable the listener to follow the action as it moves from one side of the stage to the other. They also related experiences with department store tie-ins on stereo merchandising, asserting that one store (Hales) so stimulated stereo sales the store manager said it was "like Christmas week."

Most of the difficulties with stereo today, Mr. Gielow said, is due to the failure of set owners to install proper outdoor antennas.

In other actions by EIA groups:

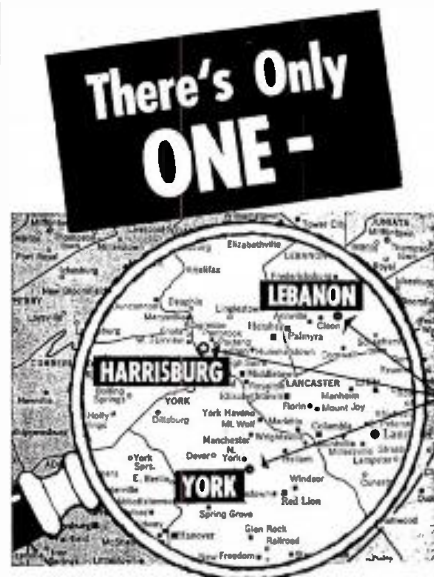
Consumer Products division accepted a definition of high fidelity for "packaged hi fi" products for submission to the Federal Trade Commission.

The FTC asked for guidance in this field earlier this year after receiving complaints from the public about advertising claims. The definition will be made public after it is submitted to the trade agency. The definition, worked out by a committee headed by Armen E. Allen, Philco Corp., Philadelphia, should apply to the 1965 line, the committee recommended. This is because radio and tv manufacturers already are working on their 1964 lines.

Two Kinds of Hi-fi The EIA recommendation will be one of two definitions of high fidelity, it is understood. The other, presumably more stringent, is expected to be submitted to the FTC by the high fidelity components manufacturers' High Fidelity Assn.

A report on uhf television by L. M. Sandwick, consumer products staff director, based on returns to a questionnaire to all uhf stations, was received enthusiastically by the division. The document lists all operating commercial and educational uhf stations, all holding permits and includes a list of all applicants for uhf frequencies.

EIA President Charles F. Horne, General Dynamics/Pomona president, predicted \$15.1 billion in total factory sales in electronics in 1963. This is \$2 billion more than the predicted 1962 totals. Consumer products will move from an estimated \$2.3 billion in factory sales in 1962 to \$2.5 billion, Admiral Horne predicted.

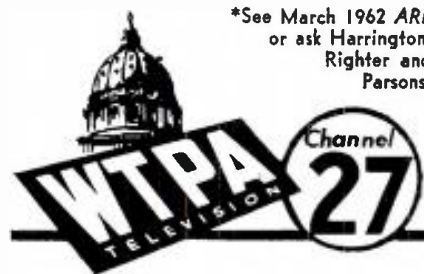


AND IT'S A

GOOD ONE*

NOW THERE IS ONLY ONE STATION IN ALL OF CENTRAL PENNSYLVANIA WHICH CARRIES THE COMPLETE LINEUP OF ABC NETWORK PROGRAMS. Only on Channel 27 can the people in Harrisburg, York and Lebanon see **BEN CASEY, MC-HALE'S NAVY, STONEY BURKE, COMBAT, LAWRENCE WELK**, and all the other top audience producers. And they can see them better from our new, taller tower (500' high) and more powerful antenna. Just watch us—everybody does!

*See March 1962 ARB or ask Harrington, Righter and Parsons.



HARRISBURG, YORK & LEBANON

Mechanical trouble causes Telstar to fade

SATELLITE'S LIFE WAS LONG ENOUGH FOR ALL TESTS

After four months of sparkling performances, America's bright Telstar, the first operating communications satellite, has flickered and died.

That's the sad news reported last week by Bell System scientists after a week of trying to confirm and correct trouble in the command circuit of the AT&T satellite.

The command circuit turns the satellite's transmitter and receiver off and on. The satellite's operating elements were turned off regularly to conserve power after it passed over the Bell System's station at Andover, Maine.

The first difficulty was observed by the Andover station two weeks ago. On subsequent passes during the next few days, responses to command were intermittent. The last time the command circuit worked properly was Nov. 23.

The difficulties do not affect telemetry transmission, Bell said. The telemetry circuit continues to send back reports on radiation, condition of the satellite and its components, temperature readings, the effect of radiation on

solar cells and transistors, etc.

All the experiments originally planned for Telstar have been carried out, it was reported. These included 47 trans-Atlantic television programs, five of them in color; 400 other programs covering telephony, telegraphy, data, telephoto and facsimile transmissions, etc. More than 250 technical tests have taken place.

Bell System's announcement emphasized that the command circuit used in Telstar is not likely to be the same circuit which is to be used in commercial satellites.

Rules for Stock ■ In the meantime, the FCC last week proposed rules to regulate the method by which common carriers can buy stock in the Satellite Communications Corp. Under the law, no more than half of the stock may be sold to carriers, but the carriers must have FCC permission to invest in the company.

Asking for comments by Dec. 14, the FCC said it hopes to administer these provisions so that there is the "widest

possible ownership of shares of stock of the corporation consistent with the public interest."

Under the proposed rules, the commission said it would entertain applications from all communications common carriers furnishing interstate or foreign communications by wire or radio. This is meant to include, the FCC said, the 3,000 independent telephone companies in the United States whose sole role in interstate or foreign communications is as connecting carriers.

New tv-film 'leader'

An innovation in tv film "leaders" has been developed by George Leroux Co., New York, in collaboration with WABC-TV New York.

Leroux has started manufacturing a special leader approved by the Society of Motion Picture & Tv Engineers that eliminates the wasted black portion of present SMPTE-tv leaders, which stations pay for, but usually do not use. As the new leader does not have to be cut and spliced, it represents a saving of both time and money to stations. Price lists are available on request from Leroux (251-257 W. 42nd St., New York 36, N. Y.).

INTERNATIONAL

Fewer Yankee tv shows in BBC's future

12% U.S. CONTENT TO DROP WHEN NEW NETWORK STARTS

BBC-TV plans to use fewer American-made television programs in the future, according to Kenneth Adam, director of BBC-TV. The reason: audience ratings show that British viewers prefer British programs.

In a speech last month, Mr. Adam said, "Unless there is a big change in the type of American product, I would expect we should be buying fewer programs as time goes on."

He cited the *Dick Powell Show* as "possibly the best series ever made in Hollywood" but said it is not as popular

as a similar British-made series on the commercial network.

BBC-TV's police thriller *Z Cars* gets twice the audience of the American-made *Route 66* on the commercial network, and *Sam Benedict*, also on the commercial network, is not as popular as BBC-TV's *Dr. Finley's Casebook*.

BBC-TV is now devoting about 12% of its program schedule to American-produced programming, according to Mr. Adam. When its second network begins in April 1964, the percentage of American programming will go

down, he stated. The second network will be used to introduce and develop new shows.

Future BBC-TV plans call for the introduction of color programming, which Mr. Adam said "will always be very expensive," and for more live relays from Europe. He predicted that color tv will not be used more than two hours in an evening because of the cost.

CBC carries disputed football telecast

The Canadian Broadcasting Corp. and sponsors of the Grey Cup football classic on Dec. 1 reached agreement on carrying the game with a minimum of commercials last Tuesday (Nov. 27). The agreement was for the game to be fed to CBC-TV from the competitive CTV Television Network at Toronto, where the Hamilton (Ont.) Tiger-Cats played the Winnipeg Blue Bombers for the Canadian championship.

The Board of Broadcast Governors had ordered that the Grey Cup game be carried by all CBC-TV stations as well as CTV's nine stations (BROADCASTING, Nov. 26). The BBG had planned a special regulation to require the CBC to carry the game with all commercials. CBC balked at this requirement and offered to carry the game on its full network with courtesy

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Young & Rubicam opens Italian office

George H. Gribbin (right), president and chief executive officer of Young & Rubicam Inc., New York, was greeted Nov. 19 by Roberto Massari, Milan City Counsellor, at the opening of Young & Rubicam's first office in Italy.

The Milan branch is Y&R's third European office. Located at 8 Angelo Via Torino, it will be headed by Sumner J. Winebaum, managing director. Donald McPherson, formerly in the agency's London office, will be art director. Corrado Zincone will be in charge of the contact department, and Rita Maiocchi will be media director.

Y&R, in addition to its three European branches, has two offices in Canada and five in Latin America.



announcements for the sponsors.

During the week the various sponsors agreed to this, with British American Oil Ltd., and Labatt Ltd., brewery, agreeing just 45 minutes before BBG's deadline.

Sponsors paid \$175,000 for tv rights to the game.

Turkey etv plans depend on exchange

Construction of a nation-wide government etv network is being planned in Turkey, it has been reported.

Lack of electrical power in all but 1,600 of Turkey's 35,000 towns and villages, will restrict etv to a very few population centers.

Turkey has no etv now. It is understood that country may be seeking an arrangement whereby it would accept transmitters and equipment from a nation in exchange for exclusive import and sales rights to the originating country.

Initial planning calls for the installation of 500,000 large-screen sets.

ABC takes presentation to three foreign cities

"ABC Worldvision—Your Passport to the Future," a major ABC International Television presentation first made before U. S. industry leaders Oct. 31 (BROADCASTING, Nov. 5), will be offered in three foreign cities this month.

The presentation, reportedly the first under the banner of world-wide tv, will be given at the Hotel Maria Isabel in Mexico City, Dec. 4 (tomorrow); the Cafe Royale, London, Dec. 11, and the Hotel Richmond, Geneva, Dec. 13. The presentation depicts the development of tv from its beginning to the present era

of "unlimited international possibilities on the international front."

ABC International serves an estimated 14 million tv sets in 17 nations.

Lennen & Newell opens new office in England

Lennen & Newell Inc., New York, last week announced the opening of its first office in Europe.

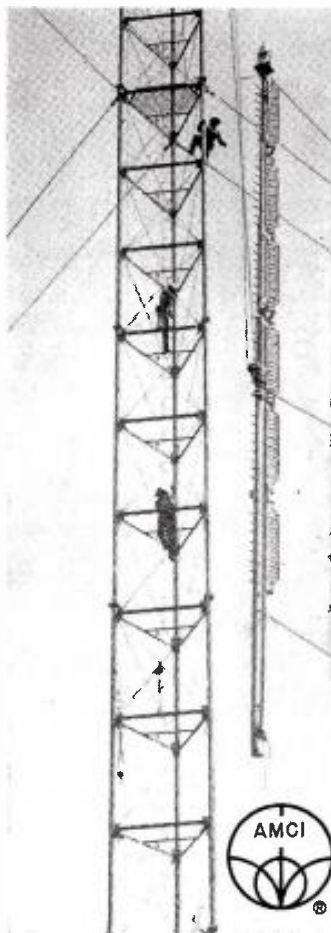
It has established a new advertising agency in London, which will be jointly owned by L&N and the Lonsdale-Hands Organization Ltd. (British advertising-marketing holding corporation), whose advertising subsidiaries are Greenly's Ltd. and Crossley & Co. Ltd. The new agency will be called Crossley, Lennen & Newell Ltd., and will be located at Furnival House, 14/18 High Holborn, London, WC 1.

Lennen & Newell, whose total annual billings are approximately \$100 million with \$60.5 million in radio-tv (BROADCASTING, Nov. 19), has an international office, in San Juan, Puerto Rico.

Canadians harder to sell via tv than U.S. viewers

A test of 15 commercials used successfully in the United States showed that 12 did not do as well in Toronto, Ont., as in New York. The remaining three did about the same in both cities.

The test was made by Schwerin Systems Ltd., Toronto, for advertisers planning to use the same tv commercials in Canada as in the U. S. Michael Davison, manager of the Toronto office for Schwerin Systems, reports "a tendency for Torontonians to be slightly harder to move. The sharp disparity in effectiveness of these U. S. commercials is most untypical."



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 - Tower-mounted TV and FM Transmitting Antennas
 - Standby TV and FM Transmitting Antennas
 - Diplexers
 - Vestigial Sideband Filters
 - Coaxial Switches and Transfer Panels
 - Power Dividers and other Fittings
- Write for information and catalog.



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Screen Gems hits 1st quarter high

Screen Gems Inc., New York announced on Nov. 27 earnings of \$467,717 (18 cents a share) for the first quarter ended July 29, 1962, as compared with \$341,735 (13 cents a share) in same period a year ago.

The earnings, reported at Screen Gems' annual stockholders meeting, are the highest in the company's 14-year history, according to A. Schneider, president of the corporation.

Reelected as members of Screen Gems' board of directors: Mr. Schneider; Jerome S. Hyams, executive vice president; Leo Jaffe, first vice president; John H. Mitchell and William Dozier, vice presidents; Samuel J. Briskin, Alfred Hart, Louis J. Barbano, Donald Stralem and Leo M. Blanke.

Crowell-Collier has 34% sales increase

An increase of 34% in consolidated sales for the first nine months of 1962 has been reported by Crowell-Collier Publishing Co. Sales and revenues for the first three quarters of 1962 reached \$69,804,072, compared to \$52,036,116 for the same period in 1961. Net income after taxes for the 1962 nine months was \$3,510,969 (\$1.12 a share) compared to last year's \$3,400,763 (\$1.10 a share).

A 4% stock dividend was voted by Crowell-Collier directors on Oct. 9, payable Dec. 7 to stockholders of record Nov. 14. This marks the fourth year in which a fourth quarter 4% stock dividend has been paid.

C-C broadcast stations are KFWB Los Angeles, KEWB Oakland-San Francisco, both California, and KDWB Minneapolis-St. Paul.

Tv-Electronic Fund's net assets are down

Total net assets of Television-Electronic Fund Inc., Chicago, at the end of its fiscal year ended Oct. 31 were \$331,036,467, Chester D. Tripp, president, said last week in his annual report to stockholders. This is a drop of over \$100 million from total net assets of \$443,808,376 a year earlier. Net asset value at the end of the fiscal year was \$6.59 per share, compared with \$8.92 at end of the 1961 fiscal year. The per share value for 1962 does not include a 36 cents per share capital gain distribution made during the year.

On Nov. 1, the fund declared a 26

IRS to review tax rule on expense accounts

New rules covering travel and entertainment expenses for tax purposes will be reviewed at a public hearing to be held in Washington tomorrow (Dec. 4) by the Internal Revenue Service.

The rules will become effective Jan. 1 unless changes are made as a result of the hearing. They are important in the travel-minded broadcasting and advertising industries.

IRS issued the regulations after passage of an administration-inspired law last summer.

In essence, the rules require itemized reports on all entertainment expense items over \$10. The tightened procedures are expected to bring in \$125 million additional revenue. This is a factor in proposed tax cuts to be submitted to Congress in January by President John F. Kennedy.

Mortimer Caplan, Commissioner of Internal Revenue, said last week the rules are intended to stop "expense account living as a way of life." Legitimate business deductions need cause little concern, he said.

"Bona fide travel and entertainment expense, incurred principally in furtherance of a taxpayer's trade or business is still allowable. It will be a vigorous but fair program."

Mr. Caplan said IRS is working cooperatively with business groups to achieve improved tax administration. IRS wants to stop abuse of expense accounts by those who disguise personal items as business.

A feature of the rules will be the need for close and direct relationship of entertainment and other expenses with "active conduct" of trade or business. IRS holds "the predominant purpose must be to further trade or business, and the surroundings must be conducive to this end."

Here are some high spots of the rules: Goodwill entertaining immediately preceding or following substantial and bona fide business discussions is still deductible. A limitation of \$25 per year is placed on business gifts; travel and entertainment deductions are to be "flagged" by separate identification on tax returns.

cents per share distribution, representing total net capital gains realized during the fiscal year; and a final quarterly dividend of 5 cents per share payable from investment income. The last quarterly dividend brings to 14 cents per share the total dividends in 1962.

Rollins 6-month net 25% over last year

Net earnings of Rollins Broadcasting Co. were \$323,200 (34 cents a share) for the first six months of the company's fiscal year ended Oct. 31. This is 25% above the \$258,006 (27 cents a share) net earnings reported for the same period last year. Revenues for the half-year reached \$3,948,919, up 32% over last year's \$2,999,289 for the same period. Total cash flow for the 1962 period was \$993,684, compared to \$744,030 for the same period in 1961.

O. Wayne Rollins, president of the company, reported that the new transmitting tower at WPTZ-TV Plattsburg, N. Y., has expanded coverage by 40%. Other Rollins stations: WEAR-TV Mobile - Pensacola, WCHS - AM - TV Charleston-Huntington, WNJR Newark (New York), KDAY Santa Monica (suburb of Los Angeles), WBEE Harvey (Chicago), WRAP Norfolk, WGEE Indianapolis, and WAMS Wilmington, Del.

Paramount film duds blamed for finances

Unfavorable public reception of two motion pictures was blamed last week for Paramount Pictures' estimated consolidated losses of \$1,107,000 or 66 cents per share for the third quarter.

In the like period for 1961 earnings were estimated at a profit of \$890,000 or 53 cents per share plus an investment profit reported at \$558,000 or 33 cents per share.

Including this year's third-quarter loss, Paramount reports estimated consolidated earnings for nine months ended Sept. 29 at \$594,000 or 36 cents per share. Comparative earnings for the like period a year ago amounted to \$5.31 million or \$3.15 per share plus an investment profit of \$980,000 or 58 cents per share.

Technicolor earnings down

Technicolor Inc. had earnings after taxes of \$433,850, or 16 cents a share, for the nine periods ended Sept. 29 compared to earnings of \$1,438,945, or 55 cents a share, for the like period of 1961 (exclusive of non-recurring income of \$517,000 from Technicolor Ltd.). Sales for the first nine periods of 1962 were \$42,689,527 versus \$40,460,178 for the same part of 1961.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Selkowitz

Milton Selkowitz, formerly with CBS Electronics and Columbia Record Div. of CBS Inc. for 16 years, named general manager of Sealy Mattress Co. of New York.

Gordon Ellis, president of milk products division of Pet Milk Co., St. Louis, elected executive vp in charge for operations of parent company. Mr. Ellis is succeeded by **W. N. Harsha**, vp and assistant to president of parent Pet Milk Co.

Ovid R. Davis elected staff vp, industry relations, and **William A. Boykin Jr.** elected treasurer of The Coca-Cola Co., Atlanta, Ga.

Larry Taylor elected executive vp of The Cain Organization, Dallas-based public relations firm.

B. Felix McGuigan, product manager of Bayer Aspirin, Glenbrook Labs., division of Sterling Drug, New York, elected divisional vp.

Robert L. Edens Jr., vp and associate copy director of Leo Burnett Co., Chicago, appointed creative director in recent realignment of agency's creative service division.

Ewing R. Philbin Jr., president of Fluid Dynamics Corp., Santa Clara, Calif., joins Guild, Bascom & Bonfigli, New York, as account executive. Mr. Philbin served as account executive with Young & Rubicam from 1951 to 1959. **W. Robert Wilson Jr.**, former media

supervisor of BBDO, to GBB's San Francisco office as media analyst.

David Rundell, copy group head with Warwick & Legler, New York, and former copy chief of Kenyon & Eckhardt, San Francisco, joins Leo Burnett, Chicago, as copy supervisor.

George Eells, writer-editor of *Look* magazine for 17 years, joins The Pat McDermott Co., pr firm, as account supervisor and writer. Mr. Eells will operate from both Los Angeles and New York offices.

Mark Zizzamia, timebuyer at Compton Adv., joins Morse International, New York, as account executive on Canadian accounts.



Mr. Mayer

Harold L. Mayer, vp in charge of account services for The Jack Wyatt Co., Dallas-based advertising and pr agency, elected executive vp. **James R. Alderdice**, account supervisor, succeeds Mr. Mayer as account

services vp. Mr. Mayer, former advertising manager for apparatus division of Texas Instruments, joined Wyatt in 1961 as account executive. Mr. Alderdice came to Wyatt in March from Collins Radio Co., where he served as international advertising manager.

Robert Rowe, formerly with Campbell-Mithun and Leo Burnett, joins Knox Reeves Adv., Minneapolis, as tv art director.

Robert C. Toay, assistant art director of Geyer, Morey, Ballard, New York, named art director in Detroit office.

TvB creates executive vp post; elects four vps



Mr. Huntington

Mr. O'Mara

Mr. Evans

Mr. Colvin

Mr. MacRae

George G. Huntington, vp and general manager of Television Bureau of Advertising since 1958, last week was named to new post of executive vp. Mr. Huntington was media research executive at several agencies and at ABC before joining bureau as director of sales development and assistant to president.

TvB also announced two new vps

on Wednesday (Nov. 28). They are: **Jack O'Mara**, director of western division in Los Angeles, and **Jacob A. Evans**, director of central division in Chicago. In addition, Mr. Huntington, today (Dec. 3) announces election to vp of **William B. Colvin**, who is in charge of member services, and **William B. MacRae**, director, spot television.

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Retiring NARTFD president greets new officers

Carl Meyerdirk (l), KVOO-AM-TV Tulsa, Okla., retiring president of National Assn. of Television & Radio Farm Directors, extends his congratulations to the association's new slate of top officers for 1963 (continuing l to r): Bruce Davies,

KFAB-AM-FM Omaha, president; George Menard, WBBM-TV Chicago, vp; Orion Samuelson, WGN Chicago, secretary-treasurer; Frank Raymond, WDVA Danville, Va., historian. Regional officers were elected earlier (AT DEADLINE, Nov. 26).

nouncer, and James Ranney, transmitter supervisor to chief engineer. Harold Parry, WCKY sales manager, resigns.

Davis L. Morris, former product promotion supervisor for Monsanto Chemical Co., St. Louis, named sales service manager of CBS-owned KMOX-TV, that city.

Willard Butler, salesman with KMLA (FM) Los Angeles for past year, joins sales staff of KIEV Glendale, Calif.

Fred D. Pestorius named manager of WHEC Rochester, N. Y., effective January 1, 1963. Mr. Pestorius joined WHEC as director of local radio sales in August 1953, and was appointed to his present post of sales manager in January 1958.



Mr. Pestorius

Don DeCarlo, former assistant media supervisor of Needham, Louis & Brorby, Chicago, joins sales staff of WGN, that city.

Richard Rakovan, former manager of Dot Records factory branch in Buffalo, N. Y., joins sales staff of WKBW-AM-FM, that city.

Robert L. Stephens, tv salesman at Peters, Griffin, Woodward, joins The Katz Agency, San Francisco, in similar capacity.

John F. Wade, radio-tv research director of Avery-Knodel, New York, joins WFIL-AM-FM-TV Philadelphia as director of research. Mr. Wade joined Avery-Knodel in 1949 as radio-tv salesman in



Mr. Wade

rep firm's Chicago office. He was later transferred to New York office, specializing in tv sales, and named director of research in March 1959. Gilbert H. Thompson, former account executive with WIND Chicago, appointed WFIL-TV account executive. Lou Frankel, account executive with Sol Zatt & Co., Philadelphia pr firm, named director of publicity for WFIL stations.

Stuart S. Hazard, former production manager of WILX-TV Lansing (Onondaga), Mich., promoted to station manager of WJCO Jackson, Mich. Dennis D. Cobb, WILX-TV film director, named production manager, replacing Mr. Hazard.

Ray Strangio appointed account executive on local sales staff of KGW Portland, Ore.

C. P. Persons Jr., vp and general manager of WKRG-TV Mobile, Ala., and Mildred Walker of Birmingham

THE MEDIA

James L. Middlebrooks, former consulting engineer, joins ABC in new position of director of engineering facilities. As consulting engineer since 1961, Mr. Middlebrooks specialized in design of complete radio and tv broadcasting systems. He served as director of engineering and planning for King Broadcasting Co. in Seattle from 1952 to 1961 and as chief facilities engineer for ABC, 1946-1952. In 1946, Mr. Middlebrooks was director of engineering for NAB.



Mr. Middlebrooks

and WGBA, both Columbus, Ga., appointed station manager of WOKS, that city.

Charles Lintgen, former account executive with KRNT Des Moines, Iowa, appointed sales manager of WTHI-AM-FM Terra Haute, Ind.

Lawrence W. Grogan Jr. joins sales staff of WBEN-AM-FM Buffalo, N. Y., replacing James H. Gardner, who becomes sales manager of WHEC-TV Rochester, N. Y.

Paul Miller named station manager of WCKY Cincinnati. Other WCKY appointments: Essie Rupp, program director; Steve Kline, assistant program director; Murray Roberts, chief an-

Bob Ruppel, formerly with WDAK

United Press International

Facsimile Newspictures and

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Build Ratings

were married last week, and have embarked on honeymoon among islands southeast of Cuba. Mr. Persons is former general manager of WAPI-AM-FM-TV Birmingham.

Walter D. Scott, executive vp of NBC, named chairman of radio-tv committee for 1962 United Hospital Fund Campaign.

Michael Asselta, senior systems analyst at ABC, named business manager of WABC-AM-FM New York.

Robert L. Hosking, account executive with WCBS-AM-FM New York, joins CBS Radio Spot Sales in similar capacity.

Myron (Mike) Weinblatt, director of pricing and financial services for business affairs of NBC-TV network, appointed manager of participating program sales. Mr. Weinblatt joined NBC in 1957.



Mr. Dowdle

James C. Dowdle, for three years with Edward Petry & Co. and The Katz Agency, joins KWTW (TV) Oklahoma City as national sales manager.

Jack Walsh, chief engineer of WMAK Nashville, Tenn., promoted to engineering supervisor for all LIN Broadcasting stations (WAKY Louisville, Ky.; KEEL Shreveport, La.; KAAY Little Rock, Ark., and WMAK Nashville, Tenn.).

Bob Gage, resident manager of KBIG Avalon, Calif., assumes added duties as program director, replacing **Allen Davis**, who resigned. **Bill Schubert** named program director of KBIQ (FM) Avalon and **Verne Freeman** elevated to KBIG's chief announcer. Both stations are owned by John Poole Broadcasting Co.

David M. Sacks, vp and general manager of KGO-TV San Francisco, named chairman of radio-tv March of Dimes committee in Bay Area for 1963.

James A. Beatty, former merchandising manager of WNBC-AM-FM New York, joins WINS, that city, as director of merchandising. **Charles Amato**, WINS salesman, promoted to sales development manager.

Clark E. Hefner joins merchandising department of WSTV-TV Steubenville, Ohio-Wheeling, W. Va., as retail supervisor.

Red Jones, program director of WQXI Atlanta, joins WDGY Minneapolis-St. Paul, in similar capacity.

Marshall J. Savick named to photographic staff of WITI-TV Milwaukee.

Dick Femmel, news director of

WXYZ-AM-TV Detroit, named editorial director for WXYZ stations.

Paul C. Parker, United Nations correspondent for Metropolitan Broadcasting, joins WINS New York as senior New York news correspondent. **Reg Laite**, formerly with WBZ Boston, named WINS's evening news editor.



Mr. Grossman

Henry Grossman, former vp for facilities and New York operations of National Telefilm Assoc., joins ABC-TV as director of national film and video recording services. Mr. Grossman served with CBS from 1930 to 1959 as director of tv facilities operation, director of operations, director of film service and production, director of technical operations and chief engineer of WCBS New York.

Rudy Bergman, publicity manager for press information department of CBS Radio, New York, appointed manager of news and public affairs unit.

Leo Rumsey, member of announcing and news staff of KIRO-TV Seattle, Wash., appointed news director of KETO-AM-FM, that city.

David N. Blount named director of news and public affairs for WKAT-AM-FM Miami Beach, Fla. **Lee Phillips**, former WKAT news director, resigns to accept similar position with WINZ Miami. **Jerry Berke**, formerly with WCKR-AM-FM Miami, joins Miami Beach outlet as air personality. Other additions to WKAT news staff: **Ross Stone**, **Dick Richards**, **Terry Parker**, **Bob Harrington**, **Haig Ellian**, **Raleigh Mann**, **Charles Hale**, **Cal Carter** and **Jack O'Connor**.



Mr. Golden

Alan Golden, account executive at KBOX Dallas since 1958, promoted to local sales manager. **Tom Murphy**, member of station's programming department, named operations manager.

Louis F. Sanman, manager of program production services, appointed to newly created position of manager of live production and facilities of ABC-TV, Hollywood.

Jim McManus, political specialist and statehouse reporter for WFBM-AM-FM-TV Indianapolis, resigns to become director of Aeronautics Commission for State of Indiana.

R. Bradley Cummings, formerly with Georgia Center of Continuing Education, U. of Georgia, joins WMSB (TV), Michigan State U.'s educational ch. 10



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outlet in Onondaga, as editor and film cameraman. Other WMSB (TV) appointments: **Duane G. Straub** and **Patrick G. Siemon**, tv cameramen; **Haley G. Michelson**, director, and **Margaret McCutcheon**, assistant to promotion director.

Hal Searls, formerly with KKHI San Francisco, joins morning personality staff of WLOL-AM-FM Minneapolis-St. Paul.

Bruce Lawrence, assistant promotion manager of WFGA-TV Jacksonville, Fla., joins WNBK-AM-FM-TV Binghamton, N. Y., as merchandising and promotion director. Mr. Lawrence joined Florida outlet in June 1957.

Jacquelenn Handshaw, continuity director of WSBA-AM-FM York, Pa., joins WIBG-AM-FM Philadelphia as director of station's promotion department.

Jim Christtenat, former second assistant superintendent of Senate radio-tv correspondents gallery, U. S. Capitol, joins new ABC News Washington bureau as production assistant. **Jayne Roth**, former news secretary to Sen. Strom Thurmond (D-S.C.) (1959-62), becomes third assistant superintendent, replacing **Nancy Lafevre**, who resigned.

Henry Cassidy, foreign news analyst for WNEW-AM-FM New York, left Nov. 24 to begin special four-month

assignment at Radio Free Europe headquarters in Munich, Germany. In addition to undertaking special assignments for WNEW, Mr. Cassidy will serve as public information representative for RFE Fund, reporting regularly on RFE's work on breaking communist monopoly on information.

Lou Gillette, formerly with KJR Seattle, Wash., named news director of KVI, that city, replacing **Bill Goff**, who was recently promoted to operations manager.

Ronald Van Nostrand, for past six years motion picture cameraman for Senate film studios at U. S. Capitol, joins news and public affairs department of WMAL-TV Washington. Mr. Van Nostrand will supervise filmed sequences of station's *On Location* program, telecast each Friday from 10:30 to 11 p.m.

E. Mitchell Shulman, chief design engineer for new transmitting and receiving equipment of World Radio Labs., Council Bluffs, Iowa, and former manager of WOWY Clewiston, Fla., named manager of public service and promotion for KETV (TV) Omaha. He succeeds **Robert F. Coats**, resigned.

William L. Armstrong, owner-manager of KOSI Aurora, Colo., elected to Colorado's State House of Representatives.

Joseph S. Sinclair, president of The Outlet Co. and general manager of company's WJAR-AM-TV Providence, R. I., elected vp of newly formed Citizens for a Constitutional Convention Committee in Rhode Island. The group, whose intention is to revamp the state constitutional structure, is attempting to mobilize support among citizens for an open constitutional convention.

Edna H. Strosnider named promotion-publicity manager of KGUN-TV Tucson, Ariz. **Jack Jacobson**, for past 10 years with WHIO-TV Dayton, joins KGUN-TV as production manager.

PROGRAMMING

David Raksin elected president of Composers & Lyricists Guild of America, Los Angeles, for 1962-63, succeeding **Leith Stevens**, who held post since founding of CLGA nine years ago. Other officers elected: **Jeff Alexander**, 2nd vp, succeeding Mr. Raksin, and **Jerry Livingston**, secretary-treasurer. First and third vps will be elected by New York section of guild's executive board.

Allan Wallace, former account executive with Video Tape Productions of New York, elected vp in charge of sales for Video Tape Unlimited, that city.

Steve T. Marchetti, former merchandising and general marketing executive

for Walgreen Drug Co., joins Marshall-Burns Div. of Technicolor Inc., Hollywood, as vp in charge of marketing.

Leo M. Brody, former film buyer for T.V. Stations Inc., named manager of station relations for Television Affiliates Corp. (TAC), New York. Mr. Brody also served as eastern division manager of Trans-Lux Television Corp.

Phillips Wyly, an NBC-TV program director, joins Independent Television Corp., New York, in newly created position of production executive.

Hank Davis, northeastern sales manager for Storer Programs Inc., New York, appointed national marketing manager. Mr. Davis will be responsible for coordinating special sales projects as well as research and promotion.

James L. Grubb, formerly with United Artists Television, joins Films Inc., Wilmette, Ill., subsidiary of Encyclopaedia Britannica Films, as director of distribution.

Francis R. Montalbano, formerly with ABC legal department in New York, appointed director of legal affairs for Desilu Productions. **Ira Reiner**, business representative of Screen Extras Guild, becomes Desilu contract manager.

Aaron E. Loney, business representative in Pittsburgh for United Press International, named regional executive. Mr. Loney will be responsible for maintaining liaison between UPI and clients in western Pennsylvania and West Virginia.

Mac St. Johns, motion picture publicist, appointed assistant studio publicity director of Paramount studio in Hollywood.

INTERNATIONAL



Mr. Seth

William R. Seth Jr., executive director of Television Bureau of Advertising of Canada since its formation in August 1961, elected executive vp. Before moving to Canada, Mr. Seth served as tv program supervisor at

Lennen & Newell, in charge of Colgate-Palmolive tv unit and also tv supervisor for American Gas Assn. and P. Lorillard accounts. Between 1950 and 1958, Mr. Seth held similar position with MacManus, John & Adams, and was tv-radio vp at Lewin, Williams & Saylor and Needham & Grohamann.

Kevin McCourt appointed director-general of Telefis Eireann, Irish tv network, Dublin.

Bob Ranson, former national sales manager of CHEC Lethbridge, Alta., to account manager of James Lovick &

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Co. Ltd., Calgary, Alta., advertising agency branch office.

Nicholas Pahlen, director of radio-tv department of Baker Adv. Agency Ltd., Toronto, to company director, along with account executive **L. Akerman**, and media director **David Gillespie**.

Ronald Elliot, staff member of weekly news bulletin and editor of *Fusion*, house magazine of Associated-Rediffusion Ltd., London, named senior publicity executive for company. **Norman Hoskins**, press officer since March 1959, appointed deputy publicity controller. **David Hughes** named publicity sales manager in charge of merchandising and ancillary services to advertisers.

Hugh Mathews, publicity sales manager for Associated-Rediffusion Ltd., London, England, appointed director of central information office of Independent Television Companies Assn.

EQUIPMENT & ENGINEERING



Mr. Cramer

Leonard F. Cramer, president of Casco Products Corp. (manufacturer of small electrical appliances) and from 1955 to 1959 vp and general manager of consumer products division of The Magnavox Co.,

elected executive vp of Airtronics International Corp. (electronic test equipment manufacturer), Ft. Lauderdale, Fla. In 1951 Mr. Cramer joined Crosley Div. of Avco Manufacturing Corp., and served as vp and general manager of television radio-phonograph division. He later organized and served as president of Crosley Radio & Tv Ltd., Toronto, and as vp and general manager of Crosley-Bendix Div.

Dore Schwab, vp and general manager of Olympic of Northern California, San Francisco, elected president. Mr. Schwab joined Olympic in September 1955 and was elected vp and general manager of Northern California branch in 1958.

William A. Hewitt, president of Deere & Co., farm equipment manufacturer, since 1955, elected to board of directors of American Telephone & Telegraph Co., New York.

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Maj. Gen. Frank E. Stoner (USA Ret.), special consultant to U. S. Dept. of State's International Information Service, elected to board of directors of American Microwave & Television Corp., San Carlos, Calif., manufacturer of ultra-high resolution tv cameras, microwave equipment, tv x-ray systems and special electronic equipment for data transmissions. Gen. Stoner is former chief of Army Communications Service.

Donald O. Corvey, former manager of purchasing for kinescope operations, RCA, appointed purchasing agent of electron tube division. Mr. Corvey succeeds **Thomas J. Scanlon**, who will handle special assignments on staff of vp and general manager.

Joseph L. Flood, formerly with General Electric Co. in Syracuse, N. Y., joins semiconductor products division of Motorola Inc., Phoenix, Ariz., as manager in charge of advanced reliability programs.

Edgar D. Andrews, former application engineer of U. S. Industries, Silver Spring, Md., joins Entron Inc., that city, as manager of mid-Atlantic region. Mr. Andrews will supervise Entron's tv systems and equipment field sales expansion.

Jerry Balash, formerly with Land-C-Air Sales Co. responsible for catv and closed circuit sales for Blonder Tongue Labs., joins technical sales division of Telesystem Services Corp. (catv systems), Glenside, Pa.

Stewart F. Murphy, head of his own advertising and promotion firm in Seattle, Wash., named advertising and promotion director of Pickering & Co., Plainview, N. Y., manufacturer of magnetic cartridges for high fidelity music components.

DEATHS

Roy Sarles Durstine, 75, co-founder of BBDO, died Nov. 28 in New York following short illness. Mr. Durstine headed Roy S. Durstine Inc., New York, since 1939 when he left BBDO. At his death he was also senior consultant to Richard & Pound, New York. Mr. Durstine formed Berrien & Durstine Adv. Agency in 1914 following two years with Calkins & Holden. In 1918 he formed Barton, Durstine & Osborn with Bruce Barton and Alex F. Osborn. Firm merged with George Batten Co. in 1928 and became BBDO, with Mr. Durstine as vp and general manager. He was elected president in 1936 and held that title until 1939 when he resigned to form his own company.

Larry E. Boggs, 40, pioneer and leader in community antenna tv industry, died Nov. 17 in General Rose Hospital, Denver, Colo. Mr. Boggs was president of Vumore Co., Oklahoma City, from

1950 until June 1962 when he resigned to join Denver firm of Daniels & Assoc.



Mr. Aubrey

James T. Aubrey, 74, founder of Chicago advertising agency bearing his name and father of CBS-TV network president, James T. Aubrey Jr., died Nov. 27 at his home in Chicago. Mr. Aubrey founded Aubrey & Moore Adv. in Chicago 39 years ago. Agency now is Aubrey, Finlay, Marley & Hodgson. Mr. Aubrey retired as board chairman in 1959 but continued as senior consultant and director. Earlier he had been Chicago advertising manager for Packard Motor Co., Detroit, and advertising manager for Hearst International Magazines, New York. Mr. Aubrey is survived by his wife, Mildred, and four sons including James Jr. Others include Stever, vp of J. Walter Thompson Co., New York; George, Denver petroleum executive, and David, with NBC, New York.

William Bolton, 81, head of William Bolton Assoc., advertising personnel consultants, Philadelphia, died Nov. 23 in Presbyterian Hospital, that city. Mr. Bolton, who at one time was with McCann-Erickson and N. W. Ayer & Son, formed his own business in 1948.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 21 through Nov. 28 and based on filings, authorizations and other actions of the FCC in that period.

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

Abbreviations: DA—directional antenna, cp—construction permit, ERP—effective radiated power, vhf—very high frequency, uhf—ultra high frequency, ant.—antenna, aur.—aural, vis.—visual, kw—kilowatts, w-watts, mc—megacycles, D—day, N—night, LS—local sunset, mod.—modification, trans.—transmitter, unl.—unlimited hours, kc—kilocycles, SCA—subsidiary communications authorization, SSA—special service authorization, STA—special temporary authorization, SH—specified hours, *—educational, Ann.—Announced.

New tv stations

APPLICATIONS

Washington, D. C.—Capital Bcstg. Co. Uhf ch. 20 (506-512 mc); ERP 600.2 kw vis., 300.1 kw aur. Ant. height above average terrain 513.45 ft., above ground 373.6 ft. P.O. address c/o Milton Grant, Suite 5, 2480 16th St. N.W., Washington. Estimated construction cost \$493,175; first year operating cost \$650,000; revenue \$700,000. Studio location Washington, trans. location Arlington, Va. Geographic coordinates 38° 53' 46" N. Lat.; 77° 08' 05" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel Mallick & Bernton, consulting engineer Silliman, Moffet & Kowalski, both Washington. Principals: Milton Grant & Wait Kay (each 25%), A. Dana Hodgdon (26%), Guy A. Luttrell (19%) and Drs. Emerson A. Williams & Robert M. Williams Jr. (each 2½%). Mr. Grant owns radio-tv production company & music publishing company; Mr. Kay is vp in Mr. Grant's production company; Mr. Hodgdon is stock broker; Mr. Luttrell is real estate investor; Dr. E. A. Williams is physician; Dr. R. M. Williams is dentist. Ann. Nov. 21.

*Charlotte, N. C.—Charlotte-Mecklenburg Board of Education. Uhf ch. 42 (638-644 mc); ERP 233 kw vis., 130 kw aur. Ant. height above average terrain 396 ft., above ground 430 ft. P.O. address 720 E. 4th St., Charlotte 4. Estimated construction cost \$491,450; first year operating cost \$106,200. Studio and trans. location both Charlotte. Geographic coordinates 35° 12' 25" N. Lat., 80° 47' 30" W. Long. Type trans. GE TT-25-A; type ant. GE TY-25-D. Legal counsel Brock Barkley, consulting engineer Frank F. Bateman, both Charlotte. Principals: board of education. Ann. Nov. 21.

*Kent, Ohio—Kent State U. Uhf ch. 55 (716-722 mc); ERP 4.34 kw vis., 2.65 kw aur. Ant. height above average terrain 362 ft., above ground 310 ft. P.O. address E. Main at Horning Rd., Kent. Estimated construction cost \$63,100; first year operating

cost \$30,000. Studio and trans. location both Kent. Geographic coordinates 41° 09' 00" N. Lat., 81° 20' 15" W. Long. Type trans. RCA TTU-1B; type ant. RCA TFU-6B. Legal counsel Cohn & Marks, consulting engineering Jansky & Bailey, both Washington, D. C. Principals: board of trustees. Ann. Nov. 27.

Mayaguez, P. R.—Antilles Bcstg. Corp. Uhf ch. 16 (482-488 mc); ERP 6.44 kw vis., 2.88 kw aur. Proposed satellite of ch. 19 San Juan (see below). Ant. height above average terrain minus 116 ft., above ground 207 ft. P.O. address c/o Clement L. Littauer, Box 5627, San Juan, P. R. Estimated construction cost \$61,124; first year operating cost \$18,000; revenue \$20,000. Studio and trans. location both in Mayaguez. Geographic coordinates 18° 12' 26" N. Lat., 67° 08' 48" W. Long. Type trans. ITA 100OA; type ant. Alford 1044-S. Legal counsel Prince, Taylor & Paul, consulting engineer David Steel & Assoc., both Washington, D. C. Principals: Julio M. Ortiz & Clement L. Littauer (each 50%). Antilles also owns WRSJ San Juan. For other Antilles applications see below. Ann. Nov. 21.

Ponce, P. R.—Antilles Bcstg. Corp. Uhf ch. 22 (518-524 mc); ERP 6.30 kw vis., 2.81 kw aur. Proposed satellite of ch. 19 San Juan (see below). Ant. height above average terrain minus 99 ft., above ground 206 ft. Same address as above. Estimated construction cost, first year operating cost and revenue same as above. Studio and trans. location both in Ponce. Geographic coordinates 18° 00' 28" N. Lat., 66° 38' 50" W. Long. For legal counsel, consulting engineer, types ant. and trans., principals and other broadcast ownership see above. Ann. Nov. 21.

San Juan, P. R.—Antilles Bcstg. Corp. Uhf ch. 19 (500-506 mc); ERP 200 kw vis., 100 kw aur. Ant. height above average terrain 150 ft., above ground 222.5 ft. Estimated construction cost \$202,639; first year operating cost \$85,000; revenue \$100,000. Studio location San Juan, trans. location Pueblo Viejo. Type trans. ITA TVU-12500A; type ant. Alford 1044-S. P.O. address, legal counsel, consulting engineer, principals and other broadcast interest all same as above. Ann. Nov. 21.

Existing tv stations

ACTIONS BY FCC

By memorandum opinion & order, commission denied petition by Southwest States Inc. (KOSA-TV, ch. 7), Odessa, Tex., for reconsideration of July 25 action which (1) waived mileage separation requirement of Sec. 3.610(b) and granted application of Tri-Cities Bcstg. Co. to move trans. location of station KVKM-TV (ch. 9) Monahans, to about 28 miles north of that city in direction of Odessa and Midland, increase ant. height above average terrain to 1,270 ft., and increase vis. ERP to 240 kw, with aur. ERP 120 kw, and which (2) denied opposing petitions of Southwest States and Midland Telecasting Co. (KDCD-TV, ch. 18), Midland. Comr. Lee dissented and issued statement. Action Nov. 28.

By memorandum opinion & order, commission (1) denied request by Capital Cities Broadcasting Corp. for waiver of Sec. 3.610 of rules (concerning mileage separation of

tv stations) to permit station WTEN ch. 10, Vail Mills, N. Y., to move about 31 miles to southeast and increase its visual power; (2) dismissed application, and (3) dismissed as moot various pleadings opposing grant of application. Comrs. Hyde, Craven and Ford dissented. Action Nov. 21.

APPLICATION

Miami, Fla., Sunbeam Tv Corp. (call letters unassigned)—Mod. of cp to change to facilities previously authorized WCKT on ch. 7, 174-180 mcs, in Miami; ERP 316 kw vis., 158 kw aur.; trans. location, 5 miles W. of US 441, 4.6 miles SW of Hollywood City Hall, near Hollywood, Fla.; type of trans. RCA-TT-50AH; type ant. to RCA TF-12BH and ant. height above average terrain to 995 ft. Joint motion for appropriate order and other relief and request for authorization to commence operation filed simultaneously. Ann. Nov. 28.

New am stations

ACTION BY FCC

Hamilton, Ohio—Walter L. Follmer. Granted cp for new am station to operate on 1560 kw, 1 kw, DA, D. P.O. address Box 173, Hamilton. Estimated construction cost \$67,650; first year operating cost \$62,500; revenue \$85,000. Mr. Follmer, local contractor, will be sole owner. Action Nov. 28.

APPLICATIONS

Hillsboro, Ill.—E.M.P.G. Corp. 1230 kc, 250 w, unl. P.O. address Box 346, Hillsboro. Estimated construction cost \$19,500; first year operating cost \$9,500; revenue \$25,000. Principals: Chester E. Evans, Harold G. Markos, Richard T. Pattie and Delford E. Galer (each 25%). Mr. Evans is lawyer; Mr. Markos is lab technician; Mr. Pattie is jeweler; Mr. Galer is part owner Hillsboro Journal, newspaper. Ann. Nov. 26.

Cayce, S. C.—Lexington County Bcstrs. Inc. 92.1 kc, ch. 221, 3 kw. Ant. height above average terrain 215 ft. P.O. address 1303 State St., Cayce. Estimated construction cost \$13,109; first year operating cost \$10,300; revenue \$7,800. Principals: J. Olin Tice (55%), Harry B. Clark (30%) and Hal Simms (15%). Lexington owns WCAY Cayce. Mr. Tice is majority owner of WFCT Knoxville, Tenn.; WMYB Myrtle Beach, S. C.; WKTC Charlotte, N. C.; minority owner of WBBQ Augusta, Ga. Ann. Nov. 27.

Existing am stations

ACTIONS BY FCC

WIOI New Boston, Ohio—Waived Sec. 3.30(a) of rules and granted mod. of license to change main studio location from its transmitter site in Kentucky to Portsmouth, Ohio; licensee to continue identification as New Boston station. Action Nov. 21.

WMSR Manchester, Tenn.—Granted increased power on 1320 kc, D, from 1 kw to 5 kw; remote control permitted; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14419. By letter, granted authority for continuance of 1 kw pre-sunrise nondirectional operation between 4 a.m. and local sunrise until decision is reached in doc. 14419, or until directed to terminate such operation, whichever occurs first. Action Nov. 21.

By memorandum opinion & order, commission reaffirmed its Sept. 13, 1961, decision in am clear channel proceeding which opened 13 clear channels to secondary station each, to serve unserved or underserved areas in certain states, and reserved for future consideration possible changes in other 12 channels, including question of higher power. Comr. Lee dissented and issued statement; Comr. Henry not participating. Action Nov. 21.

RETURNED

By letters, commission (1) denied requests by Crest Bcstg. Inc. (WPMP), Pascagoula-Moss Point, Miss.; Almondon Inc. (WPOM), Pompano Beach, Fla.; Catholic University of Puerto Rico (WEUC), Ponce, Puerto Rico; Wabash Valley Bcstg. Corp. (WTHI), Terre Haute, Ind., and Radio Monticello, Monticello, Fla., for waiver of May 10 am partial freeze order adopting interim criteria governing acceptance of am applications; and (2) returned as unacceptable applications of WPMP, WPOM, WEUC, and WTHI for changes in their existing facilities and application of Radio Monticello for new daytime am station. Action Nov. 28.

APPLICATIONS


WQXT Palm Beach, Fla.—Cp to increase

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Billy M. Gamblin (each 10%) and James M. Clay (5%), tr/as Rogers Bcstg. Co. Consideration \$225,000. All applicants except Mr. Clay were identified with Texas Telesharing Inc., now in process of liquidation; Mr. Clay is majority stockholder in funeral home. Ann. Nov. 26.

KHUZ, Borger, Tex.—Seeks assignment of license from R. G. Hughes (100%), d/b as Radio Station KHUZ Inc., to Andrew J. Roberts (80%) and Henry T. Ray & Patsy L. Roberts (each 10%), tr/as North Plains Bcstg. Inc. Consideration \$75,000. Mr. Roberts is mgr. of KHUZ; Mrs. Roberts is housewife; Mr. Ray is partner in business. Ann. Nov. 27.

WSVS-AM-FM Crewe, Va.—Seeks acquisition of positive control of licensee corporation, Southern Virginia Bcstg. Corp., from Helen R. & Julian P. Quisenberry (8.95% before transfer, 0.45% after) to W. L. Willis Jr. (23.5% before, 25.15% after), C. Van Willis (7.25% before, 9.3% after), C. S. Willis (9.7% before, 11.75% after), Mrs. W. L. Willis (2.05% before, 2.35% after) and John G. & Nina A. Atkinson (2.25% before, 4.25% after). Total consideration \$5,525. Ann. Nov. 21.

KQOT Yakima, Wash.—Seeks assignment of cp from Robert R. Moore and Kenneth Williams Jr. (each 50%), d/b as M & W Co., to Mr. Moore (51%), Marjory Moore (24%), Boyd C. McCue (19%) and Dorothy M. McCue (6%), tr/as KQOT Inc. Consideration \$1,764. Mrs. McCue is employed by KXLE Ellensburg, Wash. Ann. Nov. 21.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of North Alabama Bcstrs. Inc. for new tv station to operate on ch. 19 in Huntsville, Ala. Action Nov. 28.

DESIGNATED FOR HEARING

■ By memorandum opinion & order, commission designated for consolidated hearing following six applications for new vhf tv translator stations: Wellersburg TV Inc. on chs. 8, 11, and 13, Wellersburg, Pa.; and People's Community Television Association Inc. on chs. 7, 9, and 12, Cumberland, Md., on issues to determine whether satisfactory uhf tv translator signals are available in either Wellersburg or Cumberland, and if such signals are available whether public interest factors would warrant intermixture of vhf and uhf tv translator service in either or both communities; misrepresentation as to means of financing and source of funds; concealment of material facts, and other matters. Consolidated hearing will be held in Cumberland at time and place to be later specified; WJAC-TV Johnstown, Pa., and Tri-State Translators Inc., and Virgil H. Ruppenthal, executive vp of that company, were made parties to proceeding. Action Nov. 21.

Northern Indiana Bcstrs. Inc., Mishawaka, Ind.—Designated for hearing application for new am station to operate on 910 kc, 1 kw, DA-2, unl.; issues include interference and Sect. 3.35 multiple ownership and concentration of control determinations; made WLS Chicago, Ill., who opposed grant, and WFDF Flint, Mich., parties to proceeding. Commissioner Bartley concurred in part and dissented in part and issued statement. Action Nov. 21.

Western Bcstrs. Inc., Cheyenne, Wyo.—Designated for hearing application for new daytime am station to operate on 980 kc, 500 w; denied Western's petition for immediate grant or for hearing with then pending renewal application of KLIR Denver, Colo.; made KLIR party to proceeding. Action Nov. 21.

■ By memorandum opinion & order, commission designated for hearing application of Dr. Charles H. Haggard and Kenneth R. Rogers for new daytime am station to operate on 1320 kc, 500 w, in Crystal City, Tex.; issues include determination as to whether there are adequate revenues to support more than one am station in area without loss or degradation of service, and applicant's financial qualifications. Waived rules to permit consideration of Dec. 21, 1961, verified letter filed by Walter H. Herbort Jr. (KBEN), Carrizo Springs, Tex., but dismissed his Jan. 30 opposing petition; made KUBO San Antonio, and KBEN parties to proceeding. Commissioners Hyde, Lee and Ford dissented. Action Nov. 21.

OTHER ACTIONS

■ By memorandum opinion & order, commission remanded proceeding on application

of Dixie Radio Inc. for new am station in Brunswick, Ga. to Hearing Examiner for further hearing and supplemental initial decision based on current engineering showings. Commissioner Bartley concurred in the result. Action Nov. 21.

■ By order, commission denied petition by Westinghouse Bcstg. Co. Inc. for review and reversal of Review Board's Sep. 18 action which denied Westinghouse's motion to be dismissed as party to proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al. Commissioner Craven dissented. Action Nov. 21.

■ By memorandum opinion & order, commission denied (1) motion for bill of particulars concerning engineering information and (2) petition for reconsideration and grant without hearing filed by WBUX Bcstg. Co. in proceeding on its application to increase power of station WBUX Doylestown, Pa., from 1 kw to 5 kw, continued operation on 1570 kc, DA-D. Action Nov. 21.

■ By order, commission granted motion by Southern Broadcasters Inc. to extent of extending time to Dec. 7 to file opposition to petition by Tri Cities Bcstg. Co. for reconsideration or rehearing in Greensboro-High Point, N. C., tv ch. 8 proceeding in docs. 13072-5. Commissioner Henry not participating. Action Nov. 21.

■ By supplemental decision, commission granted protest by Wilton E. Hall (WAIM-TV, ch. 40), Anderson, S. C., to extent of (1) setting aside commission's April 30, 1954, grant and (2) denying application of Spartan Radiocasting Co. for mod. of cp of station WSFA-TV (ch. 7), Spartanburg, S. C., to change transmitter site from Hogback Mountain to Paris Mountain, make equipment changes, etc. Commission agreed with Examiner's supplemental initial decisions that, though qualified to be licensee, Spartan failed to justify grant which would result in curtailment of service from that originally proposed. Action Nov. 21.

■ By order in proceeding on applications for new am stations of Newton Bcstg. Co., Newton, Mass., and Transcript Press Inc., Dedham, Mass., commission granted in part application for review by Newton Bcstg. Co. to extent of providing for reception in evidence of facts as to transcript's changed newspaper holdings. Comr. Bartley concurred and issued statement; Comr. Ford dissented and issued statement. Action Nov. 21.

■ By memorandum opinion & order, commission approved agreement between Childress Bcstg. Corp. of Murphy (WKRR), Murphy, N. C., and Alvin B. Corum Jr. whereby latter amended his application for new am station in Lenoir City, Tenn., to specify 1360 kc (instead of 1320 kc), 1 kw, D, and Childress to pay Corum \$1,500 as partial reimbursement of expenses incurred in connection with his original proposal which was in conflict with application of Childress to change facilities of station WKRR from 1390 kc, 1 kw, D to 1320 kc, 5 kw, D. By separate memorandum opinion & order, commission denied petition by Cherokee Bcstg. Co. (WCVP), Murphy, to designate Childress application for hearing. By separate action, commission granted application of Childress to change facilities of WKRR accordingly; remote control permitted; conditions and pre-sunrise operation with daytime facilities precluded pending final decision in doc. 14418. Action Nov. 21.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau and extended to Nov. 28 time to respond to petition to reopen record and remand proceeding to examiner for further hearing filed by WMOZ Inc. and Edwin H. Estes in proceeding on applications for renewal of license of station WMOZ Mobile, Ala., and revocation of license of Edwin H. Estes for station WPFA Pensacola, Fla. Action Nov. 27.

■ Granted petition by Potomac Bcstg. Inc. and extended to Nov. 26 time to respond to petition for reconsideration and stay of processing filed by Keyser Bcstg. Corp. in proceeding on Potomac's application for new am station in Keyser, W. Va. Action Nov. 26.

■ Granted petition by Charles County Bcstg. Inc. and extended to Nov. 19 time to respond to oppositions to its appeal from examiner's ruling in proceeding on applications of Charles County and Dorien Bcstrs. Inc. for new am stations in LaPlata and Waldorf, respectively, both Maryland. Action Nov. 26.

■ Granted petition by Broadcast Bureau

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 28

	Lic.	ON AIR	Cps.	CPS Not on air	TOTAL APPLICATIONS For new stations
AM	3,741		53	127	550
FM	1,030		32	151	166
TV	523		54	79	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 28

	VHF	UHF	TOTAL TV
Commercial	486	91	577
Non-Commercial	47	21	68

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,727	1,017	512
Cps on air (new stations)	66	46	65
Cps not on air (new stations)	126	146	73
Total authorized stations	3,919	1,209	658
Applications for new stations (not in hearing)	205	13	61
Applications for new stations (in hearing)	298	152	48
Total applications for new stations	503	165	109
Applications for major changes (not in hearing)	59	3	10
Applications for major changes (in hearing)	345	98	45
Total applications for major changes	404	101	55
Licenses deleted	0	0	0
Cps deleted	1	0	2

*Includes 3 stations operating on unreserved channels.

and extended to Nov. 29 time to file exceptions to initial decision in proceeding on an application of WFYC Inc. (WFYC), Alma, Mich. Action Nov. 26.

■ Granted petition by Radio Elizabeth Inc., Elizabeth, N. J., and extended to Nov. 30 time to respond to petition to intervene and for enlargement of issues filed by Interstate Bcstg. Inc. (WQXR), New York, N. Y., in proceeding on Radio Elizabeth's am application, et al. Action Nov. 26.

■ By memorandum opinion & order in proceeding on applications of Salem Bcstg. Co. to increase power of station WJBD Salem, Ill. from 500 w to 1 kw, continued operation on 1350 kc. D, and Leader Bcstg. Co. for new am station to operate on 1350 kc. 500 w. D. in Edwardsville, Ill. (1) denied motion by Salem to enlarge or clarify issues and (2) on Board's own motion enlarged issues to determine whether proposed operation of Leader would cause objectionable interference to WJBD or any other existing standard broadcast station and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other primary service to such areas and populations. Action Nov. 21.

■ By memorandum opinion & order in proceeding on applications of Capitol Telecasting Co. and Austin Bcstg. Inc. for new tv station to operate on ch. 24 in Austin, Tex., granted their joint request for approval of agreement whereby Capitol's application would be dismissed and Austin would reimburse Capitol \$2,500 as partial reimbursement of expenses incurred in connection with latter's application; dismissed application with prejudice; and retained in hearing status Austin application. Action Nov. 20.

■ By memorandum opinion & order in proceeding on applications of Blue Island Community Bcstg. Inc. and Elmwood Park Bcstg. Corp. for new fm stations in Blue Island and Elmwood Park, Ill., respectively, and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of fm station WXFM Elmwood Park, in docs. 12604 et al., (1) granted in part petition by Blue Island for review of Examiner's April 9 order (denying its petition for leave to amend, rejecting, for failure to meet fm interim criteria, its tendered amendment to reduce ERP, and

placing its application in pending file pending finalization of fm rulemaking in doc. 14185), (2) removed from pending file and reinstated Blue Island application in instant proceeding, and (3) directed Examiner to proceed to initial decision on all issues. Action Nov. 20.

■ By memorandum opinion & order in proceeding on applications of Cabrillo Bcstg. Co. and Helix Bcstg. Co. for new am stations in San Diego and La Mesa, both California, respectively, in docs. 14700-1, (1) denied motion by Cabrillo to enlarge issues with respect to applicant Helix; and (2) dismissed latter's motion to strike Cabrillo's reply pleading. Board Member Nelson not participating. Action Nov. 19.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Denied petition by Geoffrey A. Lapping for field hearing in proceeding on his application for new am station in Blythe, Calif. Action Nov. 23.

■ Granted petition by Franklin County Bcstg. Inc. for dismissal of its applications for new am station in Owensville, Mo., and for change of frequency of stations KYRO Potosi and KLPW Union, both Missouri, but dismissed applications with prejudice and terminated proceeding. Action Nov. 21.

■ Granted petition by Richard Tuck Enterprises to extent of dismissing its application for new am station in Arlington, Tex., but with prejudice, and terminated proceeding. Action Nov. 20.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Wyman N. and Willa M. Schnepf and continued Nov. 27 hearing to March 3, 1963, in proceeding on their application and Valley Bcstg. Co. for new am stations in Abilene and Beloit, both Kansas, respectively. Action Nov. 27.

■ Pursuant to agreements reached at Nov. 21 prehearing conference, continued Dec. 18 evidentiary hearing to Jan. 21, 1963 in proceeding on applications of Fran-Mack Bcstg. Inc. and Radio Smiles Inc. for new am stations in Fayetteville and Spring Lake, N. C., respectively. Action Nov. 21.

■ On own motion, directed that transcript

be corrected as requested in petition by Harry A. Epperson Sr., Harry A. Epperson Jr. and Ralph D. Epperson in proceeding on application of Stuart W. Epperson for new am station in Winston-Salem, N. C. Action Nov. 20.

By Hearing Examiner James D. Cunningham

■ Denied petition by Carol Music Inc. for continuance of hearing scheduled to be held in Chicago, Ill., on Nov. 27, in proceeding on revocation of license and SCA of its fm station WCLM Chicago; the Nov. 26 prehearing conference and Nov. 27 hearing will be held as scheduled in Chicago. Action Nov. 23.

■ By order in proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al., granted in part motion by Ford Motor Co. and quashed, in part, Nov. 14 subpoena duces tecum issued at request of NBC directing official of Ford to appear at hearing and produce certain of its documents. Action Nov. 21.

■ By memorandum opinion & order in proceeding on NBC-RKO broadcast transfers and related applications in docs. 13085 et al., after oral argument, granted joint motion by RCA and NBC and quashed, in part, Nov. 14 subpoena duces tecum issued at request of Philco Bcstg. Co. directing official of RCA to appear at hearing and produce certain of its documents. Action Nov. 20.

By Hearing Examiner Thomas H. Donahue

■ On own motion and with consent of all other parties, continued Nov. 21 hearing to Nov. 23 in proceeding on application of St. Martin Bcstg. Co. for new am station in St. Martinville, La. Action Nov. 20.

By Hearing Examiner Asher H. Ende

■ Upon agreement of parties at Nov. 23 prehearing conference in proceeding on application of Bigbee Bcstg. Co. for new am station in Demopolis, Ala., scheduled certain procedural dates and rescheduled Dec. 18 hearing for Feb. 26, 1963. Action Nov. 26.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued indefinitely prehearing conference scheduled for Nov. 28 in proceeding on applications of Alkima Bcstg. Co., Louis Handloff and Howard Wasserman for new am stations in West Chester, Pa., and Newark, Del., respectively. Action Nov. 26.

■ As result of agreements reached at Nov. 26 prehearing conference in proceeding on am application of Thomas County Bcstg. Inc. (WKTG), Thomasville, Ga., continued certain procedural dates and scheduled hearing for Jan. 11, 1963. Action Nov. 26.

■ Granted motion by Secretary of Army and extended indefinitely Dec. 17 hearing and date for exchange of exhibits in proceeding on application of KSAV Bcstg. Co. for renewal of license of am station KSAV San Francisco, Calif. Action Nov. 21.

■ Granted motion by Semo Bcstg. Corp. and continued certain procedural dates and changed Jan. 7 hearing to Feb. 11, 1963, in proceeding on its application and Brownsville Bcstg. Co. for new am stations in Sikeston, Mo., and Brownsville, Tenn., respectively. Action Nov. 21.

■ On own motion, scheduled further prehearing conference for Nov. 28 at which time new date for hearing, now postponed indefinitely, will be established, in proceeding on applications of Alkima Bcstg. Co., Louis Handloff and Howard Wasserman for new am stations in West Chester, Pa., and Newark, Del., respectively. Action Nov. 20.

By Hearing Examiner Millard F. French

■ Upon motion by Broadcast Bureau and without objection by any party, continued from Nov. 26 to Dec. 7 date to file proposed findings and from Dec. 6 to Dec. 17 for replies, in proceeding on am application of Poplar Bluff Bcstg. Co. (KWOC), Poplar Bluff, Mo. Action Nov. 21.

By Hearing Examiner Arthur A. Gladstone

■ Pursuant to agreements reached at Nov. 20 prehearing conference in proceeding on applications of Service Bcstg. Corp. and Z-B Bcstg. Co. for new am stations in Kenosha, Wis., and Zion, Ill., respectively, scheduled certain procedural dates, and continued Dec. 12 hearing to Feb. 11, 1963. Action Nov. 20.

By Hearing Examiner Walther W. Guenther

■ Granted request by respondent Dutchess County Bcstg. Corp., and continued certain

procedural dates, and changed Nov. 28 hearing to Dec. 13 in proceeding on application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y. Action Nov. 23.

■ Granted motion by Finley Bcstg. Co. (KSRO), Santa Rosa, Calif., and extended from Nov. 20 to Nov. 27 date for final exchange of applicant's direct written case (nonengineering exhibits), from Nov. 26 to Dec. 3 date for exchange of applicant's supplemental engineering exhibits and respondent KSRO's rebuttal exhibits, and continued Dec. 3 hearing to Dec. 10 in proceeding on application of Bay Shore Bcstg. Co. for new am station in Hayward, Calif. Action Nov. 20.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Broadcast Bureau and continued Dec. 27 hearing to Jan. 8, 1963, in proceeding on applications of The Young People's Church of the Air Inc. and WJMJ Bcstg. Corp., for new fm stations in Philadelphia, Pa. Action Nov. 23.

By Hearing Examiner H. Gifford Irion

■ Upon request by Norton Bcstg. Inc. for leave to file reply findings and conclusions in proceeding on its application for new am station in Norton, Kans., which is consolidated for hearing in docs. 11678 et al., ordered that any party desiring to file reply findings and conclusions must do so not later than Dec. 7. Action Nov. 26.

■ Upon agreement of parties, ordered proposed findings and conclusions to be filed by Dec. 20 in proceeding on an application of The Torrington Bcstg. Co. (WTOR), Torrington, Conn. Action Nov. 23.

■ Granted motion by Cabrillo Bcstg. Co. and continued from Dec. 14 to Jan. 7, 1963, date for hearing in proceeding on its application and that of Helix Bcstg. Co. for new am stations in San Diego and La Mesa, both Calif., respectively. Action Nov. 23.

■ Continued Jan. 14 further hearing to Feb. 4, 1963, in proceeding on applications of WIDU Bcstg. Inc. and Al-Or Bcstg. Co. for new am stations in Asheboro and Mebane, N. C., respectively. Action Nov. 21.

■ Upon agreement of parties, scheduled further prehearing conference for Nov. 21 (action Nov. 20), and continued Dec. 5 hearing to Jan. 14, 1963, (action Nov. 21) in Miami, Fla., tv ch. 10 proceeding.

By Hearing Examiner David I. Kraushaar

■ On own motion, corrected in various respects Oct. 31 transcript of hearing in proceeding on an application of WGLI Inc. (WGLI), Babylon, N. Y. Action Nov. 26.

■ Upon agreement of parties at Nov. 16 prehearing conference in proceeding on applications of Griffith Bcstg. Corp. and Parkway Bcstg. Co. for new am stations in Lynchburg and Buena Vista, both Virginia, respectively, continued Dec. 18 hearing to Jan. 21, 1963, and ordered direct case exhibits to be exchanged among counsel by Jan. 4, 1963. Action Nov. 19.

By Hearing Examiner Jay A. Kyle

■ Granted request by Jupiter Associates Inc. and continued certain procedural dates, and changed Dec. 17 hearing to Jan. 14, 1963, in proceeding on its application for new am station in Matawan, N. J., et al. Action Nov. 26.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Elyria-Lorain Bcstg.

Co. (WEOL-AM-FM), Elyria, Ohio, and continued from Dec. 4 to Dec. 18 date to file proposed findings, and from Jan. 7 to Jan. 21 to file replies in proceeding on applications of W.W.I.Z. Inc., Lorain, Ohio, et al., for renewal of license of WWIZ Lorain, Ohio, etc. Action Nov. 20.

■ By order, formalized rulings made at Nov. 20 prehearing conference in proceeding on applications of William S. Cook for new am station in Colorado Springs, Colo., et al., scheduled certain procedural dates, and continued Dec. 11 hearing to Feb. 26, 1963. Action Nov. 20.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by John A. Egle and KLFT Radio Inc. and continued Dec. 4 hearing to Dec. 19, and extended from Nov. 19 to Dec. 4 date for exchange of exhibits in proceeding on their applications for new am stations in Golden Meadow, La. Action Nov. 27.

■ Granted motion by Melody Music Inc. and extended to Dec. 10 time to file proposed findings and to Dec. 31 for replies in proceeding on its application for renewal of license of WGMA Hollywood, Fla. Action Nov. 26.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Nov. 27

KTLN, Radio Denver Inc., Denver, Colo.—Granted acquisition of positive control by Richard B. Wheeler through sale of stock by Frank Flynn to company of same name.

KFVS-TV Cape Girardeau, Mo.—Granted licenses covering changes (main and alternate trans., drivers and main ant.) and installation of aux. ant. at main main trans. site.

WMTV (TV) Madison, Wis.—Granted licenses covering change in ERP—vis. 177 kw, aur. 88.5 kw; ant. height 1160 ft.; and change of channel from 33 to 15 pursuant to report & order of June 9, 1961, in doc. 13903 (main trans. and ant.); and installation of aux. ant. system.

KLFM (FM) Long Beach, Calif.—Granted cp to increase ant. height to 410 ft.; decrease ERP to 330 w; move trans. location and make changes in ant. system; remote control permitted.

Actions of Nov. 26

KIRO Seattle, Wash.—Granted license covering installation of new trans. as aux. trans. with remote control operation; condition.

WAIL-TV Atlanta, Ga.—Granted license covering installation of aux. trans. at main trans. site.

WSB-FM Atlanta, Ga.—Granted cp to change ERP to 100 kw.

KQJ-76 Bay City, Mich.—Granted cp to change trans. location to Flint, Mich., and make changes in ant. system for tv STL station.

*WEGA-TV Savannah, Ga.—Granted mod. of cp to change type trans. and type ant., make changes in ant. system, and change ant. height to 1050 ft.

■ Granted mod. of cps to change type trans. for following stations: WKIP Poughkeepsie, N. Y.; WSSB Durham, N. C.; KTDL Farmerville, La.

Actions of Nov. 23

KHAL Homer, La.—Granted renewal of license.

WSBT South Bend, Ind.—Granted license covering installation of new aux. trans.

WUNO Rio Piedras, P. R.—Granted license covering installation of new alternate main trans.

WWSC Glens Falls, N. Y.—Granted license covering use of old main trans. (main trans. location) as aux. trans.

WYSL Buffalo, N. Y.—Granted licenses covering installation of alternate main-night and aux.-day trans. with remote control operation; and change of ant.-trans. location.

WSAR—Fall River, Mass.—Granted license covering change in ant.-trans. and studio location; changes in DA ant. and ground system and installation of new trans.

WMAN Mansfield, Ohio—Granted license covering use of old main trans. as alternate main night and aux. day.

WRUN Utica, N. Y.—Granted license covering use of old main trans. as main trans. daytime and alternate main night (2 main trans.).

WOCB West Yarmouth, Mass.—Granted license covering changes in ant. system (increase height).

KRON-FM San Francisco, Calif.—Granted

request and cancelled SCA.

WTRE (FM)—Greensburg, Ind.—Granted mod. of cp to change type trans.; type ant.; and height of supporting ant. structure.

WPTZ (TV) North Pole, N. Y.—Granted extension of completion date to March 1, 1963.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WYSL Buffalo, N. Y.; WMNB North Adams, Mass.; WMAN Mansfield, Ohio, and WWSC Glens Falls, N. Y.

WRUN Utica, N. Y.—Granted license covering installation of new trans. as main trans.-night and aux. trans.-daytime (2 main trans.).

Actions of Nov. 21

WSRW-FM Hillsboro, Ohio—Granted license for fm station.

WJDX Jackson, Miss.—Granted license covering installation of new trans. as main-night and aux.-day with DA-N, remote control operation.

WLW Cincinnati, Ohio—Granted license covering changes in transmitting equipment.

WKMF Flint, Mich.—Granted license covering installation of old main trans. as aux. trans.; conditions.

WTUX Wilmington, Del.—Granted license covering use of old main trans. at present main trans. site as aux. trans. with remote control operation.

WLEU Erie, Pa.—Granted license covering increase in daytime power and installation of new trans.

WSRW Hillsboro, Ohio—Granted license covering side mounting of fm ant. on am tower.

WROZ Evansville, Ind.—Granted license covering use of old main trans. at present main trans. location as aux. trans.

WUFO Amhurst, N. Y.—Granted license covering installation of new trans. as aux. trans. with remote control operation.

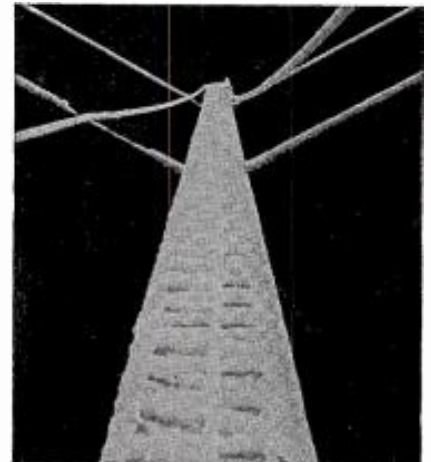
WTAQ La Grange, Ill.—Granted license covering installation of new trans. as alternate main trans.

WSLS-FM Roanoke, Va.—Granted license covering installation of new ant., new trans.,

Continued on page 89

ROHN TOWERS STAND THE TEST!

Heavy ice loading, coupled with high winds, is the severest of all tests for a tower. It PROVES sturdiness and sound engineering. Below is a ROHN Communication Tower that clearly withstood such a test.



For Towers That Can Stand Rigorous Abuse, Call or Write. Complete engineering and erection service available.

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- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
 - DISPLAY ads \$20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
 - All other classifications, including Employment Agencies, etc., 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

The man I need is intelligent, ambitious, creative, mature, and ready to settle down in a lifetime career; a happy family man, 30-40 years old; willing to relocate; an engineer with first phone ticket, but also has had at least five years experience in sales and/or management. He types and is familiar with fundamental accounting and good business procedures. He and wife must be willing for him to travel 2 states spending 3 or 4 nights a week away from home. If this is you, write me full details of your past performance and education plus your hopes for the future. Convince me and I'll finance personal interview. The man I select will receive a comfortable base salary plus lucrative incentive compensation, retirement benefits, insurance, travel expenses, and unlimited advancement opportunity. Box 183R, BROADCASTING.

Manager needed for Iowa daytime station. Only station in county. Must have a proven sales record. Send tape and complete resume. Box 324R, BROADCASTING.

Station-sales manager midwest 500,000 market. Personal and industry resume with photo, please. Box 469R, BROADCASTING.

Ohio daytimer needs experienced small station manager who knows full operation as working manager. Box 491R, BROADCASTING.

Manager, fm station. Looking for manager with sales, programming and announcing experience for existing fm station. Excellent opportunity with ownership potential. P. O. Box 293, Pueblo, Colorado.

Sales

Outstanding opportunity for aggressive young midwestern salesman with drive and confidence. Adult programming in a million plus market. Guaranteed draw commensurate with background, and prospects good for five figure earnings. Ability to engage in part time announcing would enhance earnings capability. Send experience, details and references. Box 220R, BROADCASTING.

Commercial manager for top rated am-fm in 50M Texas City. Should be creative, substantial citizen of management quality. Guarantee plus commission. Benefits. Full details first letter. Box 421R, BROADCASTING.

Sales and limited shift on board. Growth area in central Florida. Salary and commission. Bright future, good income, ideal climate. Reply complete details resume, tape, photo. Box 454R, BROADCASTING.

East coast metropolitan market. No. 1 station has opening for strong professional radio salesman. Should be capable of billing \$10,000 per month, draw against 15% Group benefits. Box 448R, BROADCASTING.

Sales manager for N. Y. S. adult daytimer. Must be hungry for success and responsibility. Excellent prospects for five-figure earnings. Send experience, details and references. Box 482R, BROADCASTING.

Wanted: Salesman for central Texas daytimer. Salary and commission. KTON, Belton, Texas.

Suburban Chicago. Permanent position expanding organization. Original ownership. 5 kw AM-180 kw FM. 20% commission—advance. Complete details. Wheeler, WEAW, Evanston, Illinois.

Help Wanted—(Cont'd)

Sales

Need two really great salesmen. Radio one in Waco, Texas looking for two men who want to sell in a competitive market. Sell for the station which is the undisputed leader. The fastest growing station in the great southwest. Station has the sound, has more than quadrupled sales since the first of the year, permanent guarantee. Write or phone on Wed., Thur., Fri., Bill Dahlsten, General Manager, KAWA, Box 482, Waco, Texas. Phone PL 4-1488.

Salesmanager wanted in town of 12,000 near Atlanta. Station is 15 years old with no competition in the county. Also chance to move into management with growing company. White WLBB, Carrollton, Georgia.

Salesman-announcer—top opportunity for right man in single station market. Established account list plus salary. Must be draft exempt. Contact W. H. Olson, RADIO WLOI, La Porte, Indiana, phone: 362-6144.

Looking for salesman for a progressive, tremendous sounding station 75 miles from Chicago. Station celebrating 15th anniversary this month, part of industrial community, successful, rates number one in six county area. Commission against permanent guarantee. Pension plan, hospital insurance, other fringe benefits. One present salesman considering moving to our other station in Waco, Texas. Must replace him first. Write or phone on Monday or Tuesday: Bill Dahlsten, General Manager, WLPO, Box 215, LaSalle, Illinois.

We have a top production team, we are a good music station only. We are the only fm and am station in a market with over 60% of the homes fm and over 20% fm exclusive. We need a self starting salesman and one that can close! We offer a top guarantee plus commission to the right man. Send full resumes to director of sales, Box 5, Ann Arbor, Michigan, or phone area code 313-, NO 3-0569.

Announcers

Top Chain continually on lookout for top airmen with format experience. Believable personality, and creativity important qualifications. To be considered send tape and resume to Box 834K, BROADCASTING.

Top flight R & B jock for traffic times. Top northern market. Must pass rigid personal investigation. Good opportunity for right man. Tape and resume. Box 209R, BROADCASTING.

Southwest power station has an opening for a top rated dj with originality and good judgment in air presentation, for an adult audience. No rock and roll. Salary open. Send background information, recent photo, references and audition tape in first reply. Box 272R, BROADCASTING.

Morning man and staff announcer. Tourist area, warm the year round. Send resume, tape, recent photo and salary required to Box 278R, BROADCASTING.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer. \$100 weekly. Box 326R, BROADCASTING.

5000 watt midwest independent looking for versatile, fast-paced, announcer. No screamers. Warm, friendly style only. Pay commensurate with ability and experience. Send tape, complete resume and references to Box 352R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Very excellent opportunity for a top morning personality. Midwest market of 300,000. Pulse rated No. 1 for last five years. This is a prestige station. Fully paid hospitalization and life insurance programs equivalent to \$100.00 per month. Highest salary paid commensurate with ability. This is a permanent position—average length of employment over five years in our program department. Rush particulars—will contact by telephone. Box 359R, BROADCASTING.

\$550.00 per month. Must be top quality announcer with 1st phone ticket. Central midwest regional. Good music format. Progressive management. Good studios and equipment. Box 374R, BROADCASTING.

Morning personality for adult format, good music, top production station. Strictly a quality operation. Excellent opportunity for right man to build a strong following in this midwest market. Box 399R, BROADCASTING.

Wanted: announcer with tight board, good production, \$175.00 per week. Send unedited half hour air check. Box 441R, BROADCASTING.

Announcer-engineer. Ohio station needs a first phone who is sharp on maintenance. Send full details and tape to Box 481R, BROADCASTING.

Ohio daytimer needs announcer with first class ticket. Experience unnecessary but desirable. Box 490R, BROADCASTING.

Announcer-engineer with good voice for good music station in mid Atlantic. No maint. Send tape and resume to Box 496R, BROADCASTING.

N. Y. vicinity, all around announcer newsman. Good voice. Salary \$75.00. Send tape and resume. Box 498R, BROADCASTING.

Need mature morning man. \$450 per month to start. Tape and resume to KBRZ, Freeport, Texas.

Need immediately pleasant voiced, fast-paced announcer with 1st ticket, capable of production-type work. Station is number one in four station market of 125,000. Staff is pleasant and capable, we need a good man to join us. Air mail tape, resume, requirements: Hugh Barr, P.D., KLO, Box 1499, Ogden, Utah.

Wanted—staff announcer fast paced good music station. Resume and tape to KWNT, Davenport, Iowa.

Chicago suburban, first phone. Permanent, immediate, experienced. Tape please and detailed letter. WEAW, Evanston, Illinois.

Salesman-announcer—top opportunity for right man in single market. Established account list plus salary. Must be draft exempt. Contact W. H. Olson, Radio WLOI, La Porte, Indiana. Phone: 362-6144.

Announcer with first class ticket. WAMD, Aberdeen, Maryland.

The top rated station in Peoria, Illinois, is adding a drive time personality. Must be experienced, top rated and bright sounding. Also adding mobile news man. Must be experienced, and have a feeling for local news. Send tape and complete resume to: WIRL, Peoria, Illinois.

Announcer, dj, nighttimer for good music NBC midwest affiliate. Must have experience. Good salary plus benefits. Send photo, tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

Help Wanted—(Cont'd)

Announcers

Announcer, program director, 1st phone enthusiastic morning man. Beautiful eastern short station. Dick Lee, Easton, Maryland, TA 2-3301.

Opening soon. New clear channel radio station serving Granite Falls, Hickory and Lenoir, N. C. Now accepting applications for experienced announcers, engineers, salesman and copywriter. Good salary. Excellent working conditions. Paid hospitalization and life insurance. Good opportunity with growing group organization. Member "Childress Stations" group. Send complete resume to: Robert S. Culler, Manager, WKJK, Box 155, Granite Falls, North Carolina.

Technical

1st engineer. Southeast market, combo. Write resume. Box 261R, BROADCASTING.

Immediate opening for experienced Chief engineer of am and fm operation in Atlanta, Ga. Write complete qualifications. Box 423R, BROADCASTING.

Experienced young man with first class ticket to be chief engineer for topnotch Pennsylvania small market kilowatt operation, directional at night. Excellent opportunity for right man. Salary starts at \$100. Be your own boss. Box 430R, BROADCASTING.

Chief engineer-announcer for progressive in S.E. Pa. Send tape and resume to Box 495R, BROADCASTING.

Chief Engineer—Ohio daytimer. Complete responsibility for maintenance of modern well engineered station. Must be capable of handling modest amount of air time. Send resume, salary requirements and tape. Box 480R, BROADCASTING.

Immediate opening for booth announcer, excellent opportunity to switch from radio to tv. Send tape, picture, and resume to, Don Stone, KTIV, Sioux City, Iowa.

Needed two engineers with first class license for VHF transmitter and video. Contact WECT, Wilmington, North Carolina.

Chief engineer, announcer, 5 kw da—new RCA transmitter. Must be well qualified and ambitious. Good pay to right man. Present chief called to active duty in military. Leaves about January first, 1963. Call WION, Phone 2-300 or write Box 143, Ionia, Michigan.

Chief engineer—news station, Chicago area. KW fm-am directional. State experience and salary. WNSH, Box 1430, Highland Park, Illinois.

Production—Programming, Others

If you have basic writing abilities and a good commercial voice we will help you develop into a polished production writer. Send resume and audition tape immediately to Box 852P, BROADCASTING.

Public relations. City of Philadelphia has opportunity for experienced pr man to work in Silver Anvil and Freedom Foundation awards winning Public Information Office. Applicants must have a bachelor's degree with major course work in journalism, English or liberal arts. Four years of full-time experience in news writing and/or the preparation of informational or promotional material and arranging for its release is also required. Salary \$7053-\$8857, excellent fringe benefits. Contact Director of Recruiting, Room 792 City Hall (MU 6-2358) before December 19, 1962.

Well established southern lower Michigan fulltimer with adult programming seeks experienced mature air personality capable of handling production and news along with deejay work. Excellent opportunity for right person. Send air-check and resume to Box 366R, BROADCASTING.

Solid opportunity. Prefer: several years commercial experience, married, gather, write local copy, production, special events. Adult music. Expanding staff soon for increase to 5 kw, fulltime, tape, foto, salary, complete resume, Robert Armstrong, PD, WIBV, Belleville, Illinois.

Help Wanted—(Cont'd)

Production—Programming, Others

Radio news director: Top quality west coast Florida station. Immediate opening for experienced dedicated news director to head department. Authoritative delivery and creative writer. Want only the best. Top pay in the market. Send tape air-check, resume, references to Box 340R, BROADCASTING.

RADIO

Situations Wanted—Management

Manager. Documented sales ability. Thirteen years successful management. Top character and owner references. Box 391R, BROADCASTING.

Small station management. Can invest. Former chief engineer. 13 years business management. Georgia-Florida location preferred. Write Box 429R, BROADCASTING.

No. 1 salesman outselling all other salesmen in one of top 30 markets. Leading to position of local sales manager January 1961—currently outselling national spot on a 5 to 1 dollar basis. TV career man with solid successful background in both independent and affiliate sales seeks opportunity with growth potential. Available January, 1963. Write Box 470R, BROADCASTING.

Experienced broadcast executive, New York market. Seeks challenging growth position. Successful sales and management background. Prefer New York but will consider relocation for right position. Box 474R, BROADCASTING.

Florida salesman, employed, 25 years radio, seeks station management in good, active market. Family man, age 45. Box 506R, BROADCASTING.

10 years sales, training and management. Experienced all phases. Employed general sales manager seeks full responsibility smaller or medium southwest market. Five figures. Box 494R, BROADCASTING.

Sales

Salesman for group ownership only. Fifteen years specializing in local and regional spot sales. Work with your local salesmen under my direction for immediate billing on new direct sales. Highest references. Commission basis. Box 438R, BROADCASTING.

Arizona, New Mexico, California owners and/or managers: Top-notch radio time salesman relocate family in warm, dry climate. Mature, experienced, workable ideas especially effective with local accounts. Large or small market competition no handicap. Better than average copy. Need opportunity to earn a minimum of 8 to 10 thousand straight commission on collections. Available in your market early in '63. Confidential as you want it. Box 475R, BROADCASTING.

Local and regional sales specialist for group ownership only. Fifteen years experience selling direct, local and regional accounts. Will work with your local salesmen for new immediate billing. Highest industry references. Commission basis. Box 508R, BROADCASTING.

Announcers

Negro Disc Jockey announcer. Tight board, excellent news, refreshing dj style. Tremendous potential. Top 40 or good music. Box 203R, BROADCASTING.

Negro d.j. newscaster, college graduate, experienced, available now. Box 362R, BROADCASTING.

Experienced, ambitious 30 year old sports news, music announcer seeks position with sports minded station. Masters degree plus business experience including heavy background in sales and advertising. Family man. Veteran. Will relocate. Box 364R, BROADCASTING.

Announcer with five years experience desires position in educational broadcasting. Box 427R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

\$200 a week. Darn well worth it! Comic . . . metro-pro. Proven audience puller. Top 40 or middleroad. Box 428R, BROADCASTING.

Have records will rock. Top 40 dj, fast paced, experienced, tight board, excellent production. Top teen appeal, Age 22. Can supply complete million dollar music record library. Tape available. Box 434R, BROADCASTING.

Happily married staff announcer, 5 years experience all formats including 1, as pd. B.A. degree. Seeking stable position, advancement. Minimum \$100. Consider southwest, west, midwest. Box 437R, BROADCASTING.

Radio-tv announcer seeks position in east. Married. One child. Box 450R, BROADCASTING.

Mature family man, 1st phone. 20 years experience, 2 years chief. Desires permanent position with quality station. Will relocate for right position. Prefer eastern Pa., N. J. Salary to match abilities. Box 451R, BROADCASTING.

D. J. Announcer, continuity-writer. Do woman type show, traffic assignments. Box 462R, BROADCASTING.

Play by play with professional sound. Seven years sports, news, dj. Mature, stable, family man. Medium or major market. Box 463R, BROADCASTING.

Country disc jockey. Announcer. Available tape and resume on request. Box 464R, BROADCASTING.

Miny Miny mo, great sounding show. Idea gal, extraordinary, beyond compare. Box 465R, BROADCASTING.

The feminine style is best on the dial. Box 466R, BROADCASTING.

Experienced staff announcer, 25, single, veteran desires employment with sound midwest station. Box 467R, BROADCASTING.

Announcer with third phone wants first position. Good trained voice with college. Box 468R, BROADCASTING.

Announcer, disc jockey. Wants permanent position. 150 mile radius NYC. Box 476R, BROADCASTING.

Six years experience. Versatile staff. Married. Conscientious. Currently employed as program director. Box 477R, BROADCASTING.

Grignatz! How's that for an attention getter? Smooth, extremely versatile professional of nine years radio and tv. University graduate, employed, seeks staff position with tv-am or free hand in developing top-notch all-night show in major market, or let's hear what you're got. Box 478R, BROADCASTING.

Negro announcer. The talk of your town will be the tall man with the big, wonderful voice. Mature, broadcasting school and college graduate. Creative writer. Box 483R, BROADCASTING.

Fast-paced personality, good news delivery. Draft free. Seeking medium market, top 40 or other. Box 484R, BROADCASTING.

DJ. Top 40. Swinging sound. Cheerful. Youthful. Tight production. Reliable. Box 486R, BROADCASTING.

Personality/dj. Popular adult programming. Versatile. Ambitious. Reliable. Now employed. Box 487R, BROADCASTING.

Seeking first position. Opportunity more important than money. Production conscious, news-minded, on-spot, rewrite, college graduate, musician. Available immediately! Box 452R, BROADCASTING.

Announcer, d.j. experienced authoritative sound. Smooth board, production. Will relocate. Box 497R, BROADCASTING.

Experienced newsman/salesman. Family man looking for permanent position. Box 213R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

DJ/announcer, first phone for south Florida. Young, single. Adult format and top 40 experience. Conversational delivery. Box 501R, BROADCASTING.

Desire return to radio (2 years absence). Announcer with 1st class, 3½ years experience, family, age 29. Prefer midwest. Box 504R, BROADCASTING.

First phone. Chief, combo experience. Will relocate. Box 503R, BROADCASTING.

Top 40 announcer. Will go anywhere, year experience. Will send air check. Tight oBard. Box 509R, BROADCASTING.

News, farm, sports, copy, sales. Call Borom Pl 8-7323 Longview, Texas.

Newscaster, dj, middle of the road dj, authoritative news, not a floater. Adam Knight, 32-84 37th Street, Astoria, New York.

Young, ambitious, talented dj knows radio, prefer top forty market. Any location. Contact Jody Lann, 316 Wimberly, Edison 2-4683, Fort Worth, Texas.

Have limited experience, first phone, prefer smaller markets, consider any area, and would take straight engineering or combo work. Bobby Lee, 5202 Bradford Drive, Dallas, Texas.

Experienced first phone announcer, farm director, and copywriter. Available now for small or medium market in Iowa, Minn. or Eastern South Dakota. Family, write Box 301, Waverly Iowa.

Young Chicagoland personality available now. \$130 minimum. First phone, Carl Como, 8755 Oleander, Niles, Illinois. YO 5-2365.

Staff announcer, 1st phone, all staff duties. Tight board, single, have car, age 23, Martin, 1500 Ruth #7, Texas. JA 2-3439 after 5 p.m.

First phone personality, showmanship maturity, college, 5 years experience, No. 1 ratings, draft free. Available immediately. Box 743P, BROADCASTING.

Technical

Experienced first phone engineer/announcer. Versatile. Midwest. Box 195R, BROADCASTING.

First phone, no experience. Willing to learn. Presently radio operator. Married, draft exempt. Prefer south central. Box 338R, BROADCASTING.

Position wanted, presently employed, 19 years in radio, experienced all phases, chief engineer, supervisor, maintenance, construction, directionals. Box 460R, BROADCASTING.

Chief engineer, experienced in directionals, maintenance, regulations. Western States. Box 479R, BROADCASTING.

Field service. Broadcast engineer. Ticket, know-how. Mileage, weekly fee, cash. South. Call, Griffin, Georgia 8-1318.

Engineering technician, electronics, desires service representative position. Griffin, Georgia. 8-1318.

Engineer, 1st class, 41 years old, wishes to relocate. Current station going remote. Available immediately. Reply to Robert Benninger, c/o WDBC, 600 Ludington Street, Escanaba, Michigan.

Production—Programming, Others

Newsperson on number one clear channel in sixth US market desires new position. Available February 1, 1963. Top references. Top local and regional reporting, writing. For tape, resume, write, Box 387R, BROADCASTING.

Program director and/or announcer-good background including sales. Unique ideas. Conservative. Prompt reply. Box 389R, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Music director, announcer. Now employed at quality music station in Hollywood, California. Seeks return to east coast. New York, Conn., Mass. preferred. Box 431R, BROADCASTING.

Formatic p.d./dj. 6 years with top 40 and middle of road. 1½ years general manager. 5 years in sales. Married. 25, stable, college grad. Box 432R, BROADCASTING.

Hard hitting newsmen's newsmen. Colorful brilliant style. Decade's experience. College journalism. My news makes money. Box 435R, BROADCASTING.

First rate newsmen, now doing morning news for 50,000 watter in top 20 market. I dig, write and air news and documentaries. Leadership ability. Aggressive. Quality voice. Family. Interested? Box 442R, BROADCASTING.

Program director-dj—14 years experience, 34, married. Currently employed at 50,000 watt independent as pd-dj. Desires to relocate. Top ratings as disc jockey for 10 years. Top ratings on stations as pd. Modern format desired. Tape and resume on request. Excellent references. Box 444R, BROADCASTING.

Announcer, dj, newscaster, married, experienced, tight board, authoritative newscast. Prefer northeastern area. Available immediately. Chance to work into television. Box 445R, BROADCASTING.

Top flight, working program director for northeast. Top music format a must. Experience, references. Can handle any size staff. Personal interview required. Suggest starting salary. Box 449R, BROADCASTING.

Program manager. Available immediately. Fourteen years continuous experience in the third and fourth market with three major corporations. Box 473R, BROADCASTING.

TELEVISION

Help Wanted—Sales

Local—salesman wanted for station in 500-000 plus set midwest market. Man we want must love selling. Must have television experience. Excellent protected list. Income in five figure bracket. Pro's only apply. Once in a lifetime opportunity for right man. Box 493R, BROADCASTING.

Sales manager for television station. Unusual opportunity for young aggressive salesman with good radio or television experience to join dynamic organization. Box 502R, BROADCASTING.

Announcers

New, progressive channel 21, in all UHF Fresno area market, has two openings for free lance men, or salesman-announcers. One hour, prime time rate \$90.00. Independent station specializing in local sports and special community salutes, with live-remote facilities. Teenage bandstand show also available. High commissions or net amount of your total billings. Resume and pics to Harold Gann, KDAS-TV, Box 321, Hanford.

Technical

Engineer first class ticket. Excellent opportunity pilot station, growing chain. WBJA-TV, Binghamton, New York. Phone or wire Chief Engineer, Lou Stantz, 772-1122.

Wanted experienced tv studio engineer. Must have 1st phone. State experience and salary requirements first letter. Box 78R, BROADCASTING.

250 kilowatt uhf has need for engineer. Strong on maintenance, must have sufficient experience to assume full responsibilities for maintenance shift. Salary open. Wire or phone M. J. Lamb, WIMA, Television, Lima, Ohio.

Help Wanted—(Cont'd)

Production—Programming, Others

Announcer-Sportcaster. Opening for thoroughly professional versatile announcer capable of doing local-level sports show. WSAV, Radio-Television, Savannah, Ga.

Outstanding opportunity for experienced, professional tv newsmen in one of the east's finest growth markets. Must have college education, professional air performance, good public relations sense, proven administrative ability. If you qualify fully, send complete resume in confidence to Box 424R, BROADCASTING.

Midwest tv station needs experienced continuity writer. Send samples, photo, resume, salary expected. Box 358R, BROADCASTING.

Producer-director—if you are good and if you can prove it call or write immediately for a challenging opportunity in a progressive company that demands excellence. WMBD-TV, Peoria, Illinois. 676-0711.

Wanted combination announcer-director. Must be strong on announcing. Send audio tape, photo and resume to: Program Manager, WSBA-TV, York, Pennsylvania.

TELEVISION

Situations Wanted—Management

Experienced in managing local and national sales, heavy in both. Excellent New York agency, advertiser, network contacts. Hard sell with national representative. Excellent programming experience. Salary secondary. 10 years broadcast, 36 years old, married, excellent references. Available immediately. Box 370R, BROADCASTING.

Announcers

Leading tv newscaster, major northeast metropolitan market seeking greater opportunity. Writer, lecturer and top government and industrial narrator. Thorough broadcasting background. Minimum—\$12,000. Box 439R, BROADCASTING.

Experienced newsmen, versatile announcer with production background, seeks position in northeast. Excellent references and employer recommendations. Personable, authoritative, energetic, college. Box 368R, BROADCASTING.

Looking for television announcing opening. Currently in St. Louis radio. Full command of broadcasting basics. Can write. Will relocate anywhere. Box 485R, BROADCASTING.

Competent, versatile, employed tv announcer. Nine years broadcasting, married, 27. Relocate permanent. Box 489R, BROADCASTING.

Mature, personable tv staffer, university graduate. 39, now major southeast market, must relocate immediately. Box 505R, BROADCASTING.

Technical

Assistant chief or chief engineer. 9 years experience in all engineering phases of tv. Heavy on planning, construction and maintenance. Box 461R, BROADCASTING.

Experienced first phone xmtr/studio technician. Versatile. Midwest. Box 194R, BROADCASTING.

Experienced mountain top television transmitter engineer. 1¼ years Montana. Desire West. William E. Clark, 310 N. Race Street, Springfield, Ohio.

First phone engineer, two years experience in t.v. Studio and control room transmitter operating and maintenance trainee work. Additional two years t.v. engineering school, also, 8 years prior technical experience in allied field. Desires steady, permanent position in large or medium market progressive t.v. station. Prefer midwest or west or southern California. Also desire decent living wage. Box 507R, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman-writer/newscaster. 10 years radio-newspapers. Seeks television operation where can gather, write, film and broadcast news. Professional delivery. Best references. Box 353R, BROADCASTING.

Director, writer, announcer wants position western U. S. Available now. Box 118R, BROADCASTING.

Top producer-director of number one station in top-ten market available after first of year. College graduate. During past ten years, have worked in several top markets. Interested in sports or a position as production director. Have written, produced, directed programs of all types. Box 376R, BROADCASTING.

Director working in midwest, desires relocation, permanency. Five years creative experience. Reliable, best references, university graduate. Family. Box 395R, BROADCASTING.

Writer. Knows his stuff and knows tv. Male. Best in the business. Box 436R, BROADCASTING.

TV newsman—on air daily northeast. Nine years experience all phases including radio and newspaper. Box 440R, BROADCASTING.

Working radio tv newsman. Top market, net credits, desires challenge. Box 446R, BROADCASTING.

Tv-radio newsman, 8 years radio, 4 years tv, proficient with Auricon and Bolex. Desires relocate southwest. Radio or tv or combination. Highest recommendation from current employer. Jack Khrington, KKTV-KGHF, Pueblo, Colorado.

WANTED TO BUY

Equipment

Wanted—5,000 watt am transmitter not over 10 or 12 years old. Meet FCC specifications. Box 322R, BROADCASTING.

Wanted—RCA audio console model BC-3B, BC-3C, or BC-2B. Give specifications, condition. Cash. KPEN, 1231 Market Street, San Francisco, California.

Wanted by our clients. Radio fm, and tv test and measuring equipment. "Thirty years in broadcast engineering." Ariel Electronics, Box 725, Sag Harbor, N. Y.

Will buy or trade used tape and disc recording equipment—AmpeX, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

For Sale

Equipment

Thermometer, remote electrical; used by over 100 stations, enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Biley and J-K holders, regrounding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electronic Company Box 31, Temple, Texas.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-9258.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Tem-

For Sale

Equipment

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Gates 5 kw transmitter BC-5P. Sell or will trade for station interest. Box 425R, BROADCASTING.

Going to high power, will have ITA 5-kilo-watt transmitter. Available 30-60 days. Completely installed, \$5200.00. Box 426R, BROADCASTING.

General Electric channel 22 antenna—gain of 25. De-icer included. KNDO TV, Yakima, Washington.

Rek-O-Kut challenger Disc. Recorder used 16 hours, only \$260.000 WTRA, Latrobe, Pa.

Collins all transistorized portable announcer. Like new. Model TT-200. Contact: John Oakvik, 975 North 35th, Milwaukee 8, Wisconsin. Phone—West 3-8444.

Collins pb-190 with automatic switcher unit. Less than 10 hours of use on it . . . \$300.00 KCFM, 532 Debaliviere, St. Louis 12, Missouri.

Collins tape cartridge machines like new \$249.00. 4 for \$899.00. Box 125, Lafayette Hill, Pennsylvania.

Complete Gates remote control (tone type) for both studio and transmitter locations. All you need to go remote. Metering and motor tuning for 1,000 watts. Also, lighting coil type for 1,000 watts. Rek-o-kut 16" 2-speed turntable with matching overhead mechanism and Audax cutting head. Other small items. Contact: Charlie H. Parish, Jr., WCLS, Columbus, Georgia.

Transmitter and antenna. Kilowatt fm station \$2,750. KJAZ, 2328 Santa Clara, Alameda, California.

Ampex tape duplicators. Two unit available. 2 track 3200 series—\$7500. 4 track 3300 series—\$8500. Ampex 351-2 less than year old—\$1800. Ampex 601-2—\$600. Schafer 1200 automation system. (NEW). Three racks of equipment including four Ampex units—best offer—over \$8700. Lang Electronics, Inc., 507 Fifth Avenue, New York 17, New York, MU 2-7147.

Repair—exchange. Rebuilt motors and major parts for Ampex, Magnecord, etc. Same performance and warranty as new. Sigma Electric Co., Inc., 11 E. 16th Street, New York 3, New York.

Miscellaneous

Christmas Comedy is featured in the December issue of "Days, Dates, and Data." Contains patter, gags, promos, and a Santa Interview. \$3.00 Show-Biz Comedy Service (Dept. X), 65 Parkway Court, Brooklyn 35, New York.

Station managers: Will write and tape your commercials. Also available feature shows. Network writer-announcer. Box 303R, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Special rates to religious broadcasters 6 to 9 a.m. daily. WMDE, Greensboro, North Carolina.

"Deejay file." Quotes, kickers, liners, record info, hints. Complete program package for deejays and P.D.'s. \$10.50. Del Mar Radio Features, P. O. Box 61, Corona Del Mar, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N. Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9, April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

RADIO

Help Wanted—Announcers

NEGRO DEEJAYS!!!

If your air presentation meets these qualifications, we're interested in you for a top job in the top five markets. 1.) Voice: bright, warm, with no traceable accent, regional or otherwise. 2.) Show: not just time and temperature but interesting or humorous in nature. 3.) Production: tight and fast. Mail your tape and background notes posthaste to

Box 336R, BROADCASTING

Help Wanted—(Cont'd)

Announcers

CONCERT MUSIC STATION
in up state New York needs young announcer whose knowledge of concert music and copy writing capacity qualify him as a potential station manager. Salary low. Potential good. Experience, opportunities matched.
BOX 373R, BROADCASTING

Production—Programming, Others

WANTED NEWSMAN
Gather, write and Air NEWS in Medium City on Great Lakes. Part-time TV News work available. Send picture, tape and resume, soonest.
Box 422R, BROADCASTING

RADIO

Situations Wanted—Announcers

HIGH RATED
personality currently in top market seeking higher pay and stable organization. Married, college background, excellent references. Only high rated, modern format stations need reply.
Box 433R, BROADCASTING

MAJOR MARKET PERSONALITY
p.d. experience, modern music and/or pop stations please. For details write
Box 420R, BROADCASTING

Production—Programming, Others

RATINGS DOWN???
Highly skilled production and program man desires new challenge. Have elevated several stations to number one positions in metropolitan markets. Interested only Top 20 markets or possibly national P.D. for group ownership. Superb references. Have 15 years as writer, producer, program director and announcer. Thorough knowledge of modern format, middle of the road and good music operation. Track record and production samples on request.
Box 499R, BROADCASTING

INSTRUCTIONS

EMERSON COLLEGE
Fully accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 81st year. For catalog write: Director of Admissions.
EMERSON COLLEGE
303 Berkeley St., Boston 16

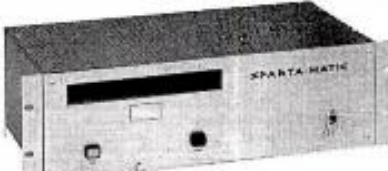
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JOBS WAITING!
ALL BROADCAST PERSONNEL PLACED
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MIDWEST SATURATION
Write for application NOW
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Minneapolis 17, Minn.


MISCELLANEOUS

SPARTA-MATIC
CARTRIDGE TAPE



- Continuous Duty Rated
- Compact, Modern, Functional Design
- Proven Reliability

SPARTA ELECTRONIC CORPORATION
6430 FREEPORT BOULEVARD
SACRAMENTO 22, CALIFORNIA



WANTED TO BUY

Equipment

USED TV STUDIO
equipment wanted of all kinds. Remote equipment, microwave length. Sontact Chief Engineer, J. C. Waters, WXIX-TV, Channel 18, Milwaukee, Wisconsin.
Phone: BRoadway 2-1818.

WANTED TO BUY

Station

LONG EXPERIENCED WORKING
owner manager wants small market pop and mom station anywhere except deep south. Prefer distress or money loser but all considered if price and terms right. Confidential. Doc Pournelle, Anacortes Motel, Anacortes, Washington.

For Sale

Station

FLORIDA—LAND OF OPPORTUNITY

We have heard of attorneys advising clients not to invest in Florida radio stations. If you plan to semi-retire and operate a Florida station—forget it—aggressive ownership and management are the keys to success in Florida as well as any place else. However, the broadcaster who comes to Florida and works eight hours a day forgetting the golf—beach—race track—and sun during the working day will do well. The growth of Florida is phenomenal. Here are three excellent, fulltime radio opportunities in Florida:

SOUTHEAST

Absentee owned—in one of Florida's fastest growing areas—Asking \$185,000 including land and building—with 29% down—long terms.

MAJOR FLORIDA MARKET

Profitable—Priced realistically in relation to gross and cash flow—with 29% down and good terms to qualified buyer.

POWER—CENTRAL

Station priced for quick sale—with liberal terms—history of good earnings.

Associated Media Brokers
Suite 328 Bayview Building
Fort Lauderdale, Florida
Phone LOgan 6-7843

Bob Flynn **Myles Johns**

For Sale—(Cont'd)

Stations

DEBT FREE 30,000 WATT FM in Southwest, all new equipment, \$18,000. Terms 1/3rd cash balance over three years. Less for all cash.

Box 443R, BROADCASTING

FLORIDA FULLTIMER

250 Watts—priced under \$100,000.00 for tax reasons. Will finance on 10% cash—long term payout.

Box 492R, BROADCASTING

MIDWEST FULLTIMER

Excellent facility with coverage of almost 400,000 population. \$350,000 with not more than 29% down and good terms.

Box 500R, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Appraisals Management Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

To buy or sell Radio and/or TV properties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Ky.	single	daytime	\$ 68M	terms
Ariz.	small	fulltime	70M	10M
Ala.	medium	fulltime	125M	29%
Fla.	medium	daytime	125M	35M
N.Y.	medium	fulltime	230M	50M
N.C.	metro	daytime	125M	terms
Pa.	metro	daytime	195M	terms

and others:
CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

—STATIONS FOR SALE—

PACIFIC NORTHWEST. Daytime. Doing \$36,000. Asking \$36,000. Terms.
ROCKY MOUNTAIN. Medium market. Gross \$100,000. Asking \$150,000. 29% down.
CALIFORNIA. Daytime. Metro. Asking \$125,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollywd Blvd.
Los Angeles 28, Calif. HO 4-7279

For Best Results

You Can't Top A CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 83

increase in ERP, and specify type trans.
WATN Watertown, N. Y.—Granted license covering change of ant.-trans. and studio location, and changes in ant. and ground system.

WPRP Ponce, P. R.—Granted license covering move of aux. trans. with remote control operation.

*WILL-TV Urbana, Ill.—Granted mod. of license to change studio location.

WDIF (FM) Buffalo, N. Y.—Granted extension of completion date to April 30, 1963.

WUPY Miami, Fla.—Granted request and cancelled cp for new fm station; call letters deleted.

Granted license covering increase in daytime power and installation of new trans. for following stations: KCKN Kansas City, Kans.; WRIT Milwaukee, Wis.; WCNF Weldon, N. C.; WRPB Warner Robins Ga.

Granted license covering change in frequency increase in power and installation of new trans. for following stations: WNRG Grundy, Va.; WMDD Fajardo, P. R.

Granted licenses for following am stations: WLYB Albany, Ga.; WEAL Greensboro, N. C.; WKYE Bristol, Tenn.; KSGT Jackson, Wyo.

WKRK Murphy, N. C.—Granted cp to install new trans.; change studio location (same as trans.); delete remote control operation.

Actions of Nov. 20

KNTD-FM Wichita Falls, Tex.—Granted license for fm station.

WNMP Evanston, Ill.—Granted license covering installation of new trans.

WMNI Columbus, Ohio—Granted license covering installation of new trans. to be used as alternate main day and night trans.

WWIL Ft. Lauderdale, Fla.—Granted license covering installation of old main trans. as aux. trans.

WRGR Starke, Fla.—Granted license covering change in ant.-trans. and studio location.

WROS Scottsboro, Ala.—Granted license covering move of tower (60 ft.) and installation of new ground system.

KIOO (FM) Oklahoma City, Okla.—Granted mod. of license to change name to Nanmar Electronics Inc.

KANN Ogden, Utah—Granted mod. of license to change studio location and remote control point.

WBVM (FM) Bayamon, P. R.—Granted cp to replace expired permit for fm station.

WKUR-FM Media, Pa.—Granted cp to change ERP to 4.2 kw vertical and 4.2 kw horizontal, install new trans. and new ant. and make changes in ant. system.

WJBC-FM Bloomington, Ill.—Granted cp to install new trans. and new ant., increase ERP to 50 kw and ant. height to 440 ft.; remote control permitted; conditions.

KYSM Mankato, Minn.—Granted cp to install old main trans. as aux. trans. at main trans. site; remote control permitted.

WPDQ Jacksonville, Fla.—Granted cp to install former alternate main trans. as aux. trans.; remote control permitted.

KITE Terrell Hills, Tex.—Granted cp to install aux. trans. at main trans. site (DA-N).

WMGR Bainbridge, Ga.—Granted cp to install new trans. as main N and aux. D trans.

Spokane Television Inc., Spokane, Wash.—Granted cp for new vhf tv translator station on ch. 9, to translate programs of KXLY-TV (ch. 4) Spokane, Wash.

KSFV (FM) San Fernando, Calif.—Granted mod. of cp to change ERP to 1 kw horizontal and 270 w vertical, ant. height to minus 105 ft., make changes in ant. system, type trans., type ant. (dual polarization) and studio location; remote control permitted.

WHTG-FM Eatontown, N. J.—Granted mod. of cp to change type ant. (dual polarization).

KCAC Phoenix, Ariz.—Granted mod. of cp to change studio location and remote control point.

KROB Robstown, Tex.—Granted mod. of cp to change type trans., make changes in ant. system and ground system, studio location to trans. site, and delete remote control.

Granted licenses for following am stations: WSAO Senatobia, Miss.; WQIZ St. George, S. C.; WPTN Cookeville, Tenn.; WSDC Mocksville, N. C., specify studio location same as trans. location, specify type trans. and delete remote control operation.

Granted licenses covering increase in daytime power and installation of new trans. for following stations: KGEK Sterling, Colo.; WCNH Quincy, Fla.; WMRE Monroe, Ga.; WSDR Sterling, Ill.; WPKE Pikeville, Ky.; WMOH Hamilton, Ohio;

WCVI Connellsville, Pa.; WHGB Harrisburg, Pa.; WMGW Meadville, Pa.; WMAJ State College, Pa.; KWTX Waco, Tex.; WOMET Manitowoc, Wis.

Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following stations: WWON Woonsocket, R. I.; WNMP Evanston, Ill., with remote control operation; WOLS Florence, S. C., with remote control operation.

Granted cps to install new trans. for following stations: KNTD (FM) Wichita Falls, Tex.; KFSC Denver, Colo.

Granted mod. of cps to change type trans. for following stations: WCMJ Ashland, Ky.; KINO Winslow, Ariz.; KEEP Twin Falls, Idaho; KLTR Blackwell, Okla.; KPRK Livingston, Mont.; KRRR Ruidoso, N. Mex.

Following stations were granted extensions of completion dates as shown: KVOX-FM Moorhead, Minn., to May 31, 1963; WBLK-FM Depew, N. Y., to June 1962; KSFV (FM) San Fernando, Calif., to April 6, 1963; WPRC Lincoln, Ill., to May 9, 1963; KCAC Phoenix, Ariz., to Feb. 28, 1963; WENG Englewood, Fla., to June 15, 1963.

WBSA Boaz, Ala.—Granted request for mod. of pre-sunrise operation condition attached to Feb. 14 grant of cp to increase daytime power to 1 kw, to extent of authorizing operation with non-DA with 500 w between 4 a.m. and local sunrise until final decision is reached in doc. 14419 or until directed to terminate such operation, whichever occurs first.

License renewal

By memorandum opinion & order, commission granted renewal of license for Los Angeles Bcstg. Co.'s am station KFAC and aux., Los Angeles, Calif., but attached condition precluding pre-sunrise operation with daytime facilities. KPOJ Portland, Oreg., petitioned for attachment of condition, to which KFAC consented. Action Nov. 21.

Rulemakings

PROPOSED

Commission, by notice of further proposed rule making in doc. 14419, moved to resolve long and troublesome problem of extended hours for daytime am broadcast stations by proposing rules which would permit daytime only Class III stations, in locality without unl. station, to begin operation at 6 a.m. or local sunrise, whichever is earlier, with power of 500 watts and non-D ant.

Commission adopted notice of proposed rule making which would enable local inspection to be made of applications and public reports and related documents (including amendments) that are filed with commission; also copies of local publication of notice of filing of broadcast applications and when and if applications are designated for hearing. Action Nov. 21.

FINALIZED

By first report & order, commission adopted, without material change, rules that it proposed Sept. 12th last embodying technical standards which will enable tv receiver manufacturers to convert to all-channel sets by April 30, 1964. This is to implement 1962 law requirement that all tv receivers shipped in interstate commerce be able to adequately receive uhf as well as vhf channels. Comments indicate that standards and target date are acceptable to industry. Action Nov. 21.

By report & order, commission adopted new application forms for all noncommercial broadcast stations—am as well as tv and fm, also tv and fm educational stations operating on non-reserved channels. Except for inclusion of am stations, and educational stations operating on commercial channels, new rules are substantially same as those proposed June 26 last. Instead of using commercial station application forms as now, all qualified educational applicants will use new forms 340 (for construction permits); 341 (for licenses), and 342 (for renewals). Also, they will make ownership report on new form 333E. Action Nov. 21.

MODIFIED

By memorandum opinion & order, commission further modified its rules pertaining to signatures required on broadcast applications filed by corporations to revert to former rule provision that signature may be by any officer of corporation. Previous rule provision, effective Oct. 1, required additional signatures in cases where licensee or applicant corporation was subsidiary. Action Nov. 21.

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OUR RESPECTS to Joseph William Goodfellow

Integrating network and local programming is his big job

A few days after the FCC announced it would conduct its next local programming hearing in Omaha, a couple of commissioners were joking with some broadcasters after a luncheon in a Washington restaurant. "We've been thinking about holding the hearing here in Washington," said one of the commissioners mischievously.

"Come on. We're ready for you," a broadcaster smiled back.

The commissioner paused, smiled, and said, "Naw, that wouldn't be any fun. We'll go to Omaha."

The banter was in jest, but Joseph William Goodfellow, NBC vice president and general manager of WRC-AM-FM-TV Washington, was serious.

Although he runs the only network-owned station in the nation's capital and is host to Cabinet officers, diplomats and top businessmen each week, Mr. Goodfellow places great emphasis on local programming. Result: the WRC stations walked off with five of six local Emmies awarded in the capital last spring. The operation produces 24 tv and more than 80 radio network originations each week.

"The biggest job I have, and I hope we have accomplished it, is to . . . integrate with the network so our audience never knows whether it's a network or a local show," he said during an interview last week. Facing one of the most sophisticated and influential audiences in the country, Mr. Goodfellow admits this is a challenge.

Eleven-year Climb ■ But Joe Goodfellow doesn't run from challenges. Now 53, the bantam-sized broadcaster climbed from local salesman to network vice president in 11 years, and it wasn't until after World War II that he even thought about a broadcasting career.

The only child of a Brooklyn, N.Y., family, Joe was born Sept. 24, 1909. He got his first taste of show business at the age of 13 when he became a page at New York's Palace Theatre, then the center of vaudeville. Later he obtained his secondary school education at a military academy. Then he majored in liberal arts at St. Lawrence U., Canton, N. Y., and became a salesman for U. S. Rubber Co. in New York. Although his uncle was a high-placed executive in the giant firm (Joe says with a grin he was a "legacy"), he worked on his own, learning sales skills on the Bowery and in New York's industrial areas which he would later ply on Madison Avenue.

'Orders by the Ton' ■ When he sold Consolidated Edison on using Uskora, a rubberized friction tape, the utility "ordered the stuff by the ton." A

bonus from that success financed a Nassau honeymoon for Joe in 1941 with his wife Mary Tucker, formerly of Atlanta. Mary, a former advertising scholarship student at New York U., had been a fashion coordinator in Manhattan, and later managing editor of *Charm Magazine*.

Joe then moved to a responsible desk job in government contract bidding, but was drafted in 1943. He served with the Army in the Pacific Theatre and at the invasion of Okinawa.

Into Broadcasting ■ After the war Joe abandoned the rubber business entirely—but not sales—and worked in New York and in the Midwest for John W. Boler, now president and owner of North Dakota Broadcasting Co.

Joe managed KSJV Jamestown, N.D., and helped pre-sell KIOA Des Moines, which was being constructed. Nonetheless he yearned for New York, so he and his wife Mary returned in 1949 and Joe became an account executive for WNBC, WNBT (TV) New York. There he learned about production and programming and got his first taste of tv.

He says he'll never forget a Saturday night program he sold—stock car racing from the Bronx. The first show was rather confused, mostly a lot of smoke and dust. He got a phone call on that one from a man he later was to know better. Brig. Gen. David Sarnoff, then NBC's chairman of the board, called the new salesman Monday morning and asked, "Joe, what was that you had

on Saturday night?"

But television was just beginning, and so was Joe Goodfellow's career. From the local operation he became eastern division sales manager of NBC Spot Sales. In January 1953 Joe was moved to Washington and installed as director of sales of WRC-AM-FM-TV, answering to Carleton D. Smith, now RCA staff vice president in Washington. This was the first time NBC had placed the sales functions of all three outlets in the care of one manager at an owned station.

Four years later Joe was named overall manager of WRC Radio, his first real opportunity to blend his sales experience with his increasing knowledge of programming and administration.

In June 1960, the NBC board elected Joe a vice president and placed him in charge of the entire Washington operation which is housed in a \$4.5 million plant, the first station built from the ground up for color (1958). There Tom Paro manages television; Harry A. Karr Jr., radio.

Community First ■ One policy which he instituted and considers highly important is a series of station luncheons which brings Maryland, Virginia and D. C. business and community leaders to WRC where they and his department heads seek ways to more effectively meet community needs.

A recent integration of WRC newsmen with the NBC Washington News Bureau has "worked beautifully," Mr. Goodfellow reports. Now his local men have more time for special assignments to create local public-affairs programming.

An avid golfer, he tries to play at least once a week. Some of his favorite golfing companions are good WRC customers, indicating that Joe Goodfellow is first and foremost a salesman. Not "hard sell," he is a warm, sincere man, one who places great reliance on the friendships he has built throughout his career.

Mr. Goodfellow serves on many area boards and committees, and was elected president of the Maryland-D. C. Broadcasters Assn. Nov. 20 and is president of the Broadcasters Club of Washington. He is a director of the Better Business Bureau and serves on local charity and community groups.

Mr. Goodfellow lives in suburban Bethesda, Md., with his wife Mary and their son, Robin, 15, who is interested in a broadcasting career.

The younger Goodfellow may find some encouragement in that field.



Mr. Goodfellow
Doesn't avoid challenges

Legal logic

THE making of television commercials was vastly simplified by a federal court in Boston a few days ago. The court held, in effect, that the Federal Trade Commission's "sandpaper" decision, which outlawed props and mock-ups as deceptive, was itself based on deceptive logic and ought to be outlawed (BROADCASTING, Nov. 26).

The ruling is doubly welcome because the FTC's decision in this case was unbelievably grasping and foolish. The question itself was simple. Colgate-Palmolive Co. and its agency, Ted Bates & Co., had presented commercials that purported to show sandpaper being shaved after Rapid Shave was applied. Actually the "sandpaper" was sand-coated plexiglass. The question, then, was whether the commercials materially deceived or misled viewers.

As we said at the time, if the FTC had confined itself to this question the case would have been important primarily to Colgate and Bates. But the FTC used this question as a jumping-off point. In a decision abounding in ambiguity and contradictions, it cast doubt on the legality of commercials that employ props under any circumstances.

Federal Circuit Judge Bailey Aldrich disposed of all this nonsense in singularly unambiguous language. Acting on an appeal by Colgate and Bates, he wrote:

"... We are unable to see how a viewer is misled in any material particular if the only untruth is one of the sole purpose of which is to compensate for deficiencies in the photographic process. . . .

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

It would be hard to find a clearer exposition or sounder logic. Colgate and Bates deserve the thanks of their colleagues and competitors for pursuing this whole silly business to the only sensible end.

G. I. programming

AS reported in detail elsewhere in this issue, the staff of the FCC has been engaged in calculated efforts to coerce television and radio stations to program according to government specifications. Nobody outside the FCC staff knows how many program schedules have already been changed in deference to the pressures of government functionaries, but we must suppose the number is considerable. The few examples that BROADCASTING has discovered through assiduous but necessarily incomplete searches of the FCC's vast collection of files are enough to suggest the outlines of a dismaying trend.

The procedure is explained at length in the story beginning on page 29, but it can be summarized as follows:

A station applies for renewal of license and describes the programming it intends to broadcast. The applicant receives an official letter from the FCC raising questions about the program proposals. These questions may range from the type that is being asked of television stations with extensive commercial schedules in prime time (Does this leave room at peak viewing hours for local expression?) to doubts about the adequacy of agricultural, educational, religious or children's programs in the planned schedules.

The station that answers an inquiry by sticking to its original plan is more likely than not to get another letter raising still more questions. As exchanges of that kind go on, so also does the delay in the issuance of a license renewal. The longer a station clings to its original stand, the

longer it must wait for official confirmation that it can stay in business.

As some stations have discovered, the renewal procedure can be expedited if, upon receipt of a questioning letter, the station modifies its program proposals to include whatever the FCC letter implied ought to be there. Every time this has happened, broadcasting has let the FCC bureaucracy move another step toward centralized program control.

It is shocking, as some members of the FCC itself said last week, that this procedure has been going on without the official knowledge of all FCC commissioners, but it will be even more shocking if it persists, now that all of the commissioners have learned about it. We would have more confidence in the commission's inclination to curb its staff's blatant coercion if the commission itself had not voted a fortnight ago to conduct another coercive venture of its own, a hearing in Omaha to inquire into local television programming.

The Omaha hearing will be a sequel to a similar one that was conducted in Chicago. Of the latter, the FCC majority said in justifying its decision to proceed in Omaha, "it established an avenue of communication for that part of the public which chose to be vocal." Presumably a similar avenue will be opened in Omaha, and will be travelled by that part of the Omaha public which chooses to be vocal. What both of these hearings will prove is that some citizens of any community like to shoot off their mouths. As a contribution to the study of mass communications, evidence of this kind is of doubtful value.

The plain purpose of the FCC in Chicago was to force stations to alter their schedules by the introduction of programs that in the opinion of the government are "good." The same purpose applies to Omaha. As Commissioner Rosel H. Hyde said in dissenting to the Omaha decision: "Such inquiries or hearings are obviously intended to have an impact on programming . . . I know of no reason why Omahans should require the assistance of the FCC in seeing that what they look at and hear is what they need."

For "Omahans" Mr. Hyde could have substituted "Americans." Clearly the FCC majority and its staff are bent on changing the whole of the U. S. broadcast program structure to fit their concept of the public needs. If this kind of thing can't be stopped by court action, it will have to be stopped by changes in the law. One way or another control over programming must be recaptured by broadcasters.



Drawn for BROADCASTING by S. H. H. x

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**ARB Television Audience Report, September, 1962*

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