



BROADCASTING

THE BUSINESS

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DEC63 Mc

AND RADIO

NEWSPAPER

DECEMBER 24, 1962

Tv documentaries catching on with viewers
and thus with advertisers 19

Sunbeam uses helicopters to keep up with
demand for tv-promoted products 26

FCC making 2,730 assignments in fm band
as last step in plans for medium 43

If FCC gets its way you may have to turn
volume up to hear tv commercials 46

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MORNINGSIDE COLLEGE
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WTEV 6

NEW BEDFORD, MASS.



*Serving the Greater
Providence area...*

Join us

New Year's Eve

First Telecast 12 Midnight

R.S.V.P.



KvIL WINTER CARNIVAL!

Good music radio station says thanks to Dallas time buyers for making KVIL a solid #2 in local sales dollars.



Dallas time buyers are anxiously anticipating their winter invasion of sun, fun and snow in Colorado's famed Crested Butte Ski Resort . . . as part of KVIL's first annual WINTER CARNIVAL. Three full days and nights of spectacular enjoyment . . . as guests of KVIL, Dallas' most spectacular radio station . . .

KvIL

...which proves DALLAS TIME BUYERS, AS WELL AS TYPICAL **KvIL** LISTENERS, ARE A HIGHLY MOBILE GROUP!

NOW PLAYING

IN HOUSTON



...the **AMES**
BROTHERS SHOW

1 p.m. weekdays

LIVE AND LOCAL

CHANNEL

13

MUSIC • FUN • GUEST STARS • VARIETY • NEWS • LIVE AUDIENCE

KTRK-TV

"CALL HOLLINGBERY"



ratings & plans for '63

Released just in time for the holidays, the October-November ARB Market Report shows KRLD-TV's homes reached total in the Dallas-Fort Worth market to be 62% greater than that of Station B, 65% greater than that of Station C, and 323% greater than that of Station D.

To make sure your ad dollar goes further in the New Year, see your Advertising Time Sales representative. He'll put your 1963 television budget into the right channel with a schedule on KRLD-TV, Channel 4.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Naming names

Problems in tv commercials seem to come in cycles and experts are afraid they see new round coming up. With code officials already concerned over increasing comparative claims in drug advertising (CLOSED CIRCUIT, Dec. 17, 1962) other advertisers are naming rivals in highly competitive context. Ronson, for example, has been on air with commercial claiming its electric razors have thinner cutting heads than Remington, Norelco, Schick and Sunbeam. Similar name-that-competitor commercials are known to be in preparation in always-competitive automotive and detergent fields, among others.

Deal for KWTV (TV)?

RKO General sale of its 12½% interest in KWTV (TV) Oklahoma City (see page 34) is seen as possibly sparking other changes in ownership of ch. 9 station. Figure of \$725,000 paid by stockholders Roy J. Turner and Luther T. Dulaney for RKO General one-eighth interest figures out to \$5.8 million for 100% ownership. But stockholders have offer of \$7.5 million in cash by Cowles Magazines & Broadcasting Inc., made month ago through Hamilton-Landis Assoc.

Messrs. Turner and Dulaney and others favor accepting Cowles offer, but Griffin-Leake interests which hold exactly 50%, are opposed. Arrangement between RKO General and Messrs. Turner and Dulaney provides that if station is sold within specified period for more than \$5.8 million RKO General will share proportionately in extra sum.

Rewrite on sex

Chairman Thomas J. Dodd (D-Conn.) has asked staff of his Senate Juvenile Delinquency Committee to revise report it has prepared on subcommittee's lengthy investigation of sex and violence on television. Main purpose of revision, it's understood, is to include "recently uncovered evidence" of how tv sex and violence affect different types of children, normal as well as disturbed. Such evidence would, presumably, be aimed at refuting argument that such programming cannot affect emotionally healthy youngsters. Revised report is expected to be ready for resubmission to Sen. Dodd by this week. If he approves it, report will then go to other subcommittee members.

Syndicators hopeful

Television program syndicators are privately heartened by appointments of new commissioners to FCC. Their

CLOSED CIRCUIT®

feeling is current FCC lineup will be strong enough to persuade networks to cut back more on prime network program time, thereby opening up additional slots for syndicated films. Some distributors anticipate "voluntary" relinquishing of more time by late spring.

Drugs and kid shows

Proprietary drug advertisers are evincing genuine concern over television code review inquiries in regard to commercials. Informal rulings at code staff level dealing with commercials in programs primarily directed toward children have caused uneasiness and even speculation as to whether they are proper vehicles for certain types of proprietary advertising.

Code Review Board hasn't considered imposing new limitations, it's understood, but the staff has raised questions regarding acceptability under existing code provisions. Proprietary Assn., representing companies that handle medicinal remedies sold over counter, is conducting study at behest of certain of its members.

No toll yet

Discount those reports that Storer Broadcasting Co. is ready to plunge into pay tv. Although top executives were on West Coast recently conferring with sports promoters and others, they deny company is making plans to venture into pay medium.

Storer officials explain their pay tv stand this way: Like other alert broadcasters they're keeping on top of new medium, but they've made no decisions on company policy nor have they made any commitments with Los Angeles Rams or Angels for sports coverage. Any suggestion Storer is about to enter pay tv business is described as "unsupported projection."

Three-headed satellite

Not one man, but possibly three, will constitute top echelon of new communications satellite corporation. Disposition, it's understood, is to have board chairman who may or may not be chief executive officer, and perhaps vice chairman as well as president, with latter nominally directing head. Notion is that one policy executive will be spending much of his time before committees of Congress because of interest in what's destined to be multi-billion dollar project. During formative stages executive in charge of operations and organization

won't have time to testify at congressional will. Third executive presumably would devote major energies to negotiations with foreign governments on participation in satellite project.

History dramas \$250,000

CBS-TV has earmarked approximately \$250,000 per week as time-and-talent budget for network's new hour series of dramas set against American history background (see page 19). Series, set for 1963-64 season, was one of two plans given "top priority" in CBS Affiliates Advisory Board meeting of few weeks ago. Other: new half-hour daily (Mon.-Fri.) news show for next season (BROADCASTING, Dec. 17).

Airline goes network

Eastern Airlines is going "network tv" for first time with participations on NBC-TV's *Today* show, starting Jan. 8. Lineup reportedly will include more than 60 stations, but West Coast markets, which are out of Eastern's run, will not be covered. Previous airline buys on tv networks were in 1959, it's reported, when United Airlines and Capital Airlines spent approximately \$30,000 each in gross time. Eastern's venture represents higher expenditure, however. Agency: Fletcher Richards, Calkins & Holden Inc., New York.

Automatic action

Communications lawyers are toying with old idea to overcome FCC practice of "denial by inaction." Idea is to sell Congress on new law that would force commission into taking action on application within six months, or approval would be considered automatic. This is similar to procedure followed at Securities & Exchange Commission where applications for stock issues are considered to be approved if agency makes no move within 30 days of filing. It's also same as authority given President in reorganizing executive department agencies; unless proposal is overridden by Congress, reorganization becomes effective.

Concept of automatic approvals goes back almost to 1934 when Communications Act was adopted. Spur to idea in recent days comes from WAVY-TV Norfolk sale situation where FCC waited 18 months before setting hearing on application for sale to Gannett Co. This resulted in Gannett's dropping deal (see story, page 49).

SEVENTEEN MEN ...

and a GIRL...



..... Eighteen reasons why the KAY-TALL News Department is UNMATCHED in the Ark-La-Tex ... for COVERAGE of the news ... MANPOWER to reach it ... EQUIPMENT to handle it ... and EXPERIENCE with it!

KTAL-TV News now presents the area's ONLY FULL-HOUR TV Newscast ... NEWSCOPE, 5:30-6:30 P. M., Monday through Friday, with Huntley-Brinkley, Local News, Regional News, Opinion, plus EXCLUSIVE Radar Weather - In - Motion!



BLAIR TELEVISION ASSOCIATES
National Representatives

ktal tv
CHANNEL 6 NBC FOR
SHREVEPORT

WEEK IN BRIEF

There's growing recognition of the quality and importance of television's documentaries. This is shown by advertiser participation and audience acceptance. The consensus credits tv for fairness. See lead story . . .

DOCUMENTARY STATURE GROWS . . . 19

Commercials aren't louder; they just seem that way. That's the reasoning behind a confused FCC's decision to investigate the matter. So now broadcasters, engineers, advertisers and the public are asked to help. See . . .

WORD (SHH) FROM SPONSORS . . . 46

The long-awaited national fm allocation came out of the FCC's staff last week. Pending commission action, there's a freeze on fm grants and acceptance of applications. Channels assigned specific cities. See . . .

FM ALLOCATIONS PLAN . . . 43

There just aren't enough praise words for Sunbeam Corp., Chicago appliance firm, when it starts telling about the way television is booming sales. Sunbeam's out of words and many stores are out of Sunbeam items. See . . .

SUNBEAM'S BIG CAMPAIGN . . . 26

A group of prominent tv people, speaking at a Los Angeles Tv Academy panel program, praised and chastised tv programming. The chastising, as usual, dominated the discussion of the medium's service. See . . .

TV DISSECTED IN L. A. . . . 36

Ostracized at Omaha. That's NAB's fate at the coming FCC program probe in the Nebraska city. FCC denied the association's plea to intervene as a party but said it could offer relevant evidence. See . . .

NAB DENIED OMAHA PLEA . . . 48

A hard Florida freeze has upset plans of the Florida Citrus Commission to spend a record \$12.5 million to sell its season's crop. It's feared as much as half the crop has been destroyed by mid-month cold spell. See . . .

CITRUS AD BUDGET CHILLED . . . 24

A former NBC vice president, Charles R. Denny (now at RCA), flatly denied last week that NBC made threats to Westinghouse in connection with exchange of their Cleveland and Philadelphia station properties. See . . .

DENNY DENIES NBC THREATS . . . 50

Britain's commercial tv system (ITA) has been given a new set of government rules. They'll cut profits and the role of large program firms but much of the Pilkington report was turned down. See . . .

ITA TO HAVE MORE VOICE . . . 55

Despite the lack of daily newspapers, New York department stores wound up the holiday buying season without severe effects. Advertisers continued to make increasing use of radio and tv as stations fill gap. See . . .

N. Y. STORE SALES STEADY . . . 32

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BROADCASTING

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cheers!



**Absolutely nothing gets into so many
Omaha-Lincoln homes as often as KMTV.**

SOURCE: NCS '61 OR 1960 ARB COVERAGE STUDY. SEE PETRY ABOUT KMTV 3 OMAHA.

Examiner unmoved by RCA-NBC history

PIONEERING HISTORY IRRELEVANT, CUNNINGHAM HOLDS

Development of RCA and NBC in 1920s has no significance in comparative hearing between NBC and Philco Broadcasting Co. for ch. 3 Philadelphia, FCC Chief Hearing Examiner James D. Cunningham told network last Friday.

He said NBC exhibits constitute "great mass of irrelevant documents" in comparative case and "appear to me to be out of line and inappropriate." Examiner's statement came after NBC and Philco had exchanged hearing exhibits for comparative phase of many-sided case which begins Jan. 2 (see earlier story, page 50). NBC is seeking license renewal for WRCV-TV Philadelphia (ch. 3) and Philco is seeking new tv station on channel.

"FCC expects these comparative cases to be streamlined," Mr. Cunningham said in chastising NBC for history contained in its exhibits. He said "wholly irrelevant" material, which begins with RCA activities in 1919, would open areas for cross-examination which could continue for 10 months. Examiner told parties not to go back beyond 1954 in exhibits and to present direct cases within five days of hearings.

Irving Segal, attorney for NBC, said small amount of historical material was put into exhibits to show that NBC and RCA had been pioneers in broadcasting. He said major portion of NBC documents concerns last two years of operation of WRCV-TV. "I don't think we should be criticized for a brief excursion into history," he told examiner.

Mr. Cunningham agreed to take official notice of radio-tv pioneering of RCA-NBC. Robert Sarnoff, NBC board chairman, will be the starting witness when network begins its comparative case next week.

Also at Friday session, parties agreed to enter stipulations in issues concerning alleged antitrust and anticompetitive activities of RCA-NBC and Philco and later's parent, Ford Motor Co., prior to 1954. Lengthy testimony and over 200 exhibits are in record concerning such alleged practices by both parties since Jan. 1, 1954.

Plans set for talks on am overpopulation

NAB radio development subcommittee completed plans at weekend for joint conference with FCC (Jan. 7-8) on ways to solve radio's overpopulation problem.

Subcommittee met with NAB staff and several consulting engineers to review series of charts and reports covering technical aspects of present radio station complex. Members of subcommittee were George C. Hatch, KALL Salt Lake City, a prime mover in effort to solve spectrum overcrowding and chairman of top Radio Development Committee; Carl Lee, Fetzer Stations, chairman of engineering subcommittee, and Merrill Lindsay, WSOY Decatur, Ill., chairman of non-engineering research subcommittee.

Idea for joint NAB-FCC discussion of what to do about overcrowding in many markets bore fruition at 1962 NAB convention when FCC Chairman Newton N. Minow said commission would welcome get-together session. Commission also will have staff information dealing with engineering and other aspects of problem.

ABC-TV to announce two-part crime series

ABC-TV is expected to announce today new program series with unusual format for 1963-64 season: two 45-minute programs back to back in prime time that will relate to each other, though each program will be self-contained, and can be viewed separately.

Show tentatively slated for Sunday time period is Revue-produced and has title of *Arrest and Trial*. First program of 45 minutes will deal with tracking

down and arrest of suspect in crime (stars Ben Gazzara as detective), and second 45-minute show deals with district attorney prosecution and trial (Chuck Connors of *Rifleman* fame plays role of district attorney).

Catholic history set by NBC-TV for 1963

Major productions in NBC-TV's 1963 religious program schedule on Sundays, 1:30-2 p.m., will be four-part exploration of history of Roman Catholic church, filmed in eight countries, and four-installment study of popular arts in America.

Program's calendar, announced by Doris Ann, executive producer and manager of NBC-TV religious programming, is shared by major faith groups. Specific programs in the series will be: *Frontiers of Faith* (24 times); *The Catholic Hour* (16); *The Eternal Light* (8); *The Southern Baptist Hour* (4); *I Believe* (1), and *Faith and the Bible* (1).

NBC-TV animal series to be aired in color

New NBC-TV color series featuring segments on wild animals and primitive peoples begins Jan. 6 (Sundays, 3:30-4 p.m. EST). Program, fully sponsored as 13-week series by Mutual of Omaha, through Bozell & Jacobs, Omaha, and titled *Mutual of Omaha's Wild Kingdom*, is produced by Don Meier Productions Inc., Chicago.

Pioneer adman McCann, wife, die in car wreck

Harrison K. McCann, 82, founder and former board chairman, H. K. McCann Co. (McCann-Erickson Inc.), and his wife Dorothy, 67, were killed Friday when their car struck stone abutment at overpass on Long Island Expressway.

Mr. McCann left Standard Oil Co. to found his own advertising agency, which opened for business Jan. 1, 1912. Standard was first client. McCann Co. merged with A. W. Erickson Co. to form McCann-Erickson in 1930. Chairmanship was turned over to Marion Harper Jr. in 1958. Parent firm is now known as Interpublic Inc. and McCann-Erickson is division.

Mr. McCann helped found American Assn. of Advertising Agencies, was active in Audit Bureau of Circulations.

Mrs. McCann was former vice president for tv-radio at agency, and also was well-known as radio producer.

'People Look at Tv'

Publication of what CBS considers to be first comprehensive study of American public's evaluation of tv now set for Feb. 18.

Book is "The People Look at Television," prepared as report of nationwide survey conducted by Bureau of Applied Social Research of Columbia U., under CBS grant. Alfred A. Knopf is publisher of new report.

In discussing study plans last summer, Dr. Frank Stanton, CBS president, called report probable "breakthrough" in social research that may be a "landmark" in the study of mass communications (BROADCASTING, July 2).

WEEK'S HEADLINERS



Mr. Watson

Mr. Poor

John B. Poor and **Hathaway Watson** elected president of RKO General Inc. and president of newly created RKO General Broadcasting, respectively. Under previous corporate structure, RKO General president was Thomas F. O'Neil, board chairman of General Tire & Rubber Co. and its wholly owned subsidiary, RKO General Inc. Mr. Poor had served as vp and Mr. Watson as vp in charge of broadcasting operations. Mr. O'Neil said specialized nature of commercial broadcasting warranted creation of separate organization. Mr. Watson was with management firm of Booz, Allen & Hamilton from 1951-59, prior to joining RKO General. Mr. Poor had been president of Mutual. RKO General Stations are: WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-

AM-FM-TV Boston; CKLW-AM-FM-TV Detroit-Windsor; WHBQ-AM-TV Memphis; KFRC-AM-FM San Francisco; WGMS-AM-FM Washington. Organization also includes RKO General National Sales Div. and Eastern Broadcasting Corp.

John W. Burgard, vp in charge of advertising for Brown & Williamson Tobacco Corp., named chairman of broadcast committee of Assn. of National Advertisers, New York. He succeeds **Harry F.**



Mr. Burgard

Schroeter, National Biscuit Co., new ANA chairman, who continues as broadcast committee member. Mr. Burgard heads committee's study group on network contracts, which has been active in number of areas including efforts to reduce so-called "clutter" between tv programs. Other broadcast committee activities include new procedures for negotiations with broadcast talent unions on television commercials (BROADCASTING, Nov. 12) and annual Assn. of National Advertisers' work-

shops on television advertising, next of which is set for March 6.

Lester Bernstein, vp for corporate affairs at NBC, New York, resigns to become national affairs editor of *Newsweek* magazine, with headquarters in New York. He is succeeded by **Robert D. Kasmire**, NBC



Mr. Bernstein

director of corporate information. Mr. Bernstein joined NBC as director of information in July 1958 from post of associate editor of *Time* magazine. He was appointed director of NBC corporate affairs in December 1959, and following month (January 1960) was elected to newly created post of vp for corporate affairs. Prior to joining *Time* in 1948, Mr. Bernstein was with *New York Times'* drama desk. Mr. Kasmire was in news department of WJAR Providence, R. I., in early 1950's, subsequently was Associated Press newsmen and with former New York Gov. Averell Harriman before joining NBC in 1959 as coordinator of special projects in corporate planning department.

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

TvB's 'first aid kit' planned for retailers

Television Bureau of Advertising is planning early 1963 introduction of "first aid kit" for retailers telling them how they can keep television production costs down.

Idea for kit originated during current newspaper strikes, in which some retailers relied on broadcast media for advertising day-to-day merchandise. Although kit is intended to help retailers use tv in emergency situations, TvB hopes it'll have general use as well.

NAB joint board sets two Phoenix meetings

Two separate meetings of NAB's joint board will be held during five-day meeting Jan. 14-18 at Camelback Inn, Phoenix, Ariz., according to Everett E. Revercomb, NAB secretary-treasurer.

With one exception board week agendas in recent years have included two days of committee meetings, one-day radio, one-day tv and one-day joint board sessions.

Here is week's schedule: Monday—tv finance, radio finance, general fund finance and membership committees;

Tuesday—Distinguished Service Award Subcommittee, convention committee and afternoon joint board session; Wednesday—tv board; Thursday—radio board and reception honoring retiring board members; Friday—joint board meeting.

Five now in running to head space firm

Pool of prospects to head satellite communications corporation has been narrowed to five, and it's possible space company may have chief executive officer when board of incorporators meets again next month.

This was principal action taken by board at meeting in New York Friday. It followed report that Gen. Lauris Norstad, NATO commander, is unavailable for job (see page 54).

Other actions:

▪ Approved "Space Communications Corp." as official name of company.

▪ Approved two-year lease of 20-acre Tregaron estate in northwest Washington as temporary headquarters. Lease is subject to zoning variance and application has been submitted to District of Columbia commissioners.

▪ Considered articles of incorpora-

tion in light of discussions with Dept. of Justice lawyers and counsel for common carriers. Revised articles will be considered again next month.

ABC to dedicate Washington center

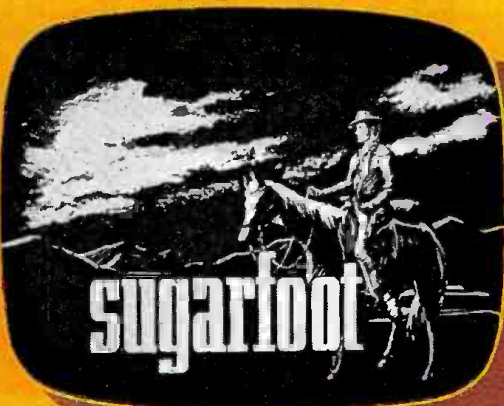
Formal dedication of ABC's new Washington news installation at 1124 Connecticut Ave., N.W., near Mayflower Hotel, is being set for early January, it was indicated at ABC in New York Friday (Dec. 21).

Renovated structure at downtown location (BROADCASTING, Dec. 3) features showroom, sidewalk installation. Operating areas are on street level to permit passers-by to see newsmen on air and control rooms in action.

Bureau's two tv studios can be connected by movable soundproof doors into single studio, and radio studio exists for network news originations. Entire operation is transistor-equipped.

Equipment includes audio tape machines, video-tape recorders and cameras, all transistorized. Switching equipment, special effects, amplifiers and control devices are set up to handle most complex news presentation, according to network.

*Inherit the
tremendous
audiences
these great
Warner Bros.
properties have
built in your area...*



 *Now available
on an individual
market basis*

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

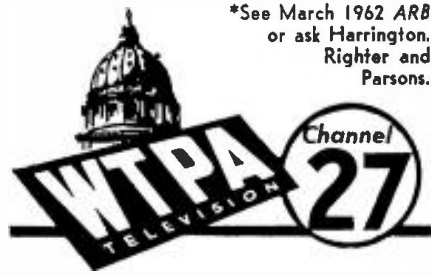
There's Only
ONE -



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**

DATEBOOK

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

*Indicates first or revised listing

DECEMBER

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—Deadline for 1962 entries for George Foster Peabody Radio and Television Awards. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

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. 11-13—Eleventh annual Retail Advertising Conference, The Palmer House, Chicago. Laurence J. Taylor, vp, Hillsdale College, Michigan, will conduct a creative development workshop at 10 a.m. Saturday (Jan. 12).

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.

*Jan. 14—Deadline for filing of responses to FCC political questionnaires.

Jan. 14—Academy of Television Arts & Sciences, Hollywood, 8 p.m., place to be announced; BBC documentary film, "Television and the World," Collier Young, coordinator.

Jan. 14-18—NAB board meeting, Camelback Inn, Phoenix, Ariz.

*Jan. 17-19—Sixteenth annual winter convention of South Carolina Broadcasters Assn., Wade Hampton Hotel, Columbia, S. C. H. Moody McElveen Jr., vp and general manager of WNOK-AM-FM-TV Columbia, is general chairman. Among the key speakers are: Edmund C. Bunker, president-elect, RAB; Julian Goodman, vice president for news and public affairs, NBC, and broadcast personality Bud Collyer.

Jan. 18—South Carolina AP Broadcasters Assn., Wade Hampton Hotel, Columbia, in conjunction with the meeting of the South Carolina Broadcasters Assn. Panelists will discuss how to make full use of the AP news report—and how to make that report better by sharing in news gathering. Lamar Caldwell, WHSC Hartsville, will discuss the survey made by the Wire Study Committee.

Jan. 18-20—Advertising Assn. of the West mid-winter conference, Mapes Hotel, Reno, Nev.

Jan. 20—Iowa AP Radio & Television Assn. annual winter workshop meeting in Des Moines.

*Jan. 21—Deadline for comments to FCC rulemaking proposals to allow (1) joint use of auxiliary tv stations and microwave facilities of closed-circuit etv systems for transmitting on parttime and secondary basis to on-the-air etv stations and station to closed-circuit; and (2) make available 1850-1990 mc band to etv for extended range, closed-circuit purposes.

*Jan. 22—Georgia Assn. of Broadcasters, board meeting, U. of Georgia, Athens.

Jan. 22-24 — Eighteenth annual Georgia Radio-TV Institute, co-sponsored by Georgia Assn. of Broadcasters and U. of Georgia, Athens. FCC Commissioner E. William Henry; Georgia Governor-elect Carl Sanders; Stephen Labunski, WMCA New York; Maury Webster, CBS Radio Spot Sales; Stephen Riddleberger, ABC owned radio stations, Edmund C. Bunker, president-elect, RAB; and John Mooney, WKGN Knoxville, are among participants.

Jan. 23—Colorado AP Broadcasters Assn., meeting, Hilton Hotel, Denver.

*Jan. 23-24—Nebraska Broadcasters Assn. convention, Hotel Cornhusker, Omaha. NAB President LeRoy Collins will be principal speaker.

Jan. 23-25—Association Public Affairs Conference, for business leaders and members of trade and professional associations. Sheraton-Park Hotel, Washington, D. C. Program topics include "The Impact on Business by the 88th Congress," "Business and the Dept. of Justice" and "The Businessman and Politics."

Jan. 25—AWRT Educational Foundation board of trustees meeting, Savoy-Hilton Hotel, New York City.

Jan. 25-27—American Women in Radio & Television board of directors meeting, Savoy-Hilton Hotel, New York City.

Jan. 28—FCC hearing on availability of local television programming on Omaha, Neb. Commissioner E. William Henry presiding.

Jan. 29-Mar. 3—Award winning examples of western editorial and advertising art, selected by Art Directors Club of Los Angeles in 18th annual competition, on exhibit at Museum of Science & Industry, Exposition Park, Los Angeles.

Jan. 30-Feb. 2—National Winter Convention on Military Electronics, Ambassador Hotel, Los Angeles. The convention is co-sponsored by the Los Angeles section of Institute of Radio Engineers and the National Professional Group on Military Electronics.

*Jan. 31—Deadline for nominations to Radio Hall of Fame by those in broadcasting as well as public. Address: American College of Radio Arts, Crafts & Sciences, Conrad Hilton Hotel, Chicago 5.

*Jan. 31—Deadline for comments to FCC proposals of Jan. 21 (above).

FEBRUARY

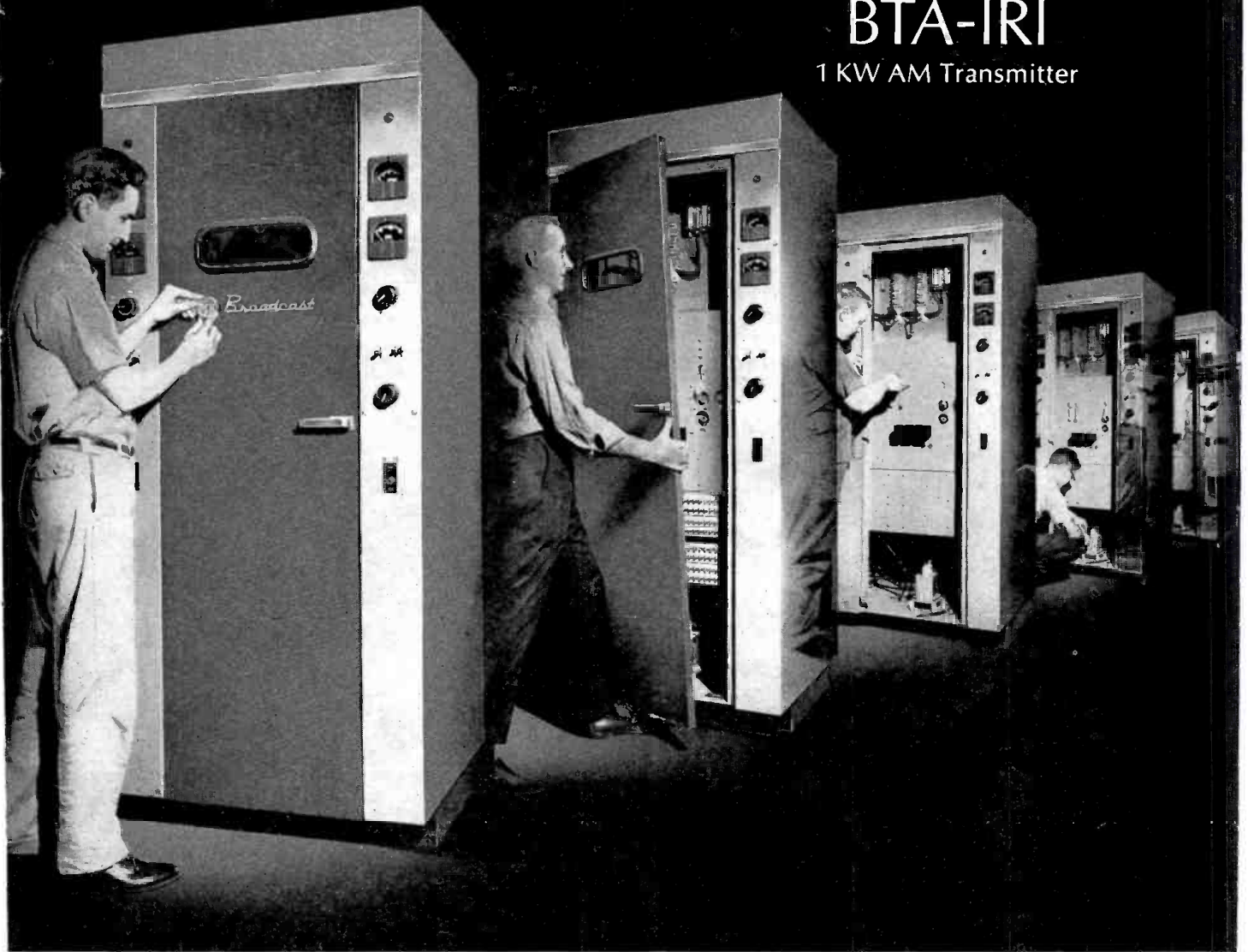
Feb. 1—Deadline for entries in National Safety Council's annual Public Interest Award contest to public information media. Entries should be sent to National Safety Council, 425 N. Michigan Ave., Chicago 11, on official entry blanks available from same address.

Feb. 1—UPI Broadcasters of Massachusetts annual Tom Phillips Awards Dinner, Nick's Restaurant, Boston. James Allen of WBZ-TV Boston, presiding. Annual election of officers also scheduled.



BTA-IR1

1 KW AM Transmitter



RCA's most popular AM transmitter

This 1 KW AM Transmitter is one of the finest RCA has ever offered. More have been installed than any other type RCA 1 KW Transmitter—because it ideally meets requirements of local stations.

For the listeners, the best sound and the loudest sound. For the owners, highest assurance of fine performance, with a long list of operating advantages: Accessibility full front and rear for easy maintenance... low operating costs with few tube types... unrestricted remote control without need

for building heat, thanks to reliable silicon rectifiers and temperature controlled crystals... simplified operation and single tuning procedures, with all operating controls mounted on the front panel.

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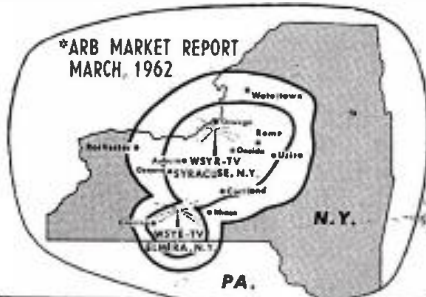


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Wheeling wtrf-tv

JOB DEDICATION AWARD goes to the executive so devoted to his work that he keeps his secretary near his bed in case he gets an idea during the night.
wtrf-tv Wheeling

APPROPRIATE NAME AWARDS . . . the first goes to the home builder who called his new development "Gesund Heights" . . . second goes to "Mafia," the foreign car with a hood under every hood and a heater in the glove compartment . . . and third is awarded to the SOB, the new organization of so-called "Sons Of Business."
Wheeling wtrf-tv

EFFECTIVE TV AWARD goes to NBC for having such a powerful Wheeling area affiliate and for the wtrf-tv NBC audience survey which reported that a man, born deaf, viewed just two episodes of Dr. Kildare then heard from his cousin in California.
wtrf-tv Wheeling

APPROPRIATE GIFT AWARD goes to the courtin' cannibal who went wooing his lady fair with a box of Farmer Fannie's and a book entitled "How To Serve Your Fellow Man."
Wheeling wtrf-tv

BEST REP AWARD is presented to George P. Hollingbery for being the REPutable national authority on the Wheeling-Steubenville Industrial Ohio Valley and what WTRF-TV can sell for alert advertisers who want results!



OPEN MIKE

Broadcast federation

EDITOR: Your editorial on a federation of broadcasting [EDITORIALS, Dec. 10] made me think of that old cliché, "wish I'd said it." It's the best idea proposed in a long time.—*Abe Schechter, A. A. Schechter Assoc. Inc., New York.*

Testimonial

EDITOR: From BROADCASTING's birth to present I've used your informative journal to keep me alert to industry doings. Through key jobs in several radio stations, the AAF in World War II and six federal agencies your magazine has been my constant companion.—*Elbert Haling, assistant to regional director, Public Housing Administration, Fort Worth.*

Thanks from NEA

EDITOR: I want to thank you most sincerely for the very fine article on the NEA project for using tv to improve urban life [PROGRAMMING, Dec. 10]. I felt this was a good reporting job, and commend you and your staff.—*Harold E. Wigren, educational tv consultant, National Education Assn., Washington.*

Wanted: radio-tv newsman

EDITOR: . . . The International Labor Organization, with headquarters in Geneva, has available a job opportunity as radio-tv news director. The qualifications call for a reasonably experienced person in the radio-tv production and news fields, responsible for radio tapes and tv film material for distribution throughout the world; he must have a modest working knowledge of the French language; his age should be between 27 and 40. The salary of \$7,500 to \$8,000 is completely tax-free and he will receive transportation for himself, family and furniture. . . . Any potentially qualified applicants may contact me.—*Richard P. Doherty, president, Television-Radio Management Corp., 1816 Jefferson Place, N.W., Washington 6, D. C. Telephone Federal 8-1957.*

Wrong producer

EDITOR: In the story headlined "Over-commercialism" [GOVERNMENT, Dec. 10], there appears a quotation from Newt Minow credited to "CBS-TV's Youth Wants to Know." Youth Wants to Know is not a CBS-TV program. It is independently packaged by Ted Granik and purchased for broadcast in Washington by WTOP-TV.—*John S. Hayes, president, Post-Newsweek Stations, Washington, D. C.*

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Needed: tv shows that please kids, advertisers and Minow

Almost 200 children's television shows have come across this desk in the past two years and I'm amazed to find how few of them have been sold. But even more amazing is the remarkable sameness of all the material.

The largest single group is the animated cartoons of cats chasing mice, mice chasing cats, or the equivalent in formula. Just change the animals, invent a new alliterative name, and you have a new idea for a children's animated show. Mickey Mouse, indeed!

Then there are the animated shows that revolve around a supercharacter, so strong, so fast, so smart or so dumb, he stands apart from the rest of the cast and by this minor distinction is the hero of the series. Sounds like Popeye all over again, doesn't it?

Next are the animated shows that merely borrow a plot premise from a known situation comedy and transfer the characters to animation. A bow to Messrs. Hanna and Barbera, who have been able to use this formula successfully with *The Flintstones*, *Top Cat* and now *The Jetsons*. A sneer to their imitators, who haven't been able to click.

Lately there has been a rash of animated shows based on famous characters from the comic strips or from other entertainment sources. *Dick Tracy* was one of the first of these, but since this strip is devoid of moppet humor, Mister Tracy has been relegated to the role of host-narrator of his own show and the real program is based on characters less popular, less appealing and more formulaized. Now we see that King Features is out selling a "new" library of animated subjects . . . *Krazy Kat*, *Barney Google* and *Beetle Bailey*. No doubt there'll be some success in placing these as stations run out of their *Popeye* and *Bozo* cartoon libraries.

Animation for All Ages ■ Then there are the "hip" animated shows. These are generously larded with social satire and are purported to have something for the kids and adults alike. *Rocky and His Friends* was among the first of these, I guess, and Jay Ward quickly expanded this one to the now existing *Bullwinkle* show. We've seen ideas and pilots for almost a dozen more just like it. The only trouble with these is they are really not for kids at all. When you see this kind of show playing at 5:30 in traditional children's time and still pulling more adults to the sets than children, you can be pretty sure the kids aren't getting the jokes.

Yes, there have been a few exceptions that have tried to break away

from these formulas. We tried with our own *Beany & Cecil* show and so did *Alvin & the Chipmunks*. These shows are really a combination of the elements from all the formulas. Many others are also less tried and true and consequently remain unsold.

Except for Exceptions ■ Why the preponderance of animation? Will kids respond only to cartoons? One could almost give a general affirmative to that question, except for the exceptions. Yes, live-action shows like *Dennis the Menace*, *Lassie*, *Mr. Ed*, *Sky King*, *Fury*, the Disney shows and a few others are reaching children regularly and in large numbers, but these expensive vehicles aren't being made for placement in children's time.

There are few live action shows being produced solely for a child audience. The audience from six to twelve years old has shown a substantial shifting to the evening situation comedies—shows presumably for adults but programmed in the early evening when they attract the entire family and, with it, the largest children's audiences in television today.

The few live action shows being made for children today are mostly formatted around a personality and are intended for the younger, pre-school audience. *Captain Kangaroo*, *Shari Lewis* and *The Magic Land of Allakazam* with Mark Wilson are good examples. These seem to run to a formula, too, and the number of performers who want to stereotype themselves as children's personalities is severely limited.

The Crossroads ■ What, then, does the future hold for children's television? At this point in time we are at a crossroads. Last year, Newton Minow took one broad look at children's television and was appalled—not only at the sameness in entertainment but at the

complete lack of any real instructive material for millions of children who watch an average of 5 hours per day. In a speech he asked that each network devote at least a half-hour per week to good, educational programming for children. All complied almost instantly.

NBC started *One, Two, Three—Go* and now has *Exploring*. CBS came on with *Reading Room*. And ABC went the others one better and this fall started the program *Discovery* a half-hour each day, five days a week. Wonderful! Except that no one's watching, except possibly Mr. Minow and his family. The advertisers who thought it was a good idea to participate in educational tv may start looking elsewhere. And who can blame them? Sure, ratings aren't everything; selection is important, too. But it would be a little difficult to prove that the few kids who are watching these educational shows are any more affluent or more inveterate consumers than the larger numbers of children watching animated shows.

What Comes Next ■ Where do we go from here? It seems futile to keep programming the same kind of "edu-tainment" when it isn't getting an audience. And, tv costs being what they are, these shows are a poor risk even for the advertiser with a public conscience.

To keep betting on the same old formula stuff is a bit disheartening. It neither breaks you out of the pack nor makes any friends for the advertiser or broadcaster who must be sure to be on the right side of both parents and kids.

Somewhere between the stuffiness of an old fashioned schoolroom and sameness of more "sillytoons" is a solution. We regard it as an important creative challenge and we, for one, are working on it right now. If we arrive at an answer, an answer that takes, you'll be the first to know.



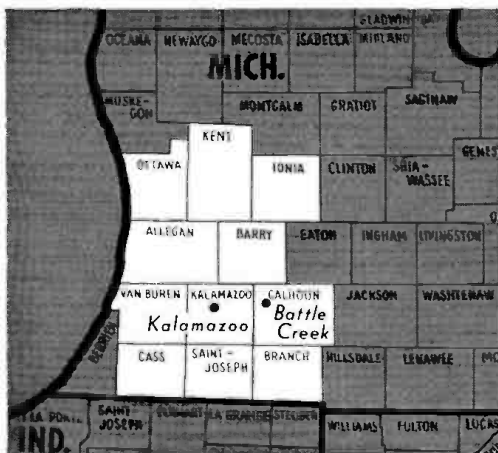
Cy Schneider, vp and account supervisor, Carson/Roberts Inc., has been in advertising—and with Carson/Roberts—for his entire business career. He joined as an advertising trainee in 1953, and has worked in almost every phase of the agency's operation. In his supervision and active account work for Mattel Inc., California-based toymaker, he has become intimately acquainted and concerned with the history and problems of television programming for children's audiences.



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More food for thought: the 6-county Pulse of Sept., '62 shows WKZO Radio outrating *all* competitors in 358 of 360 quarter-hours surveyed—dominating *all* hours surveyed, in total listening and adult listening.

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MEASURE OF LEADERSHIP

Broadcast leadership isn't always best measured by audience surveys. Take the case of WFIL-TV, Philadelphia. Although a consistently strong "survey" leader for more than five years, the true measure of WFIL-TV leadership is found in the station's record of community involvement.

For example, the WFIL Studio Workshop. Three production companies, organized and directed by WFIL-TV personnel, are now "on the road" in Delaware Valley, presenting community fund-raising performances for a variety of neighborhood projects at no expense to the various sponsoring organizations. The Studio Workshop presentation of "Hedda Gabler" in its television premiere in prime time on November 30 played to an audience of some 366,000 people, in competition against formidable network opposition.

WFIL-TV is the survey leader in Philadelphia. More important, WFIL-TV is the community interest leader in Philadelphia.

Represented by Blair Television



DOCUMENTARIES GROW IN STATURE

- Commercial acceptance increases as audience shows approval
- Wider choice of topics promised as producers gain confidence
- Agencies agree informational specials are invariably fair

The growing acceptance of television documentaries by the public is extending to advertisers and their agencies.

With this increasing popularity and the successful experiences of the past season both network executives and the documentary producers are gaining confidence in the format and a surer touch in handling controversial subjects. This will show itself next year in greater frequency of informational programs and a wider choice of topics.

Increasing commercial acceptance of documentaries is traceable in some degree to manifest audience interest, but some advertisers feel that the prestige attached to the format more than outweighs any deficiencies in number of viewers. This trend is by no means unanimous however.

During 1962, network documentaries on such diverse topics as highway problems, welfare policies, sterilization, the East-West Berlin tunnel and integration, among others, created outcries from certain segments of viewers. Agency, network and producer executives canvassed by BROADCASTING dismissed these protests as the reaction of minority groups of one type or another responding to specific sensitivities.

Fair Viewpoints ■ The consensus was that tv documentaries and informational specials are invariably fair, presenting a wide range of viewpoints on the issues under exploration.

Agency officials brushed aside suggestions that sharply pinpointed programs which precipitate controversy may meet widespread sponsor resistance. Many felt a tasteful, well-balanced presentation of a vital program could become even more attractive to an advertiser if it were provocative. They agreed that a small group of advertisers are reluctant to underwrite documentaries on grounds such as sponsorship is "bad business" in the risk of offending any segment of their audience. But they noted that this same advertising philosophy extends even to entertainment shows.

They regarded the recent defection of two advertisers—Kemper Insurance Co. and Schick Safety Razor Co.—from the

ABC-TV lineup as a result of convicted perjurer Alger Hiss' appearance on a program dealing with Richard M. Nixon as "quite unusual" (BROADCASTING, Nov. 19).

Prestige Factor ■ The agency men interviewed generally are favorably disposed toward sponsorship of documentary and other informational programming because of the "prestige" considerations and of a desire to contribute to a well-informed citizenry.

But several noted that they still have to convince some clients who often cite the relatively low ratings of documentary offerings.

Other highlights of the canvass of agency, network and producer executives:

■ Both the audience and the advertisers have matured during the past two or three years to the point that programs once considered "highly controversial" are now regarded as no more than "provocative," though the sponsor's attitude is understandably more conservative than the viewer's.

■ There are few subjects, if any, that the printed media discuss that television need be afraid to tackle. Several agency men felt that certain social issues such as dope addiction, homosex-

uality and prostitution could not be probed in depth on tv. One independent producer felt that these topics were taboo on tv but not in newspapers or magazines: "The machinations of big business" (rigged contracts, religious and racial discrimination in industry, business "payola"); "congressional log-rolling" (voting for one senator's pet project in return for a favorable vote on another senator's project); "labor unions' health & welfare funds."

■ Two main criticisms were directed against informational presentations. Several agency men observed that (1) there was a lack of editorializing and commentary by the networks on certain programs when such a course of action was appropriate, and (2) there is a need for timely programs, attuned more closely to news developments.

Looking Ahead ■ For 1963-64, there will be no apparent let-up in the volume of informational programs. Network executives asserted they will continue to perform two main functions: (1) Deal with timely and continuing issues on the international, national and social-economic scene, and (2) provide a source of information to viewers on a wide range of subjects.

Though plans for next year have yet

CBS-TV history series set for prime time

A new dramatic one-hour series on American history which will offer entertainment and education for family viewing will be shown weekly in prime time next season on CBS-TV.

An announcement about the new series was made last week by CBS-TV and the National Education Assn., which will have a representative appear on each show to further NEA's "educational objectives."

James T. Aubrey Jr., CBS-TV president, said the series would cover adventure, drama and courage "that have been integral parts of American history" and told through exciting stories of both famous and little known figures of the past. He said the new series will

get the same creative effort and financial backing that ordinarily go into "the most successful entertainment attractions" in network tv.

John Houseman, a former *Playhouse 90* producer in tv and also a motion picture producer, and a co-founder of Mercury Theater, will produce the series under direct supervision of CBS-TV's Hubbell Robinson, senior vice president for programs, who conceived the basic program concept.

NEA also will cooperate with the network by issuing study guides and "educational resources."

Production is set to start in April; the program will be produced in California and on location.

Documentary is 1962 success



Each of the networks used the documentary technique successfully during the past year. An ABC-TV telecast that provoked national controversy was Howard K. Smith's "Political



Obituary of Richard Nixon." It showed, at left, convicted perjurer Alger Hiss. Early in the year "CBS Reports" presented a provocative treatment of shades of political think-

ing with "Thunder on the Right," including Sen. Barry M. Goldwater (R-Ariz.) as spokesman for the conservative cause. He is shown here, at right, being interviewed by Eric Sevareid.

to crystalize, CBS-TV and NBC-TV plan to offer at least as much informational programming as this year. ABC-TV expects to increase its volume.

At ABC ■ James C. Hagerty, ABC's vice president in charge of news, special events and public affairs, believes television is performing an "excellent job" in the informational areas. But he suggested in an interview last week, there is a need for more interpretive reporting and for documentaries and other special programs to be produced and scheduled more closely to the time of the event.

ABC-TV, he said, is not afraid of controversy. He summed up the network's credo in these words: "It's important for tv to bring the issues of the day to the people. As long as we present all sides of a story, we are going to have a balanced presentation. And we are going to get the people to think."

ABC-TV to date has lagged behind NBC-TV and CBS-TV in the number of informational programs. Mr. Hagerty said he sees expansion in 1963-64, but added he could not discuss upcoming projects because of competitive considerations.

Over the past few months, Mr. Hagerty pointed out, the network has explored such sensitive issues as sterilization, integration, minor offenders, urban redevelopment and India-Red China dispute. Within the next few months, ABC-TV has scheduled documentaries on the plight of the small town editor, the operations of the U. S. Secret Service, employment of the blind and will move in with special programs attuned to fast-breaking news developments.

"More and more, we must let the camera tell the story," Mr. Hagerty stated. "It must become the reporter. We often lose sight of the fact that we are a visual medium—that is our strong point."

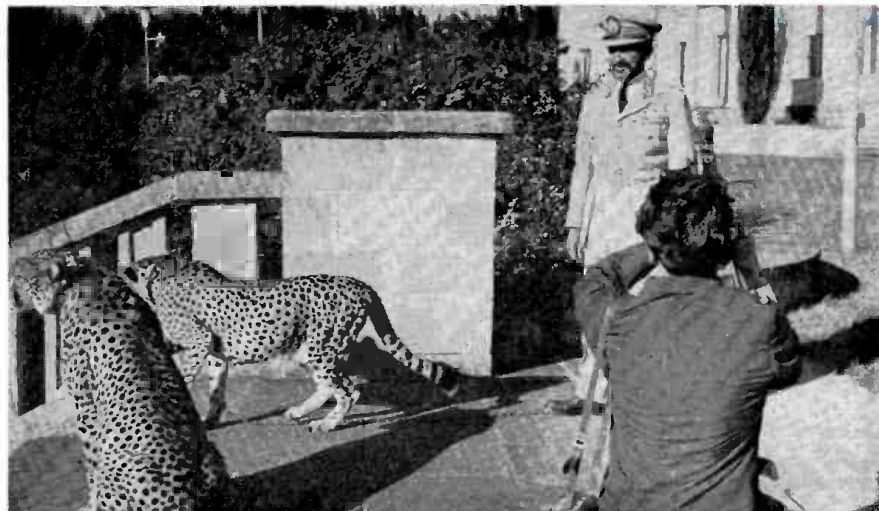
CBS-TV's View ■ Richard S. Salant, president of the CBS News Div., said CBS-TV documentaries and news specials have not been afraid to cope with controversial issues in the past and will continue to present provocative themes. He noted the network had dealt at length with such subjects as integration,

birth control and illegal gambling and added: "The tougher the issues are, the better we like them."

He expressed the view that documentaries and news specials are a "different breed of animal" from commentary and editorializing, and said that "we don't intend to mix the two at CBS."

He could offer no projection as to the volume of informational programs to be offered on CBS-TV during 1963-64, but indicated it would be approximately the same as this season. It was

More of same is scheduled for 1963



A two-part series on Ethiopia, which will be presented in early 1963 on CBS-TV's "20th Century" series, will spotlight Emperor Haile Selassie (shown here with his pet cheetahs).

The programs will discuss the problems of a nation which has clung to the old order when many other African states have declared their independence.



An international stir was caused when NBC-TV announced that it would show "The Tunnel," a true story of the building of an escape route by West German students under the Berlin

wall. First scheduled for Oct. 31, the program was delayed because of worsening cold war tensions during the Cuban crisis. The documentary was finally presented on Dec. 10.

Mr. Salant's contention that television is providing adequate coverage of the contemporary scene, but added:

"I would like to see documentaries or other special programs that would deal with man's heritage—where he has come from, where he is heading. I think we can do more in the area of general education, with emphasis on history." Coincidentally, CBS-TV last week announced a new one-hour series on education emphasizing the historical past for next season (story, page 19).

Among the documentaries scheduled

for CBS-TV later this winter and spring on significant issues are: a two-part program on the supreme court and a single show on the India-Red China border dispute over *CBS Reports*; two-part programs on Franco Spain and Ethiopia and single episodes on Finland's tug-of-war and on U. S. financial support to countries against which we have waged war, titled "We Fed Our Enemies" on the *Twentieth Century*.

NBC's Prognosis ■ William R. McAndrew, executive vice president, NBC News, envisions a continued emphasis

on documentary and informational programs in 1963-64 and said many will be on timely and topical stories that "should be told." He claimed that NBC-TV does not seek out controversy "just to be controversial but we don't duck it either."

Mr. McAndrew acknowledged a lack of commentary on tv and while "there might be a place for it," he noted that "a few years ago we tried a show from Washington called *Comment* and people just didn't watch it."

In Mr. McAndrew's view, informational programs should be of two general types—those geared to the news, and the topical ones tied to a continuing story. In the latter category, he noted that the "white paper" programs this winter and spring will offer presentations on "The Death of Stalin," "The Rise of Khrushchev," "British Socialized Medicine," "The Common Market" and "California, No. 1."

"Perhaps some criticism is directed at tv documentaries because they are not always right on top of the news," Mr. McAndrew said. "But for that matter, neither are newspapers or magazines. There is a role for the continuing story, as well as the news special."

Agency Comments ■ A sampling of agency opinion follows:

Richard A. R. Pinkham, senior vice president and director, Ted Bates & Co., said basic reasons for sponsoring documentary shows have not changed: prestige, and an audience of otherwise relatively light viewers.

Mr. Pinkham said he believes that networks should start expressing more editorial opinion: "to earn the respect of the public, they must stand up and



ABC-TV's "Close-Up!" series will feature a documentary on the government's war on counterfeiting. Here, at left, Jerry Roth, who will play a principal part, shakes hands with



President Kennedy as Jerry Bain (c) of the White House Secret Service looks on. The events leading up to the death of Stalin are chronicled in an NBC "White Paper" scheduled

for Jan. 27. A scene, at right, shows pallbearers (l to r) L. Kaganovich, Nikolai A. Bulganin, V. M. Molotov, Stalin's son Vasily, George M. Malenkov and Lavrenti P. Beria.

Challenging subjects bring viewer interest

Investigations into challenging subjects are not restricted to prime-time shows. A daily, daytime series, *Calendar* (CBS-TV, Mon.-Fri., 10-10:30 a.m.), has explored such vital topics as sterilization, smoking and lung cancer, atomic fallout, the role of religion in meeting today's crises, integration and college campus morality.

Mel Ferber, producer of *Calendar*, noted in an interview last week that segments devoted to controversial issues usually touch off "the most mail pull." A recent program that suggested ways parents could answer children's questions about atomic bombs, he said, resulted in requests for 4,500 booklets prepared by the Child Study Assn. on this subject.

Mr. Ferber acknowledged that *Calendar* cannot compete with daytime serials or audience-participation shows for ratings, but said that advertisers apparently are convinced that this daytime public affairs program reaches a responsive audience.

He observed that it is offered under CBS-TV's daytime rotating sponsorship plan and is invariably "sold out." It has had approximately 80 advertisers in the 14 months it has been on the air and the list includes General Foods, General Mills, Alberto-Culver, Anahist, Vicks Cold Tablets, General Electric, Sears Roebuck, Mennen, Max Factor, Coca-Cola, Standard Brands and Scott Paper Co.

Shown Live ■ The program usually is presented live from New York, often with pickups from Washing-



Mr. Ferber

ton, D. C., with newsman Harry Reasoner and tv personality Mary Fickett interviewing one or more specialists in a particular field. The emphasis is on subjects of a cultural or personal interest to women. The live form is vital to the show, Mr. Ferber said, in order to keep *Calendar* "timely and topical."

There are instances when parts of a show or all of it are filmed. These deviations are implemented only when it is physically impossible to produce the sequence in New York, according to Mr. Ferber. For example, an upcoming program will deal with a so-called "divorce plane" that flies periodically from New York to Juarez, Mexico. Camera-men and writers will accompany the planeload to Juarez and the courtroom to obtain this story.

opinion that news and public affairs programs generally have been effective, but suggested that television could develop as a broader journalistic medium if it expressed editorial viewpoints more frequently. He noted that television had not nurtured the "personal commentator," who was and still is a staple of radio journalism.

Hal Graham, vice president for program sales, M-E Productions (McCann-Erickson), observed that the audience for television documentaries has matured to the point that programs considered "controversial" three years ago are regarded as "provocative" today. He stressed that producers do not aim for "controversiality" but seek a balanced viewpoint on sensitive issues. He felt that no one can question the integrity of today's documentary program producers.

He noted that several McCann clients, including Westinghouse, Bell & Howell and the Savings & Loan Foundation, have used informational programming "profitably." He felt that even so-called "mass distribution" products can be advertised on public affairs shows to advantage, explaining they may well reach an entirely different audience from that delivered by entertainment shows.

Doyle Dane Bernbach places business in three public service programs for Polaroid, and, according to John Egan, programming head of the agency, this type of program "does us a tremendous amount of good."

Mr. Egan pointed out that viewers who tune in to such programs as *CBS Reports*, *Eyewitness* and *Chet Huntley Reporting* (the shows Polaroid is in), are "actively paying attention."

"Tv needs this kind of programming," he declared, and DDB will do "anything to help."

Mr. Egan said Polaroid buys public service programs of national or economic interest, as long as its commercials will not interrupt the mood of the show.

He said the networks are "very cooperative and helpful" in the area of public affairs program sponsorship.

An executive of Kenyon & Eckhardt said the agency and some of its clients have been "favorably impressed" with the "importance" attained by many public affairs shows on tv. He said the sophisticated advertiser has come to realize more and more the value attached to such "prestige" programming and has come to accept programs on critical subjects that they may have avoided a few years ago. Advertisers in general, he said, have "come a long way in overcoming their timidity" regarding sponsorship of documentaries, but said this attitude was by no means unanimous.

be counted." He indicated that the increase in network participating advertisers should make "editorializing" less difficult now than in past years.

William A. Murphy, vice president and media director of Papert, Koenig, Lois, said an agency and client must have "faith in whoever is doing the [public service] program." The producer or network, he thought, can prepare programs on very controversial topics without offending the public or special interest groups.

Mr. Murphy, whose agency is currently allocating about \$2 million of clients' money to public service programming, felt sponsors provide a "real service" when they buy public affairs—more so than by backing entertainment shows.

Papert, Koenig, Lois has two clients that use public service programming—Xerox Corp., currently in NBC-TV's

Chet Huntley Reporting and last year in *CBS Reports*, and Martin-Marietta Corp., which buys news specials.

Arthur E. Duram, senior vice president in charge of radio-tv at Fuller & Smith & Ross, said his agency's major institutional client, Aluminum Co. of America, would (and has in the past) sponsor public service programs of controversial nature.

The only exception, he said, would be "sordid" programs—those discussing anti-social behavior. Programs of national or international, political or economic subjects, whether controversial or not, would be of interest to Alcoa, Mr. Duram said, "as long as they are useful and important."

He doubted that public service programs are becoming more controversial, but made the observation "there are more of them."

An official of Grey Adv. voiced the

“Charlotte’s WSOC-TV... provides carousel ride to 300% increase in toy sales” –Wilton Damon



“During the past 4 years our toy sales have increased over 300%. We attribute this spectacular gain to our long-time use of WSOC-TV’s award-winning children’s show, “Clown Carnival”. Charlotte definitely is the Carolinas’ most important market for toy sales.”

WILTON E. DAMON,
Sales Manager,
Chapman-Harkey Co.,
Charlotte, N. C.

Advertisers with a stake in young America can bank on this—nowhere in the Carolinas will you find children’s program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that is producing big sales successes for channel 9 advertisers throughout the Carolinas. Schedule 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

CITRUS AD BUDGET CHILLED

Florida freeze forces \$5.8 million cutback in advertising and promotion for 1962-63 crop

The Florida Citrus Commission, which two months ago adopted an all-time record \$12.5 million promotion and advertising budget for its 1962-63 crop, has been forced to cut the figure almost in half as the result of last week's freeze which destroyed a large part of the crop of oranges, grapefruit, tangerines and other citrus fruits.

Although it will be several weeks before the total loss of fruit—and advertising tax income—can be assessed, the commission ordered immediate cancellation of \$3,378,000 in advertising commitments and a cutback of some \$2.5 million in promotion and merchandising plans.

Frank D. Arn, advertising and merchandising director, said that the advertising schedule cut would be approximately half print and half tv or radio.

"The staff is making day-to-day appraisals of the situation," Mr. Arn said, "and it may be possible to reinstate some of the advertising and merchandising plans. However, this will depend

on developments in the field."

The ad agencies are Benton & Bowles, New York, and Campbell-Ewald, Detroit.

The commission's funds come from a per-box tax on all citrus fruit moving into commercial channels, and any loss of fruit means a cut in the budget. The mid-December freeze may have destroyed as much as half of the record orange crop and more than a third of the grapefruit crop, though only time will tell the whole story. Without doubt, it was the most destructive freeze of this century.

At a special meeting of the commission, an embargo of fresh fruit shipments was ordered beginning Monday, Dec. 17. Meanwhile a considerable amount of fruit—mostly oranges—has been saved by canning or concentrating.

The fresh fruit embargo can be lifted after a 10-day period if conditions warrant. It may be possible by that time for inspectors to separate damaged and undamaged fruit.

In ordering the embargo—which closed down all fresh fruit packing operations in the state—the commission adopted a resolution which said in part that "the purposes of the embargo are to protect the public against the purchase of frozen fruit in inferior quality, to protect the growers and shippers in the state who have high quality fruit undamaged by the freeze, and to protect the citrus industry in the future."

The resolution also declared that "the high quality of Florida frozen orange concentrate has been maintained in accordance with the standards of the Florida Citrus Commission."

Another special meeting of the commission was held Wednesday (Dec. 19) to make decisions on regulations involving concentrators and chilled juice operators.

Wynn Oil expands its advertising budget

Wynn Oil Co., Azusa, Calif. (friction-proofing products), will increase its 1963 advertising budget to \$1.85 million, 9% more than the current year's \$1.7 million.

The broadcast portion of Wynn's expenditure is to include 43 commercials a week on various NBC Radio programs (news and sports) during January. Then for the balance of the year Wynn will concentrate on NBC Radio *News on the Hour*. Kenneth C. Lovgen, Wynn advertising manager, said "We have had outstanding results with network radio and it just makes sense to continue and to expand the budget accordingly."

Mr. Lovgen, announcing plans for other media, also noted that radio and tv spots will be used in selected markets during 1963.

Wynn's advertising is handled by Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

Harvester to switch account

International Harvester Co., Chicago, announced last week that it is negotiating with Foote, Cone & Belding there to handle its farm equipment account, a major tv-radio user, but no decision has been made. Harvester's president, Harry O. Bercher, said his firm does plan to terminate the account with Aubrey, Finlay, Marley & Hodgson, Chicago, but no formal notice of cancellation has been given.

AFM&H will continue as agency for Harvester's construction equipment account, he said, and Young & Rubicam will continue as agency for the firm's motor truck account.



Compton tops \$100 million in billings

Compton Adv., through its president, Barton A. Cummings, last week gave out with a cheery year-end note: the agency's annual billings for 1962 will top the \$100 million mark for the first time in its 54-year history.

The agency said that international billings (including Great Britain and Australia) would add \$10 million to the \$102 million total in domestic (U. S. and Canada) billing.

Compton, in BROADCASTING's annual survey of agency billings in

broadcast, ranked in the No. 9 spot with combined tv-radio billing estimated at \$71 million, of which nearly all (\$70.7 million) was in television (BROADCASTING, Nov. 19).

Barton A. Cummings, president of Compton Adv., points to chart showing year-by-year progress in agency's annual billings. Looking on are (l to r) Wilson A. Shelton, executive vice president; Allen F. Flouton, executive vice president and creative director, and John A. Hise, senior vice president.



holiday greetings from all of us to all of you



BROADCASTING

- Syd Abel
- Earl Abrams
- Frank Beatty
- Dave Berlyn
- Frances Bonovitch
- Sid Booth
- Gary Campbell
- Larry Christopher
- John Cosgrove
- Joanne Cowan
- Rufe Crater
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- George Dant
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- Jim deBettencourt
- Dick Erickson
- Rocco Famighetti
- Fred Fitzgerald
- John Gardiner
- Frank Gentile
- Dave Glickman
- Diane Halbert
- Gladys Hall
- Chris Harageones
- Gene Hess
- Sid Hix
- Harold Hopkins

- Ed James
- Carol Jenkins
- Doris Kelly
- Art King
- Barbara Kolar
- Don Kuyk
- Dave Lambert
- Win Levi
- Larry Littman
- Edith Liu
- Maury Long
- Eleanor Manning
- Bill Merritt
- Elizabeth Meyer
- Larry Michie
- Warren Middleton
- Irv Miller
- James Montagnes
- Tack Nail
- James O'Leary
- Ellen Reilly
- Bruce Robertson
- German Rojas
- Bob Sandor
- Ed Sellers
- Chuck Shaffer
- Eugene Sheskin
- Terry Steel
- Harry Stevens

- Virginia Stricker
- Rosemarie Studer
- Larry Taishoff
- Betty Taishoff
- Sol Taishoff
- Hy Tash
- Eunice Weston
- Milton Wolf
- Nancy Yane
- Len Zeidenberg
- Joyce Zimmerman

TELEVISION

- Jack Blas
- Frank Chizzini
- Ken Cowan
- Bob Fennimore
- Robert Garsen
- Morris Gelman
- Debbie Haber
- Al Kroeger
- Richard Lehman
- Carol Ann Meola
- Eileen Monroe
- Irene Silver
- Harriette Weinberg
- Don West
- Stan White

Broadcasting Publications INC.

Sunbeam calls tv campaign 'tremendous'

APPLIANCE FIRM USES HELICOPTERS TO MEET DEMAND INDUCED BY TV

Sunbeam Corp., Chicago, began running out of superlatives last week with which to describe the increased sales resulting from going virtually all tv this fall. In fact the electric appliance firm found dealers running out of products so fast in recent weeks the company has resorted to planes and helicopters to supply the demand, especially for electric shavers.

Sunbeam is one of the nation's pioneer users of television, but in the past few years has slacked off and put more money into magazines. In September the pendulum swung the other way again and Sunbeam went virtually all tv, buying a heavy schedule of 171 participations chiefly at night on ABC-TV, but some on NBC-TV's *Tonight Show* and a spread of daytime programs on ABC-TV. Results have been "tremendous," Sunbeam officials reported last week.

Foote, Cone & Belding, Chicago, is the agency for Sunbeam's line of men's electric shavers. Perrin & Assoc., Chicago, is agency for the Sunbeam electric shavers for women, Sunbeam hairdryers and other products such as the "multi-cooker" frying pan and the new Sunbeam party grill.

Sunbeam's saturation schedule, which ran through last week on network tv, was the firm's biggest tv buy in 10

years. The ABC-TV evening programs included *77 Sunset Strip*, *The Untouchables*, *Hawaiian Eye*, *Gallant Men*, *Ben Casey*, *Wagon Train*, *Sunday Night Movie* and *Fred Astaire Premiere*. A total of seven ABC-TV daytime shows also were used.

Saturation ■ Don A. Reed, advertising director for Sunbeam, said the tv campaign reached almost 90% of all television homes in the nation a minimum of 10 times each before Christmas. It was backed by a full package of sales promotion and merchandising aids at the dealer level plus Sunbeam's carefully controlled co-op advertising program at the same level. The co-op money has been spent chiefly in local radio and newspapers, about evenly split, but with local tv coming up strong.

The national factory budget didn't quite hit 100% this fall. A little factory money was spent during November in about 15 markets in radio and in newspapers for a special promotion of the Sunbeam hatbox hairdryer. That item, however, also was included in the network tv campaign.

Sunbeam manufactures its shaver lines in Puerto Rico but doesn't ship directly to dealers. Sunbeam instead flew all shaving products to Chicago this fall for quality inspection first. However, because of the great demand

created by the tv advertising this fall, Sunbeam since early November has been re-shipping by air to all dealers more than 300 miles from Chicago. Some other products have gone this way, too.

In the past two weeks in the Chicago area, Sunbeam has used a local helicopter service to literally "drop" shipments to dealers caught short. ABC-TV's mobile newsreel crew last week covered some of these efforts to overcome surface transportation delays. Some other "red hot" Sunbeam markets have included Dallas, Detroit, Los Angeles and Philadelphia, Sunbeam reported.

Sunbeam declined to give specific sales increases but did say sales this year "are tremendously up over last year." Spokesmen acknowledged that "any success must be attributed to television" in view of the heavy reliance on the medium at the national level this year.

Sunbeam shavers topped the success list, the company said. Another big seller has been the party grill, a completely new item this year without competition. Mr. Reed described the party grill sales success as "astronomical." The other fast movers were the frying pan and hatbox hairdryer.

Mr. Reed believes one of television's

Agency appointments...

■ St. Louis Independent Packing Co. Div. of Swift & Co. to Batz-Hodgson-Neuwoehner Inc., St. Louis, effective Feb. 1, 1963. Account switches from Gardner Adv. there.

■ Jays Foods Inc., Chicago, maker of potato chips and related products, names Lilienfeld & Co., there, as agency. Firm uses radio-tv.

■ Joseph H. DeFrates Packing Co., Springfield, Ill., maker of Chilli Man Chilli, to Welles-Morgan Inc., Chicago. Firm is regional tv spot user.

Business briefly...

R. J. Reynolds Tobacco, P. Ballantine & Sons, and American Hard Rubber Co. will each have one-third sponsorship of *Eastern Professional Bowling*, which will be televised weekly by Sports Network Inc. over a Northeastern regional network of some 20 stations (Sun. 4-5 p.m.). The program will originate at Gladiator Arena, Totowa,

N. J., with Bob Delaney as sportscaster, starting Jan. 6, through March 31, 1963. Agencies: Wm. Esty, New York, for Winston cigarettes and Ballantine Beer; American Hard Rubber's Ace bowling balls order placed direct.

P. Lorillard Co. has renewed for the balance of the current tv season, its alternate-week, half-hour sponsorship of NBC-TV's *Jack Paar Show* and *The New Joey Bishop Show*. NBC-TV also announced Lorillard will continue to sponsor *The Price Is Right* when it moves from Monday to Friday (9:30-10 p.m. EST), on Feb. 1. Agency: Lennen & Newell, New York.

CBS Radio last week reported 27 sponsors signed for \$4 million worth of participations on the network during the last quarter of this year. The sponsors, and their agencies, are **Campbell Soup** (BBDO); **Canada Dry** (J. M. Mathes); **Du Pont** (BBDO); **Florist Telegraph Delivery** (Campbell-Ewald); **Grove Labs** (Gardner and Donahue & Coe); **The Hires Co.** (Fuller & Smith & Ross); **Insurance Co. of North America** (Ayer); **Kerr Glass Mfg.** (Whitney Adv.); **Kraft Foods** (Needham, Louis

& Brorby); **Mattel** (Carson/Roberts); **Mennen** (Warwick & Legler); **Meredith Pub. Co.** (W. D. Lyon); **Metropolitan Life** (Young & Rubicam); **Miller Brewing** (Mathisson & Assoc.); **Minnesota Mining & Mfg.** (BBDO); **Morton House Kitchens** (Bozell & Jacobs); **Rexall Drug** (BBDO); **Salada Foods** (Hoag & Provandie); **Standard Knitting Mills** (Weiss); **Standard Packaging** (Smith, Henderson & Berey); **Sylvania** (Kudner Adv.); **Warner-Lambert** (BBDO), and **Wm. Wrigley** (Arthur Meyerhoff Assoc.).

Rep appointments...

■ WKPA New Kensington-Tarentum, Pa.; WTIG Massillon, Ohio, and WHLL Wheeling, W. Va.: Penn State Representatives, Pittsburgh.

■ KICO Calexico, Calif.: Ted Hall, San Francisco, as representative for northern California.

■ KNGL Paradise, Calif.: Gates/Hall Inc. and Weed & Co.

■ WTOK-TV Meridian, Miss.: Meeker Co., New York, as national representa-



A helicopter lets down a shipment of Sunbeam electric shavers into dealers' hot hands in the Chicago area to

stay abreast of the demand created by company's saturation television schedule this year.

strongest assets is the ability to demonstrate the product in use, a feature he stresses during commercial planning and production. For instance, in the one-minute party grill spot, more than a half-dozen uses are displayed.

Television's impact, immediacy and home saturation also are considered

important factors since Sunbeam's biggest selling season, particularly for a strong gift item such as the electric shaver, falls into the brief September-to-Christmas period. Two thirds of all gift buying is done in this time. Other peak times are Mother's Day and Father's Day.

tive, effective Jan. 1.

- KKKH - AM - FM San Francisco: George P. Hollingbery Co., New York.
- KAKC Tulsa, Okla.: The Katz Agency Inc., New York, as national representative, effective Jan. 1, 1963.

ABC Radio announces \$4.1 million sales

ABC Radio has signed \$4.1 million in new and renewed business for 1963 in the first two weeks of December, James E. Duffy, executive vp and national director of sales, announced last Friday (Dec. 21).

Mr. Duffy said the \$4.1 million is an ABC Radio record for the short period of time.

New business signed between Dec. 3 and 14 totaled \$1.3 million while renewals amounted to \$2.8 million.

Among the new advertisers signing up with ABC since Dec. 3 are P. Lorillard; Sylvania Electric Products; Kraft Foods; American Dairy Assn.; Pepsi Cola; Minnesota Mining & Mfg.; Bristol

Myers; Buick Motor; Florists Telegraph Delivery Assn.; Rexall Drug; and Nichols Wire & Aluminum Co.

Realty group uses tv to get house listings

Seven Los Angeles area real estate firms are co-sponsoring a test tv campaign to increase their listings of residential properties for sale.

The firms are members of Inter-City Real Estate Referral Service, a nationwide organization with headquarters in Chicago. The organization's operational plan: when a member sells a house in one community for a family moving to another location the news is transmitted to a member in the new locality, who may show the family the kind of new home it needs.

Daily one-minute spots on *Panorama Pacific* on KNXT (TV) Los Angeles, Monday-Friday, 8-9 a.m., will run in January and February to launch the campaign in an effort to reach the estimated 1,000 newcomers who arrive in Southern California each day. Joe Leighton & Assoc., Hollywood, handles the advertising and publicity.

M-E to consolidate media, programming

McCann-Erickson reported last week that it is consolidating the agency's media department and radio-tv programming department into a single unit under the supervision of Sylvester L. Weaver Jr., chairman of McCann-Erickson (International) and president of M-E Productions, the tv-radio division.

The move, a spokesman said, will bring closer together two agency departments that are heavily involved in client spending. He could not specify whether M-E Productions would continue as a corporate entity, but indicated that fuller details would be available shortly.

Coincident with this development, Mr. Weaver has entered into an agreement with Italian motion picture producer Dino de Laurentiis to co-produce a series of 26 hour programs. Tentatively titled *Via Veneto*, the series will center around "modern stories of the Eternal City [Rome] in various moods—romance, drama, comedy and suspense."

The executive producer of the series will be Ralph Serpe, Mr. de Laurentiis's U. S. representative. Mr. Weaver will be active in production supervision. The series marks Mr. de Laurentiis's entry into tv production.

The series will be offered for sale in the U. S. and throughout the world.

Airline account moves from Thompson to SSC&B

J. Walter Thompson Co., New York, has announced the forthcoming resignation of the Northeast Airlines account.

The account will move to Sullivan, Stauffer, Colwell & Bayles, New York, in the near future, according to James W. Austin, president of Northeast. Northeast's billings are estimated at \$1,750,000, of which approximately \$600,000 is spent in spot tv-radio.

Mr. Austin explained that the agency switch is being made at the request of JWT because of "possible client conflict" with other accounts handled by the agency. Other airline accounts there are Continental Airlines Inc. and Pan American World Airways Inc.

Clark swaps radio for tv

Clark Oil & Refining Corp., Milwaukee, a regular spot radio advertiser in the Midwest, will switch most of its \$1 million annual billing to tv in early January. Buying of nighttime spot tv in 30 midwest markets is now in progress. Agency is Papert, Koenig, Lois Inc., New York.

THE TUNNEL

“...a priceless visual record of mankind’s
ever-blazing pursuit of liberty”

Robert J. Williams, PHILADELPHIA EVENING BULLETIN

*“A devastating human document—and indictment of life under
communism... a documentary coup of the first order.”*

Rick DuBrow, UNITED PRESS INTERNATIONAL

*“Seldom in its history has television presented a program with
more dramatic impact, more impressive photographic cameos,
and more inspiration than NBC’s The Tunnel.”*

Frank Judge, THE DETROIT NEWS

*“It was television at its best... ‘The Tunnel’ was revealing
and powerful.”*

Cynthia Lowry, THE ASSOCIATED PRESS

*“... towering and dramatic filmed evidence of man’s insatiable
appetite for freedom and Communism’s failure to quench the
inner fires of liberty.”*

Tom Mackin, NEWARK EVENING NEWS

*“No more forceful a statement of the difference between life in
the Free World and that under Communism ever has been
uttered.”*

Fred Remington, THE PITTSBURGH PRESS

*“The NBC ‘Tunnel’ documentary had a dramatic punch of history
in the making, a sense of urgency that no dramatization could
possibly capture... a significant human document.”*

Bill Irvin, CHICAGO’S AMERICAN

*“Unusually good television. It was another lesson to us, the free,
of the importance of that freedom.”*

Judy Williams, THE INDIANAPOLIS NEWS

*“... an amazing documentary... the story was one of vivid
human courage that provided inspiring television fare.”*

Terry Turner, CHICAGO DAILY NEWS

“Most genuinely absorbing television show of the season.”

Terrence O’Flaherty, SAN FRANCISCO CHRONICLE

"TV journalism reached a new and exalted plateau Monday night in the presentation of one of the most profound and inspiring human documents in the history of the medium, NBC's 'The Tunnel'." Cecil Smith, LOS ANGELES TIMES

"This was an altogether fantastic piece of work, probably without parallel in the brief history of television." Elizabeth L. Sullivan, THE BOSTON GLOBE

"'The Tunnel' added up to the most devastating indictment of Communism imaginable... rates as journalistic enterprise of a high order." C. J. Skreen, THE SEATTLE DAILY TIMES

"... the NBC News Department has contributed a memorable footnote to the story of man's quest for freedom, his undaunted courage and the idealism of youth..." George Rosen, VARIETY

"... unquestionably a journalistic achievement of substantial merit... NBC's initiative in this project and its scrupulous regard for those involved is beyond reproach." Walter Hawver, ALBANY KNICKERBOCKER NEWS

"... a thoughtful, informative and even suspense-filled show overall." Pete Rahn, ST. LOUIS GLOBE-DEMOCRAT

"... the sinister blocking off of the East sector came across the TV screen as immensely impressive and far more rousing than any description in word or picture that the U. S. has ever seen... result is an exciting document against the inhumanity of The Wall."

Sabina Lietzmann, FRANKFURTER ALLGEMEINE ZEITUNG



On Monday, December 10, NBC presented a 90-minute documentary, "The Tunnel!" This program recorded the dramatic escape of refugees from East to West Berlin under the feet of the Vopos—and under The Wall. If you happened not to see the program, the sampling of reviews above will give you some idea of what you missed. If you saw it, you experienced once more the power of television as a reporter of actuality.

The program was one more example of NBC's leadership in news and informational, religious and educational subjects (to which it devotes one hour of every four in its network television schedule). For the best combination of programming, look to NBC.



Lockheed's 'open closed-circuit' tv saves wear, tear & money

The Lockheed-Georgia Co., a division of Lockheed Aircraft, has taken to the air with the Christmas holidays phase of its personnel relations program and has found that it covers a lot more ground.

Specifically, the Georgia company, which has 15,000 employes at plants in Atlanta, Marietta and Dawson, has bought television time on Atlanta stations to wish its employes a Merry Christmas.

The company president, W. A. (Dick) Pulver, used to greet employes in person each year at assemblies in each plant; Lockheed found that it lost considerable money shutting down each plant for Mr. Pulver's annual season's greeting to employes, and Mr. Pulver found that the strain was wearing him down. He'd make a speech in Atlanta, drive to the Marietta plant 18 miles away for the second talk, then travel to the third plant at Dawson, 60 miles away, for the third, a 15-hour day.

Last year, Mr. Pulver and his staff decided to do it a new way. Lockheed-Georgia bought a half-hour on WSB-TV Atlanta, Mr. Pul-



Mr. Pulver

Season's greetings by tv

ver's message was filmed, and it was run on WSB-TV the Friday before Christmas at 9:30 a.m.

The "open closed-circuit" idea was fine as far as it went. Not only did

many of the company's employes see the message, but many others did, too—including the families of the workers and businessmen interested in the doings of Georgia's biggest company and largest employer. Lockheed employes were notified in advance by newspaper ads and company publications and after Christmas they were given a questionnaire to fill out to get their reactions to the tv idea.

The biggest hitch was that many employes were asleep after going off shift, the questionnaire revealed.

Mr. Pulver and his staff think they have found the answer to that one: This year the president's Christmas message is being run on three Atlanta stations, one in the morning, one in the afternoon and the third at night. The television stations on which Lockheed bought time: WAGA-TV, WIIC (TV) and WSB-TV.

The total time cost to the company is \$3,500, less than it used to cost to shut down three plants for mass meetings when Mr. Pulver made his annual visits.

Also in Advertising . . .

New office ■ Broadcast Time Sales Inc., New York, has opened its ninth office, in Houston, Tex. The branch, directed by Ned Triplett, is located at 5108 Navarro Lane, zone 27. Other BTS offices are in New York, Chicago, Los Angeles, San Francisco, Milwaukee, Pittsburgh, Philadelphia and Detroit.

4A code endorsed ■ Advertising Assn.

of the West and Newspaper Advertising Executives Assn. have endorsed the creative code of American Assn. of Advertising Agencies, bringing to 12 the number of organizations offering approval. The 4A's adopted the code at its 1962 annual meeting.

Tv market guide ■ American Research Bureau, New York, has issued a new *TV Market Survey Guide* for 1962-63. It contains an individual map for each

of 230 markets, which includes estimated tv homes in survey area and in metropolitan area, frequency of ARB reports, and survey report months. The guide is available from ARB, 1 Rockefeller Plaza, New York 20.

Tv sales pitch ■ Shu-Mak-Up Inc., Los Angeles, which used color double-trucks in fashion magazines to introduce its new product for coloring shoes at home, will add television after the first of the year. Plans are now being developed by the company and its agency, Carson/Roberts, Los Angeles.

October tv network billings

Network Television Gross Time Billings
Source: TvB/LNA-BAR

	OCTOBER			JANUARY - OCTOBER		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	\$17,646,030	\$19,219,752	+ 8.9	\$156,322,350	\$168,295,406	+ 7.7
CBS-TV	25,829,626	28,794,019	+11.5	217,693,973	254,851,499	+17.1
NBC-TV	23,371,002	25,947,455	+11.0	206,353,997	230,952,085	+11.9
Total	\$66,846,658	\$73,961,226	+10.6	\$580,370,320	\$654,098,990	+12.7

MONTH BY MONTH 1962

	ABC	CBS	NBC	Total
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106
May	17,227,296	25,380,092	23,494,373	66,101,761
June	16,031,277	25,081,505	22,609,590	63,722,372
July	15,708,722	25,793,374	22,788,918	64,291,014
August	16,075,143	24,969,181	23,160,760	64,205,084
September*	16,601,454	25,851,332	21,416,265	63,869,051
October	19,219,752	28,794,019	25,947,455	73,961,226

*September 1962 figures revised as of Dec. 17, 1962

Housewife listening reported by RAB

"American housewives listen to radio almost three hours daily." That's the word in Radio Advertising Bureau's latest study of radio listening habits. According to Kevin B. Sweeney, RAB president, time spent with radio is "up sharply" since 1959 when the research outfit made its last report on housewife listening.

The study claims that better than nine out of ten (91.9%) of housewives listen to radio every week and about three out of four are reached by radio in an average day.

In addition to the report on radio listening, the study contains marketing data documenting the importance of women to advertisers.

70%

of the current song hits listed in the combined music polls of **BILLBOARD**, **VARIETY** and **CASHBOX** during the past 12 months and available to broadcasters are licensed by

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Radio-tv still fill gap in N. Y. strike

CHRISTMAS BUSINESS UNHURT AS NEWSPAPER SUSPENSION CONTINUES

The New York newspaper strike was nearing the end of its second week with no signs of a settlement as radio-tv continued to supply the bulk of news to the area (BROADCASTING, Dec. 17).

Although mail and phone orders were off slightly, major department stores were not as yet affected severely by the newspaper strike, a spokesman for the National Retail Merchants Assn. said Thursday (Dec. 20).

A natural buying momentum for the holiday season had set in, the association noted, indicating the effect of the strike on retail business probably would not be felt until January when the traditionally heavily advertised white good sales and year end clearances come up.

It was pointed out, however, that according to past history, the heaviest selling day comes on the previous Saturday when Christmas falls on a Tuesday.

The association noted that those re-

tail outlets hurt were stores which are heavily promotional and depend entirely on print advertising for their traffic.

While retailers have favored radio since the start of the strike, tv will probably receive an increasing share of advertising if the shutdown continues, the spokesman added.

A weekly department store sales check by the Federal Reserve Bank of New York released Dec. 20 showed New York sales were down only 1% during the week ended Dec. 15, while sales in the week before the strike were down 9% from comparable periods of a year ago.

As newspaper tv program listings became scarce with the strike's start on Dec. 8 and than non-existent as the paper shutdown moved into its second week, the weekly *Tv Guide* stepped-up printing of its Metropolitan New York area edition by 200,000 copies. Normal week's run at this time of year in the area has been 1.6 million.

A "substantial increase in tv and radio advertising expenditures as a result of the newspaper shutdown was reported by United Artists for its release of "Taras Bulba" on Christmas day.

Prime time has already been purchased on WNBC-TV, WCBS-TV, WNEW-TV and WPIX (TV). In addition, "heavy emphasis" will be placed on radio, with spots on WCBS, WOR, WABC, WNEW, WMCA and WINS.

A schedule of radio and tv spots was purchased by Paramount for the opening of "Who's Got the Action" today (Dec. 24) in New York, New Jersey and Connecticut. Paramount bought 20 spots on NBC and ABC and 75 spots on all the New York area radio stations.

WHN increased from 10 to 15 minutes its basic daily newscasts, added 10-minute roundups on the half-hour and broadened its "headline coverage" on the quarter-hour.

A 40% increase in business since the

Cleveland promotion succeeds despite strike

A promotion plan of the Central National Bank of Cleveland, almost became a victim of that city's current newspaper strike (BROADCASTING, Dec. 10). But the bank turned to radio and television to replace newspapers and the campaign has paid off to the tune of about \$250,000 in new savings or checking account deposits during its first two weeks.

The promotion revolves around a premium offer—a 12-inch record album titled "The Many Sides of the Cleveland Orchestra." The album is given by the bank to persons opening new accounts, either checking or savings, of \$50 or more. It cannot be purchased outright.

In the promotion's first two weeks, around 5,000 records have been distributed.

The campaign, budgeted at \$20,000 for all media, has used daytime tv shows aimed at the housewife on three tv stations and saturation spot schedules on six am and three fm stations. About 90 radio spots were used in the first week, along with 15 five-minute radio spots and 2 one-hour radio programs, according to Bill Kornichuk, Central National's advertising manager.

The promotion was set up to do more than attract new accounts. Mr. Kornichuk calls it a "complete public relations, marketing, advertising and sales promotion program."

As a public relations event, the campaign gives the bank "positive and dramatic identification" with the Cleveland Orchestra, which it has sponsored on tv for two years. In marketing and promotion, it gives Central National "the jump on competition by attracting savings deposits before the usual January savings promotions."

CNB's agency is Fuller & Smith & Ross, Cleveland.



The premium



Mr. Kornichuk

beginning of the strike also was reported by WHN.

A direct line from New York's City Hall was installed by WHN for station coverage of the Mayor's office and other city departments. WHN hired Marvin Sleeper, *New York Journal-American* columnist, to man the line together with the station's editorial director, Stan Willis. While the line was installed for the strike emergency, it will be continued as a permanent addition to WHN's news set up.

WHN is also employing the *Herald Tribune's* Hy Gardner, Sidney Skolsky of the *Post* and the *Mirror's* Lee Mortimer to read their columns over the air daily.

New York Journal-American editors and columnists are heard nightly in a quarter-hour program placed on WOR (10:45-11 p.m.). Entitled *Journal-American on the Air*, the program features review and commentary columns normally appearing in the newspaper. Capsule versions of the programs are being aired by other local stations as well. The WOR show is produced by Irl W. Rose II, president of Rose-Martin Inc., the newspaper's agency. The newspaper is identified as the sponsor of the WOR program, but no commercials are aired.

WMCA spotted entertainment programs with "frequent" news headlines.

A "strong general increase" in sales from advertisers experienced in radio, as well as firms new to the medium, was noted by WMCA. Major film distributors and New York theatres signed new or expanded contracts.

WLIB, which usually broadcasts news on the hour and half-hour, also presented newscasts on the quarter-hour. Sales increased about 10%.

WQXR-AM-FM, owned by the *Times*, expanded news coverage considerably using correspondents from the newspaper. All five-minute news programs were lengthened another five or ten minutes. Regular music programs were cut into with no additional spot carriers created. New advertisers were required to sign firm orders to prevent them from withdrawing after the strike.

New WQXR advertisers since the strike include department stores, airlines, real estate companies, theatres and motion pictures. Holland-American Lines more than doubled its regular news sponsorship of three nights a week. *New York Times* reviewers Bosley Crowther, Jack Gould, and Orville Prescott and other *Times* reporters read their daily columns on the air. John Ochs, *Times* editorial page editor, broadcasts the newspaper's editorials at night and again in the morning.

News personality Mike Wallace joined WINS to broadcast a series of special assignments, the first of which was on the economic health of the

Du Pont promotes N.Y. stores in tv campaign

Du Pont textile fibers division of E. I. du Pont de Nemours Inc., which regularly services department and specialty stores around the country, last week provided tv exposure to about 15 New York City department stores.

The stores, which lost their last opportunity to advertise Christmas gifts in newspapers because of the newspapers strike, showed their Christmas wares for about eight or nine minutes apiece last Monday-

through-Friday nights on WPIX (TV). Du Pont bought the time and produced the programs as a service to the merchants, offering no commercials of its own.

WPIX (TV) carried the half-hour taped programs, *Christmas Shopping News*, from 9:30-10 p.m. Mon-Fri., and repeated each show, 1-1:30 p.m. the next day. Three stores shared each program.

BBDO New York is Du Pont's agency.

newspaper business.

WINS said advertising business was up 40% over normal.

WINS has added a Sunday night round-up of advertising news with Joseph Kaselow, advertising columnist of *Herald Tribune*, as part of its expanded news coverage. *Ladies Home Journal* is sponsoring the program through BBDO, as a public service to its advertisers and their agencies. Mr. Kaselow is one of a group of columnists heard on WINS daily for the duration of the strike.

WPIX (TV) introduced a new half-hour Saturday evening program, Dec. 15, titled *Saturday Seven O'clock News*. The station pre-empted *Superman* for the increased news coverage.

WNDT (TV), non-commercial, educational station, cut back regular programming for new or expanded news shows.

WHOM, which programs primarily in Spanish, boosted its news coverage by 20%. A major new advertiser last week was Gimbel's, which placed Span-

ish-language commercials.

WWRL added to its regular five-minute newscasts on the half-hour, five-minute reports on the hour. WRFM (FM) associated with WWRL, added 15-minute segments at 7:30 a.m., 12:30 p.m., 3:30 p.m. and 6:30 p.m. The stations said their sales increased about 25%.

WHLI Hempstead added 15-minute newscasts on the hour to its five minutes on the half hour. The station noted an increase in new retail store advertisers.

WNYC-AM-TV, New York's municipal stations (non-commercial), more than doubled its news programming. On WNYC five-minute newscasts generally were stretched to 15 minutes. Reports direct from the New York Stock Exchange were aired from 3:30 to 4 p.m., for 20 minutes at noon and for three or four minutes every hour on the hour during trading hours. WNYC-TV, on ch. 31, had no regular newscasts before the strike, but last week scheduled two a day, 2 p.m. and 6 p.m., Monday through Friday.

GIANTS-PACKERS BLACKOUT FOUGHT

Three fans go to court to contest pro football edict

A suit to lift the tv blackout of the New York Giants-Green Bay Packers championship game in the New York area was filed in the U. S. District Court for the Southern District of New York on Wednesday (Dec. 19) by three Manhasset, L. I., football fans.

The action was started by Louis R. Blaich, Thomas O'Connell Jr. and Peter Sibell against NBC, the National Football League and the New York Giants. The complaint asserts the curtailment of tv coverage of the game on Dec. 30 in the New York area is "arbitrary," capricious and unreasonable in view of the fact that the Yankee Stadium is already sold out to capacity." It claims that the curtailment "deprives the plaintiffs and 11 million others of a

valuable property right without due process of law." (The NBC-TV coverage blacks out New York, the originating center of the telecast.)

The plaintiffs asked for a temporary injunction against the area blackout of the game this year and a permanent injunction against similar blackouts in the future. A hearing on the motion will be held today (Dec. 24).

The blackout was also protested by WICC Fairfield, Conn., that state's senator and senator-elect, and the congressman representing Fairfield County. Fairfield lies within the blackout area.

The radio station waged an editorial campaign against the ban, and Sen. Thomas J. Dodd and Sen.-elect Abraham A. Ribicoff, both Democrats, sent messages to NFL President Pete Rozelle

Two more stations join CBS Radio on Dec. 30

Two additional stations will become CBS Radio affiliates on Dec. 30. They are WKXL Concord, N. H., and KREW Sunnyside, Wash. The affiliation of KALB Alexandria, La., also on Dec. 30, had been announced earlier (BROADCASTING, Dec. 17).

WKXL, operating with 1 kw-day and 250 w-night on 1450 kc, is owned and operated by Capitol Broadcasting Corp. The station, which had been a CBS Radio affiliate from 1951-59, had no network affiliation in the interim.

KREW, with 1 kw-day and 250 w-night operating on 1230 kc, is owned and operated by Cole E. Wylie, and was independent before signing with CBS Radio.

Austin plans hearing for local catv franchise

A comparative hearing on community tv will be held by the Austin, Texas, city council Jan. 3, it was announced last week.

The council decided on the move following a Dec. 13 public hearing on whether or not to permit catv in Austin. The city government voted to permit catv. The Jan. 3 hearing will allow applicants to present their proposals to the council.

At present there are five applicants for the franchise: Capital Cable Co., Midwest Video Inc., Vumore Inc. (RKO General), Micro Corp., and a group composed of Glenn Flinn (Tyler, Tex., catv owner), the *Austin Daily Statesman* and a local attorney. Austin's sole tv station, KTBC-TV, which is principally owned by Mrs. Lyndon Johnson, has an option to acquire 50% of Capital Cable Co.

Changing hands . . .

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

■ KWTV (TV) Oklahoma City, Okla.: 12½% interest sold by RKO General to Roy J. Turner and Luther T. Dulaney for \$725,000. Acquisition of the 6¼% by each of the two buyers, who already each own 12½% bring their total shares to 18¾% each. Move by RKO General was required in seeking FCC approval to exchange of RKO General's Boston radio and tv stations for NBC's radio and tv properties in Philadelphia (see page 50).

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 66).*

■ KFAC-AM-FM Los Angeles, Calif.:



WRFD-AM-FM moves to Avery-Knodel Jan. 1

WRFD-AM-FM Columbus, Ohio, will be represented nationally by Avery-Knodel, New York representative firm, as of Jan. 1. Completing the arrangements: (standing, left to right) John Stewart, Avery-Knodel radio sales manager; Roger O'Sullivan,

senior vice president of the firm; and Andy Edgerton, WRFD national sales manager. Seated is Joseph D. Bradshaw, WRFD general manager.

WRFD operates on 880 kc with 5 kw. Its fm outlet is on 97.9 mc with 186 kw.

urging him to lift his edict.

Senator-elect Ribicoff said the ban was "a disservice to thousands of loyal

football fans" and Sen. Dodd added that its removal would "create more fans for the Giants."

SEASON'S GREETINGS

and best wishes
for the New Year

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James W. Blackburn
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CHICAGO

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

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
Gerard F. Hurley
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

Sold by E. L. Cord to Cleveland Broadcasting Inc. for \$2 million. Cleveland Broadcasting owns WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, both Ohio. Ray T. Miller, president of Cleveland Broadcasting said no changes in personnel are to take place and present programming will be continued, with plans to expand public service and news coverage.

▪ WRUL Scituate, Mass.: Sold by Metromedia Inc. to International Educational Broadcasting Corp. for \$1,771,850. Purchaser is owned by the Mormon Church, which also has interests in KSL-AM-FM-TV Salt Lake City, Utah; KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho. WRUL is a commercial international shortwave station. Chairman Newton N. Minow abstained.

▪ KGHL-AM-TV Billings, Mont.: Sold by P. N. Fortin and associates to Paul Crain and associates for \$745,000. Mr. Crain and Dan Snyder are principal stockholders in KRTV (TV) Great Falls, Mont. (see KGHL below).

▪ KGHL (am station) Billings, Mont.: Sold by Paul Crain and associates to Copper Broadcasting Co. for \$204,285. Copper Broadcasting is owned by Salt Lake City Broadcasting Co. Inc., licensee of KALL Salt Lake City. Copper Broadcasting is the licensee of KMON Great Falls and KOPR Butte, both Montana. Mr. and Mrs. George C. Hatch own Salt Lake City Broadcasting Co. They also have an interest in KUTV (TV) Salt Lake City. Commissioner Robert T. Bartley dissented.

▪ WENO Madison, Tenn.: 50% sold

WUHF to Milwaukee

A symbolic call letter has been acquired by WXIX (TV) Milwaukee. On midnight, Dec. 31, the ch. 18 station will begin using WUHF (TV) as its new call. The WUHF call was used by the FCC in its two-year uhf test in New York City, but was withdrawn when the commission turned over the ch. 31 station to the city government which now uses it as WNYC-TV. The ch. 18 station is the only uhf in Milwaukee, which has three vhf stations in operation there—WISN-TV, WITI (TV) and WTMJ-TV.

Originally, WXIX (the roman numerals for 19) was on ch. 19, but the Milwaukee assignment was changed to ch. 18 three years ago, when the present owners bought the station from CBS. CBS originally bought what was WOKY-TV from the Bartell family in 1954.

Salant: Courtroom tv should start at top

The way to open the nation's courtrooms to broadcasters is to start at the top, with the Supreme Court, "where there are no witnesses and where the great issues of the day that affect all of us are argued just in an hour or two hours by the greatest lawyers before the greatest judges."

So answered Richard S. Salant, president of CBS News, in response to a question raised by a KMOX St. Louis listener. Though seated in a New York studio, Mr. Salant offered comments on a variety of topics

aired on a 40-minute KMOX program, *The Sounding Board*, on Dec. 13. Listeners' questions were relayed by program host Jack Buck.

On the concept of Washington news treated as part of the "weaponry of war," Mr. Salant told the KMOX audience: "We have protested very vigorously against the concept. . . . The government obviously has to control to some degree the release of news, but to use it for manipulative purposes is all wrong in any circumstance."

by Walter A. Duke to Martha White Mills Inc. for \$175,000. Both Martha White Mills Inc. and H. C. Young Jr. (who owns other 50% of WENO) recently bought the inactive ch. 22 KBIC-TV Los Angeles (BROADCASTING, Nov. 12).

Media reports...

Spot cost estimator ▪ The Katz Agency Inc., New York, has issued the 32nd edition of its "Spot Television Advertising Cost Summary." Revised semi-

annually since 1953, the new edition tabulates certain rate categories for the first time and also includes its regular formulas for quick estimating of spot tv costs and budgets. The media tool is currently available to advertisers and agencies.

Second chance ▪ Because of requests for additional time, Broadcasters' Promotion Assn. has extended the deadline for entries in its second annual "On-The-Air" Promotion Awards Competition through Dec. 31.



Season's Greetings

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& ASSOCIATES, INC.

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<p>WASHINGTON, D. C. Ray V. Hamilton 1737 DeSales St., N.W. Executive 3-3456</p>	<p>CHICAGO Richard A. Shaheen John D. Stebbins Tribune Tower DEIaware 7-2754</p>	<p>DALLAS Dewitt Landis Joe A. Oswald John H. Hicks 1511 Bryan St. Riverside 8-1175</p>	<p>SAN FRANCISCO John F. Hardesty, Pres. Don Searle 111 Sutter St. EXbrook 2-5671</p>
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America's Most Experienced Media Brokers

Tv experts roast, roasted in Hollywood

MINOW AND OTHERS GRILLED ON TV ARTS AND SCIENCES PANEL

Television's advertisers and networks and the FCC were hotly lambasted and fervently defended Wednesday evening by a panel of experts that included the FCC chairman as well as top echelon executives representing stations, network and program creators. The occasion was a meeting of the Hollywood Chapter of the Academy of Television Arts & Sciences, held in the Hollywood Palladium, with an enthusiastic audience of some 1,500. The subject for discussion was "What Is Right and What Is Wrong With Television," but the second half of the title got more attention than the first.

William Dozier, production vice president of Screen Gems, served as panel coordinator and chairman of the meeting he had organized to coincide with the Hollywood visit of FCC Chairman Newton N. Minow, who the previous noon had addressed the Town Hall of Los Angeles (see below). Panel members, in addition to Mr. Minow: Frank Fogarty, executive vice president, Meredith Broadcasting Co. (KCMO-AM-FM-TV Kansas City, Mo.; KPHO-AM-TV Phoenix, Ariz.; WOW-AM-

FM-TV Omaha, Neb.; WHEN-AM-TV Syracuse, N. Y.; Mark Goodson, president, Goodson-Todman Productions; Lee Rich, senior vice president for radio and television, Benton & Bowles; Hubbell Robinson, senior vice president for network programs, CBS-TV; Richard Salant, president, CBS News; Rod Serling, writer; Sylvester L. (Pat) Weaver, board chairman, McCann-Erickson International.

Mr. Fogarty opened the discussion by charging that the FCC is attempting to influence tv programming in a manner "contrary to a free society and a creative art."

Nearly everybody, including Mr. Minow, is opposed to censorship, Mr. Fogarty said, but there is a wide disparity over the definition of that term. He cited a list of 14 program types which the FCC issued as a guide to the kind of material that should be broadcast in prime tv time, the suggestion that broadcasters discuss local programming with leading citizens and the new kind of hearings instituted by the FCC in Chicago, "in which the procedures were extremely informal and the rules of

evidence were not in evidence." Another of these "glorified gripe sessions" is about to be held in Omaha, he said, although all the stations there received license renewals six months ago and there have been no complaints.

Stock-Bond License ■ Broadcasters are now faced with a new type of license based on the stock and bond field, Mr. Fogarty asserted, under which all broadcasters would have to belong to a government-sponsored organization and subscribe to a government-approved code, with a code violation being grounds for expulsion from the group and probably meaning loss of license as well (BROADCASTING, Dec. 3). Protesting a plan which likens broadcasters to operators of "sweat shops and bucket shops," Mr. Fogarty declared that if the present trend is allowed to continue, it won't stop short of complete governmental control.

Asked from the audience if the licensee of any well-run station is really afraid of losing his license, Mr. Fogarty said he is not. Mr. Minow added, "None ever has and I know of none that will."

The FCC chairman, in response to

Newton Minow in Hollywood: the talker of the town



Last week was Newton Minow Week in Hollywood.

At noon on Tuesday the FCC chairman delivered a talk on space communications to the Town Hall Club of Los Angeles. That night he was the dinner guest of Dr. Lee DuBridg, president of the California Institute of Technology and, now incidentally, board chairman of Community Television of Southern California, a group which has as its goal the establishment of an educational tv station in Los Angeles. At noon Wednesday he accepted an award from the National Assn. for Better Radio and Television

(NAFBRAT). Wednesday evening found him, still talking, on the platform at the Palladium, participating in a panel discussion of "What Is Right and What Is Wrong With Television" (see story this page).

In his address at Town Hall (which was broadcast by KTTV [TV] Los Angeles) Chairman Minow claimed the FCC had acted as America's "midwife" in launching of Telstar as the world's first communication satellite. (And the next noon, asked for the commission's major achievements of 1962, he listed Telstar first, passage of the all-channel set bill second and educational television legislation third.)

The FCC's role in space communications, Mr. Minow stated, is to see that satellites, like other carriers, operate in the public interest. Standards to insure proper operation must be set. The FCC must also see that proper rates are charged the users of satellite communications (and he predicted that in a few years the service will be used more for computers talking to computers than for

people talking to people) and that the sale of stock in the new satellite operating corporation is conducted properly.

Award Winner ■ Mr. Minow received from NAFBRAT the Lee de Forest award, named for the late inventor of the vacuum tube. Mrs. Clara Logan, NAFBRAT president, said Mr. Minow "has transformed the FCC into a vigorous agency which is bringing into focus the responsibilities of the broadcasting industry in its service to the public."

The question-and-answer sessions were the liveliest parts of both luncheon meetings and virtually the same questions were asked as each affair, with virtually the same replies.

The FCC is trying to alert the public to its rights and responsibilities in the operation of radio and tv stations, Mr. Minow said: Broadcasting "is a public trust, not just a business." He urged members of the public to let the FCC know when they are displeased with what they see and hear. "We don't monitor programs," he said, "but when you

other questions, said that he felt it would be a "grave error" for the FCC to try to get the networks out of program production and that he opposes the establishment of a government-operated tv network to put on the kind of programs the FCC wants. "I'd rather see a strong privately operated educational tv network," he stated. Reporting that England has just rejected a proposal for a second commercial tv network, Mr. Minow commented, "we're going in the opposite direction, the more the merrier, and I think we're right."

Suggesting to reporters that his part in the discussion be headlined, "Rich asks networks for open door programming policy," the Benton & Bowles executive asserted that for all practical purposes "Three small groups of men—the program heads of the three tv networks"—determine what the American public shall see and what they shall not see on television. "We don't want a society in which one group can impose its objectives on everybody else," he said, not that different groups have different objectives regarding tv: the advertiser wants to make sales, the public wants to be entertained and informed, the government wants everybody's rights protected, but the networks, by assuming "a divine right attitude," have upset the balance. "They have hamstrung our freedom of action and subordinated our opinions to theirs," Mr. Rich said.



Mr. Dozier



Mr. Fogarty



Mr. Rich



Mr. Goodson



Mr. Weaver



Mr. Salant



Mr. Robinson



Mr. Serling

Goodson on 'Freedom' ■ "The network executives should be called what they really are—censors," Mr. Goodson declared. Most network programs should be accompanied on the air by a card lettered, "the foregoing program has been carefully censored so as not to offend anyone." By and large the

viewing public does get what it wants to see, Mr. Goodson said, although the pressure of getting a show on the air every week is not compatible with the best programming. "Creativity is a vital process that can't be rushed," he said.

Stating public affairs and news are easier to put on than entertainment programming, Mr. Goodson added, "I wish entertainment shows had it so good. Reporting is easier than creation. But most people watch tv to be entertained."

Mr. Minow agreed that "tv is doing very well in the world of reality," but not so well in that of creative programming. The chairman related testimony of a writer in the FCC hearing on tv program control, stating that when the author protested the interruption of continuity and mood of a dramatic show for a middle commercial, advertising agency executives "looked at me with their cold, slitted eyes and asked if I didn't think the Crest commercial was important." Drama, Mr. Minow concurred, is not as important as commercials the way tv is handled today.

Television's "bigness is its essential ingredient," Mr. Robinson argued. Success," he said, "is reaching the majority, not the minority. . . . its greatest usefulness is to bring understanding and enjoyment to the most people. Television's size and impact give it the opportunity to make the cultured segment of our society the largest minority in the world. It must be done in terms of millions of viewers to succeed in raising the taste of the many to the level of the few."

Advertisers, the CBS-TV vice president said, must also reach millions of

complain we investigate it."

"Let the stations know, too," he urged, "and the sponsors, and let them know when they're doing something good as well as bad. We all like encouragement. It's good for anyone to know someone's looking over his shoulder to see if he's doing a good job."

California Licenses ■ Asked about the FCC's failure to renew the licenses of virtually every California tv station early this month (BROADCASTING, Dec. 3), Mr. Minow said not to attach any particular significance to it. The FCC is "deadlocked" in its work; the renewal staff was so busy checking on fairness complaints during the political campaign period that they fell behind in their regular duties, he said.

(In its Dec. 3 story, BROADCASTING reported that the FCC staff had requested deferment of action on the California renewals because it was investigating programming proposals and other questions.)

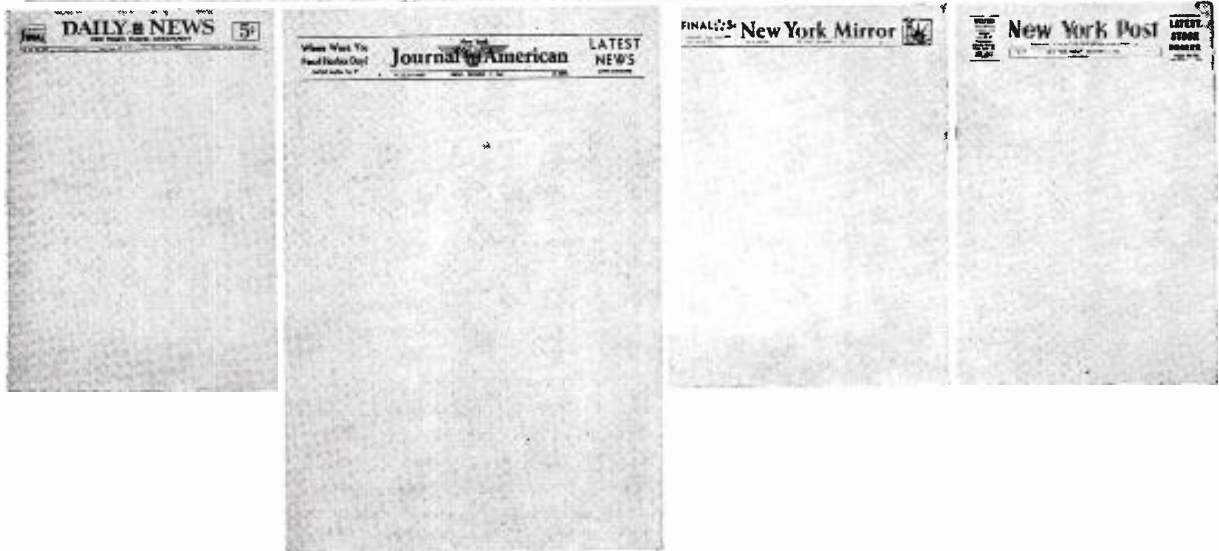
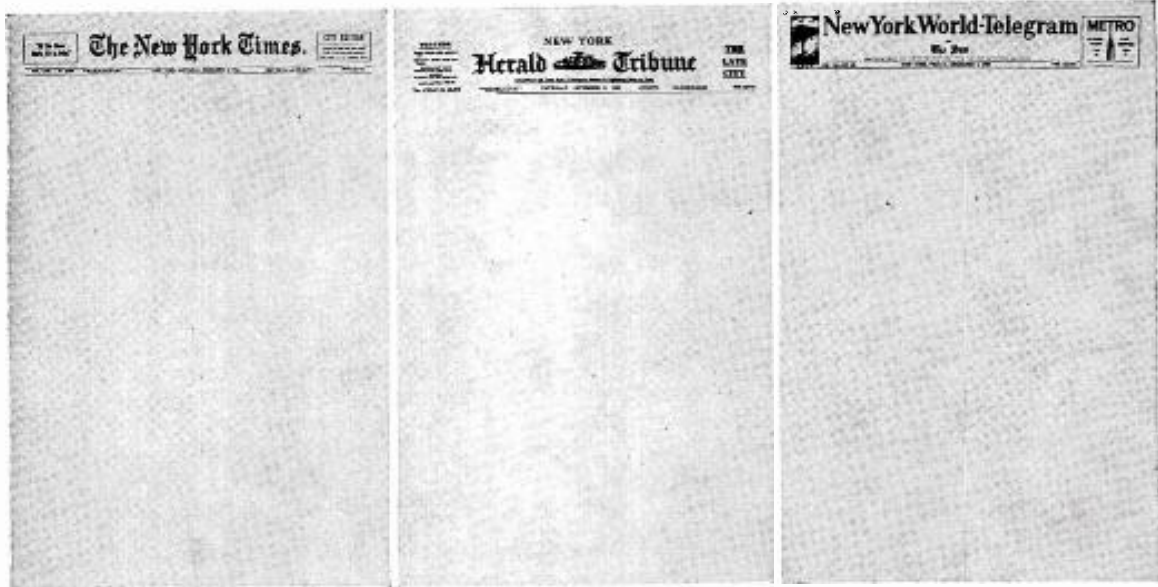
In answer to a question about local television hearings such as the one held in Chicago early this year and another scheduled for Omaha in January, Mr. Minow said there are

no plans to hold one in Los Angeles but others may be expected from time to time at various places around the country.

Effect in Children ■ About excessive violence and its effect on young viewers, the chairman commented that with children reported spending more time in front of their tv sets than in front of their teachers, "seeing a kick in the belly or a slap in the face as the solution of a problem day after day" means that the broadcaster is not living up to his responsibility.

Some progress has been made, Mr. Minow said: "The blood on the living room floor isn't as deep as it was a year ago." He endorsed the English system of keeping violent action off tv until after the 9:30 p.m. news; "after that you watch at your own risk."

The question of tobacco advertising aimed at the teen-ager is a matter for the Federal Trade Commission, not the FCC, if it is a matter for any government agency, he said, although he felt that NAB President LeRoy Collins raised the point primarily as a moral not a legal issue.



When they shut down...

7:00 WABC-FM News	4:15 WABC-FM News	8:15 WABC-FM News	5:30 WABC-FM News
7:15 WABC-FM News	4:30 WABC-FM News	8:30 WABC-FM News	5:45 WABC-FM News
7:30 WABC-FM News	4:45 WABC-FM News	8:45 WABC-FM News	6:00 WABC-FM News
7:45 WABC-FM News	5:00 WABC-FM News	9:00 WABC-FM News	6:15 WABC-FM News
8:00 WABC-FM News	5:15 WABC-FM News	9:15 WABC-FM News	6:30 WABC-FM News
8:15 WABC-FM News	5:30 WABC-FM News	9:30 WABC-FM News	6:45 WABC-FM News
8:30 WABC-FM News	5:45 WABC-FM News	9:45 WABC-FM News	7:00 WABC-FM News
8:45 WABC-FM News	6:00 WABC-FM News	10:00 WABC-FM News	7:15 WABC-FM News
9:00 WABC-FM News	6:15 WABC-FM News	10:15 WABC-FM News	7:30 WABC-FM News
9:15 WABC-FM News	6:30 WABC-FM News	10:30 WABC-FM News	7:45 WABC-FM News
9:30 WABC-FM News	6:45 WABC-FM News	10:45 WABC-FM News	8:00 WABC-FM News
9:45 WABC-FM News	7:00 WABC-FM News	11:00 WABC-FM News	8:15 WABC-FM News
10:00 WABC-FM News	7:15 WABC-FM News	11:15 WABC-FM News	8:30 WABC-FM News
10:15 WABC-FM News	7:30 WABC-FM News	11:30 WABC-FM News	8:45 WABC-FM News
10:30 WABC-FM News	7:45 WABC-FM News	11:45 WABC-FM News	9:00 WABC-FM News
10:45 WABC-FM News	8:00 WABC-FM News	12:00 WABC-FM News	9:15 WABC-FM News
11:00 WABC-FM News	8:15 WABC-FM News	12:15 WABC-FM News	9:30 WABC-FM News
11:15 WABC-FM News	8:30 WABC-FM News	12:30 WABC-FM News	9:45 WABC-FM News
11:30 WABC-FM News	8:45 WABC-FM News	12:45 WABC-FM News	10:00 WABC-FM News
11:45 WABC-FM News	9:00 WABC-FM News	1:00 WABC-FM News	10:15 WABC-FM News
12:00 WABC-FM News	9:15 WABC-FM News	1:15 WABC-FM News	10:30 WABC-FM News
12:15 WABC-FM News	9:30 WABC-FM News	1:30 WABC-FM News	10:45 WABC-FM News
12:30 WABC-FM News	9:45 WABC-FM News	1:45 WABC-FM News	11:00 WABC-FM News
12:45 WABC-FM News	10:00 WABC-FM News	2:00 WABC-FM News	11:15 WABC-FM News
1:00 WABC-FM News	10:15 WABC-FM News	2:15 WABC-FM News	11:30 WABC-FM News
1:15 WABC-FM News	10:30 WABC-FM News	2:30 WABC-FM News	11:45 WABC-FM News
1:30 WABC-FM News	10:45 WABC-FM News	2:45 WABC-FM News	
1:45 WABC-FM News	11:00 WABC-FM News	3:00 WABC-FM News	7:00 WABC-FM News
2:00 WABC-FM News	11:15 WABC-FM News	3:15 WABC-FM News	7:15 WABC-FM News
2:15 WABC-FM News	11:30 WABC-FM News	3:30 WABC-FM News	7:30 WABC-FM News
2:30 WABC-FM News	11:45 WABC-FM News	3:45 WABC-FM News	7:45 WABC-FM News
2:45 WABC-FM News		4:00 WABC-FM News	8:00 WABC-FM News
3:00 WABC-FM News	7:00 WABC-FM News	4:15 WABC-FM News	8:15 WABC-FM News
3:15 WABC-FM News	7:15 WABC-FM News	4:30 WABC-FM News	8:30 WABC-FM News
3:30 WABC-FM News	7:30 WABC-FM News	4:45 WABC-FM News	8:45 WABC-FM News
3:45 WABC-FM News	7:45 WABC-FM News	5:00 WABC-FM News	9:00 WABC-FM News
4:00 WABC-FM News	8:00 WABC-FM News	5:15 WABC-FM News	9:15 WABC-FM News

we spoke up.

**WABC-FM is broadcasting 17 hours of continuous news,
utilizing the world-wide news facilities of the American Broadcasting Company.**

Supplementing WABC RADIO EXPANDED NEWS...WABC-TV EXPANDED NEWS...

ABC is presenting WABC-FM CONTINUOUS NEWS, 17 hours of news daily.

This is ABC's dramatic and unprecedented response in the public interest, convenience and necessity.

WABC-FM/NEW YORK
AN ABC OWNED RADIO STATION

people. "The problem is to combine excellence and mass appeal and I don't think it's impossible."

Salant on Entertainment ■ Mr. Salant said he approved of the kind of entertainment programs offered by CBS-TV because "without them CBS couldn't support its news division." Decrying people who divide tv into two parts, entertainment and non-entertainment with "news as the hero," he expressed particular distaste for the intelligentsia who praise but don't watch tv's informational programming. Pleading to be left alone to do his job, Mr. Salant said: "We in news don't like to be shoved around, by agencies, by advertisers or by benevolent congressmen. We want to be in the network schedule because we deserve to be and not because anyone outside has so decreed."

Mr. Serling had an unkind word for the view expressed by each of the other speakers. "If Mr. Minow really wants to see censorship in action," he said, "let him try to put on a tv show dealing with the Army, Navy or some other branch of the federal government." "Mr. Rich can talk about creativity, but in 15 years as a writer I've yet to have an agency man talk to me about creativity, or motivation or character development or plot structure or program theme except as it affected his client's interests. What I have had is intrusion, intrusion, intrusion."

Television's chief trouble lies in too few stations in the country's major markets, Mr. Weaver maintained, and the all-wave tv set bill, "passed 20 years late," may solve that difficulty. What the advertiser needs is for each of the top 40 markets, "where 75% of retail sales are made," to have five or six tv stations. He berated tv broadcasters for not finding more techniques to help advertisers use the medium more successfully and he also urged them to accept their responsibility toward keeping bad commercials off the air. When he was in charge at NBC, the network wouldn't take deodorant advertising or other types which might offend people "and we were sold out for eight years," Mr. Weaver said.

A large proportion of the questions submitted by the audience were addressed to Mr. Minow. He said that if he could make any change he wished in program policies, he'd try to provide more opportunities for more people to make decisions, "not only three customers with only a few people deciding what 180 million shall see," and to have the networks schedule programs on the basis of merit rather than ownership. (Mr. Robinson reported that CBS-TV had taken independent outside producers into partnership on two new series "because they came up with better approaches than we did.")

The FCC has licensed two experi-

WHITE HOUSE AFTERMATH

GOP sees Kennedy's tv 'Conversation' as political; spokesmen to decide on asking for equal time

President Kennedy's broadcast report to the nation last week appeared to some Republicans as potential money in the bank—to be drawn on in the form of equal air time in the future.

A decision on whether the Republican National Committee would ask the three tv networks formally for equal time was expected Friday (Dec. 21), at a meeting of Rep. William E. Miller (R-N. Y.), GOP national chairman, and members of the committee staff.

Earlier in the week, Rep. Bob Wilson (R-Calif.), chairman of the Republican Congressional Committee, said the networks "should offer Republicans equal time." He characterized the one-hour taped program, in which the President was interviewed in the White House by newsmen from each of the networks, as "advance ballyhoo for the 1964 Kennedy campaign" and "smoothly administered political snake oil."

William B. Sprague, publicity director for the GOP national committee, issued a statement saying the party will "seek facilities at some future date comparable to those afforded President Kennedy." The statement said the Kennedy program resulted "in substantial benefit to the Democrats and their probable 1964 candidate."

Neither spoke of a legal demand. But both said the networks should make

time available as a matter of "fairness."

Rejection Urged ■ Rep. Emanuel Celler (D-N. Y.), however, urged the networks to reject such a request. He said the proposal is based on a "fallacious" interpretation of the equal-time section of the Communications Act. Since the President isn't a candidate, Rep. Celler said, the requirement doesn't apply.

He said that granting a request would set a dangerous precedent and be contrary to the content and intent of the equal-time clause. To say that each presidential appearance on television, "no matter in what context . . . is *per se* a political gambit," Rep. Celler said, is degrading both the office of the President and the intelligence of the American people and denies them the right to be informed by their President.

The taped interview of President Kennedy actually ran to about 90 minutes and was edited down to 60 by a committee representing the three networks. This procedure was agreed to in advance.

Richard S. Salant, president of CBS News, however, notified White House News Secretary Pierre Salinger that CBS reserved the right to use its own judgment if the editing committee disagreed on what should be deleted.

As matters turned out, there were no disagreements.

ments with pay tv because it has the potential of providing an additional program service and widening the choice of the viewer, Mr. Minow commented. "Whether it will be good or not, only a fool would prophesy," he said, "but we've authorized the test to see if people will find it worth paying for."

On Prime Time ■ Asked if the FCC can't encourage the networks to do more public affairs programming in prime time, Mr. Minow said the commission had been doing that and that there are now more such programs on in prime time than ever before. "But when we do," he added, "we're accused of interfering with freedom of expression." (Mr. Salant promptly rejoined: "We'll get more into our schedule without your help than with it. Leave us alone and we'll get there.")

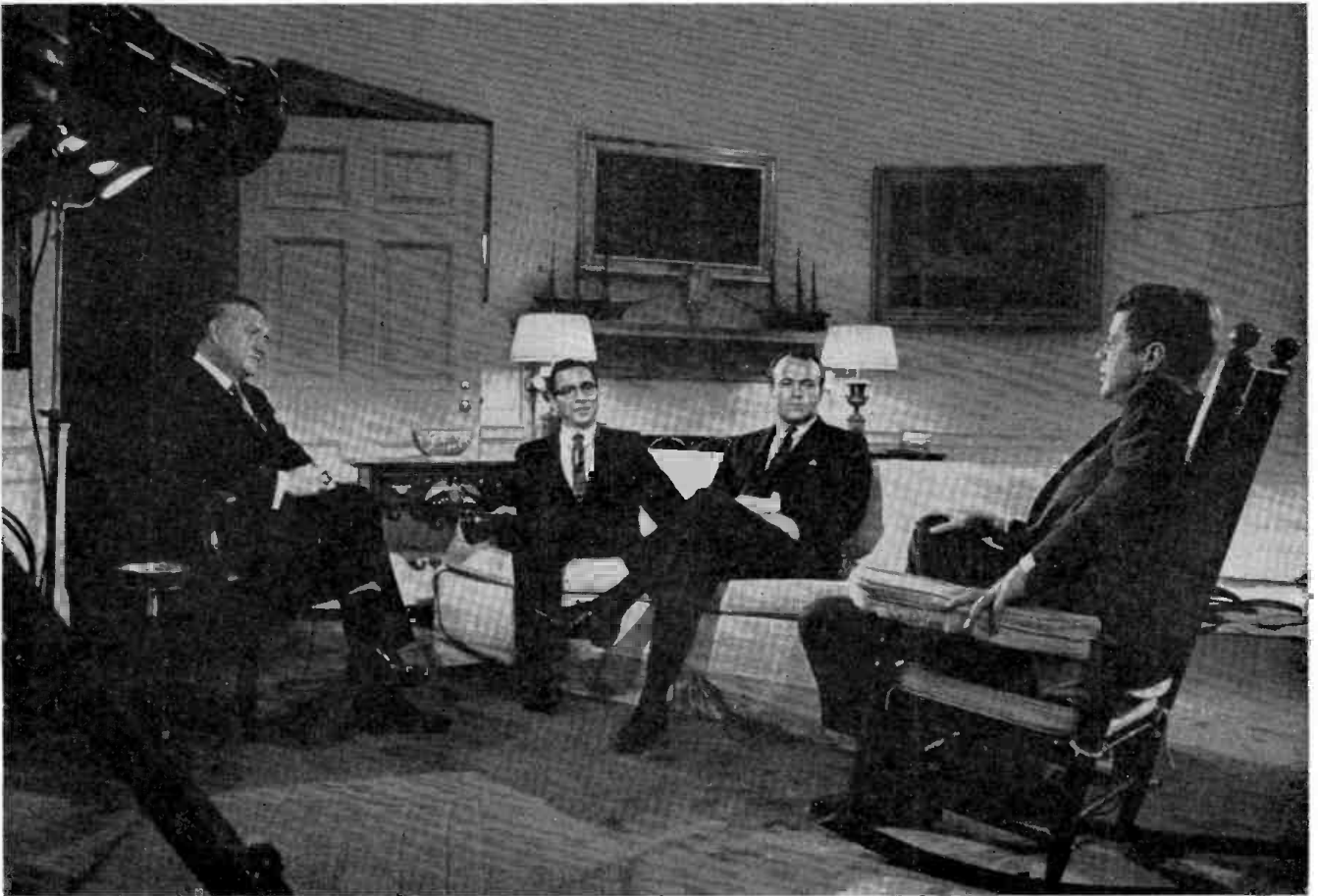
Mr. Serling reported a fine rapport between himself and the sponsor of his *Twilight Zone* series, because of a "self-imposed censorship" which carefully avoids all controversial issues. This was not the case when he was writing for *Playhouse 90*, he said. Asked what

he'd like to do that he isn't doing now, the writer replied that he'd like to comment on the current scene, to dramatize some of today's social problems. Whereupon Mr. Weaver noted that "the role of the advertiser is to get in the way of creative writers and directors. He says I don't want my breakfast food commercial to come on just after the hero has thrown up." Even so, the advertiser is responsible for only 5% of the interference with program creativity, Mr. Weaver declared. "The networks are responsible for 85% of it and you split the other 10% any way you like."

Film Sales . . .

Leave It to the Girls (United Artists Tv): Sold to KSD-TV St. Louis; WITI-TV Milwaukee; KCPX-TV Salt Lake City; WSM-TV Nashville; WLOS-TV Asheville, N. C.; KSHO-TV Las Vegas, Nev., and KEZI-TV Eugene, Ore. Now in 30 markets.

Law And Mr. Jones (Four Star): Sold to WPIX (TV) New York; WLWI (TV) Indianapolis; KPHO-TV Phoe-



This was the scene at the White House Sunday, Dec. 16 as three tv network newsmen had "A Conversation with the President." Asking the

questions were: (l to r): William L. Lawrence (ABC), George Herman (CBS) and Sander Vanocur (NBC). The program was broadcast last Monday

evening, at varying times, on the ABC, CBS and NBC television and radio networks. The ninety-minute interview was edited down to an hour.

nix, and KVOA-TV Tucson, both Arizona. Now in 12 markets.

Dick Powell's Zane Grey Theatre (Four Star): Sold to WBEN-TV Buffalo, N. Y., and KREX-TV Grand Junction, Colo. Now in 11 markets.

The Detectives (Four Star): Sold to WSCS-TV Charleston, S. C.; WFAA-TV Dallas; WXIX (TV) Milwaukee. Now in 22 markets.

Stagecoach West (Four Star): Sold to WSJV (TV) Elkhart-South Bend, Ind. Now in 4 markets.

Target: The Corrupters (Four Star): Sold to WXIX (TV) Milwaukee and WNAC-TV Boston. Now in 10 markets.

It Happened on Fifth Avenue (Allied Artists Tv): Christmas special feature film sold to WNEW-TV New York; KMOX-TV St. Louis; KSTP-TV Minneapolis-St. Paul; WXIX (TV) Milwaukee; KGUN-TV Tucson, Ariz.; WBTW (TV) Charlotte, N. C.; WISC-TV Madison, Wis.; KICU-TV Fresno,

Calif.; KONO-TV Honolulu; WSUN-TV St. Petersburg, Fla., and WFEQ-TV St. Joseph, Mo. Now in 115 markets.

Girl Talk (ABC Films): Sold to Texize, via Henderson Adv., Greenville, S. C., for 13 markets—Oklahoma City, Tulsa, Dallas-Fort Worth, Houston, New Orleans, Memphis, Nashville, Atlanta, Charlotte, Richmond, Miami, Birmingham and Denver. Now in 66 markets.

CBS Films makes sales to two new vhf outlets

CBS Films Inc., New York, has announced sales of 3,262 half-hours of programming to two new vhf stations.

WTEV (TV) New Bedford, Mass., purchased CBS films' *The Phil Silvers Show*, *Whirlybirds*, *December Bride*, *Amos 'n' Andy*, *The Range Rider* and *Annie Oakley*, for a total of 1,506 half-hours. The station also will take CBS Newsfilm service and 216 Terrytoon cartoons. WTEV plans to go on the

air Jan. 1, 1963 (BROADCASTING, Dec. 17).

WOKR (TV) Rochester, N. Y., which has been on the air since September, ordered multiple runs of *December Bride*, *Our Miss Brooks*, *Amos 'n' Andy*, *Heckle and Jeckle* and *Deputy Dawg*, for a total of 1,756 half-hours.

KTLA (TV) buys 4-Star shows

In an early program buy for 1963, KTLA (TV) Los Angeles has purchased 287 off-network episodes of Four Star Television programs valued at more than \$500,000. They will fill more than a third of the independent station's prime time in the upcoming tv season.

KTLA will continue to devote the major portion of its time to live programming.

Among the programs purchased from Four Star are 30 one-hour and 67 half-hour episodes of *The Detectives*; 145 half-hour *Dick Powell's Zane Grey Theatre* segments and 45 half-hours of

the *Law and Mr. Jones*, which will start on KTLA Jan. 21 back-to-back with *Zane Grey Theatre* to fill the 8-9 p.m. hour each Monday. *The Detectives* has not yet been scheduled.

'Yearbook' gives facts on Negro programming

Every week 256 U. S. radio stations in 30 states and the District of Columbia broadcast 8,304 hours of programming to Negro listeners. These findings appear in the 1963 BROADCASTING Yearbook, a 632-page compendium of basic economic, technical and business facts covering the world of radio and tv.

North Carolina leads in this specialty programming service, 37 stations carrying a total of 950 hours weekly. Three of these outlets claim 100% programming for Negroes.

Florida follows with 16 stations broadcasting a total of 742 hours. Tennessee is third in Negro programming with 11 stations accounting for 610 hours. However, Mississippi, Georgia and Texas outrank Tennessee in number of Negro-programmed stations. The number of stations and hours are: Mississippi 25 stations, 577 hours; Georgia 24 stations, 676 hours; Texas 19 stations, 496 hours.

Of 4,856 am/fm radio stations on the air, 256 operators indicated all or a portion of their programming was given to Negro programming.

SDX announces deadline for its annual awards

Sigma Delta Chi has set Feb. 1, 1963, as the deadline for entries to be submitted for consideration for its annual Awards for Distinguished Service in Journalism.

The awards, to be given for work done in 1962, will be offered in 15 categories, including five for radio and television.

The radio-tv categories are:

Radio or television commentary—for a distinguished example of effective editorial analyses and other expressions of opinion by a station or individual.

Radio reporting—for the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled.

Public service in radio journalism—for an outstanding example of public service by an individual radio station or network through radio journalism.

Television reporting—for the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled.

Public service in television journalism—for an outstanding example of public service by an individual television station or network through television journalism.

Entries should be mailed to Sigma Delta Chi Awards in Journalism, 35 E. Wacker Drive, Suite 856, Chicago 1.

'Sanforized' news?

Asked how broadcast newsmen "compress" news for their brief air reports, CBS Newsman Eric Sevareid, moderating a 10-man CBS News panel at the National Press Club in Washington Dec. 19, said he favored the phrase "news selection" over "compression."

Broadcasting news departments, he added, seek "that wonderful ideal proclaimed some years ago by a new General Motors car and to a degree by Mr. Secretary Wilson's defense budget one year. That is, bigger on the inside and smaller on the outside. This is what we try to do."

The occasion was one of five public appearances scheduled for CBS foreign correspondents during their stateside return for the network's annual *Years of Crisis* broadcast set for Wednesday on CBS-TV and radio.

CBS-TV hogs Niensens with day, night shows

CBS-TV's shows scored in 18 of the top 20 program ratings listed by A. C. Nielsen Co. for the two-week period ending Nov. 25. The network immediately noted that Nielsen's records of regular season tv programming (surveying started in the early 1950s) indicate this point has never been reached in the past. ABC-TV in the two-week period had one show in the top 20, its highly rated *Ben Casey*, and NBC-TV's single "winner" was *Bonanza*. *Ben Casey* was No. 4 and *Bonanza* No. 13.

CBS-TV also dominated daytime program ratings in the same two-week period. The network, in a listing of the top 20 daytime shows, scored in with each of the first 12, and in the next eight shows listed, took Nos. 15 and 20; NBC-TV took Nos. 13, 14, and 16-19.

Powell reported 'sick man'

Dick Powell, board chairman of Four Star Television, "is a very sick man," his physician said last week.

The malignancies in Mr. Powell's lymph glands and upper chest have been practically eradicated by cobalt treatments, Dr. John C. Sharpe, said, but the more recent pains in his lower back have led to a strong suspicion that this too is a cancerous area.

At first the back pains were believed to be muscle spasms resulting from a cold. Their persistence has made it necessary to keep the noted actor-producer under sedation most of the time.

Garroway announces new production firm

A new tv production company that will concentrate on programs and tv commercials has been announced by Dave Garroway, former star of NBC-TV's *Today* show. The firm's name is Once More Inc., New York.

Mr. Garroway said last week that he has appointed two aides, Jeff Kamen, who will serve as production coordinator, and Lee Lawrence, who had been associated with Mr. Garro-

way on *Today* for the past five years and who will head research and development for Once More.

The company is preparing three network tv and radio packages and also plans production of tv commercials. Mr. Garroway earlier in December announced his return to radio and tv after having been engaged in other activities, including publishing of an fm program-guide magazine (CLOSED CIRCUIT, Dec. 10).



Mr. Garroway



Mr. Kamen



Miss Lawrence

FM ALLOCATIONS PLAN ISSUED

Proposed table allocates 80 channels in 2,730 assignments as final step in the FCC's plan to completely revamp fm band

A proposed nationwide table of allocations for the 80 commercial fm channels in the U. S. was released for comments by the FCC last week. The table, which proposes to make 2,730 fm assignments to specific cities within the continental U. S., is the final step in the commission's plan to completely revamp fm.

The first step was taken last summer when the FCC adopted new fm rules constituting drastic changes from those which had been in force since the beginning of broadcasting in the 88-108 mc band (BROADCASTING, July 30). At that time, the FCC announced plans to adopt an fm table of allocations similar to that in force for television.

All existing stations are protected under the proposed table through the allocation of their assigned channels to the cities where they presently operate. The complete table is reproduced beginning on page 71. Comments are due by Feb. 15, 1963, and replies no later than March 18.

At the same time that the FCC adopted the table for comments, it imposed an immediate freeze in most areas of the U. S. on future fm grants and the acceptance of new applications pending final inclusion or rejection of the table in the commission's rules.

The commission said the table of 2,730 allocations is not "saturated,"

No effort was made to "squeeze in" channels which means that additional assignments may be made later even in densely populated areas.

'Go-No-Go' ■ The new fm rules are based on the conclusion that future fm assignments, like all those in tv, should be on a "go-no-go" basis, with applicants and the FCC in a position to predict whether a proposed operation can be granted technically based on established criteria. The rules established three classes of fm stations (where in the past there had been only two) minimum and maximum powers and antenna heights and divided the country into three zones.

The following characteristics define the three classes of stations:

- Class A—3 kw maximum, 100 w minimum; 300-foot antenna; 15-mile service range and a minimum co-channel

separation of 65 miles.

- Class B—50 kw maximum, 5 kw minimum; 500-foot antenna; 40-mile service range and a minimum co-channel separation of 150 miles.

- Class C—100 kw maximum, 10 kw minimum; 500-foot antenna; 65-mile service range and a minimum co-channel separation of 180 miles.

The three new geographic zones are as follows: Zone 1 (same as tv Zone 1) includes part or all of 18 North-eastern states and the District of Columbia. Zone 1-A is confined to that part of California south of the 40 degree north latitude line (just north of San Francisco). Zone 2 includes all the rest of the U. S.

Zone 1 and 1-A ceilings are 50 kw and coverage equivalent to 50 kw with an antenna 500 feet, with protection out to 40 miles only. This means that

Class C stations would not be authorized in Zones 1 or 1-A.

Iffy Proposal ■ In releasing its tentative table of fm allocations, the commission noted that strong oppositions have been registered against the entire plan and that no action is being taken at this time on the pleading to reconsider. The table is based on the minimum mileage separations outlined above and was prepared along the lines set out last July.

Most of those objecting to the table asked the FCC to return to its protected contour concept of station assignments or to adopt shorter separations than those used (30- or 35-mile protected contours in Zones 1 and 1-A instead of the present 40). The FCC said it released the table at this time to give those who want to comment on a specific proposal with what the fm al-

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

Statistic-Retail sales in the area covered (Grade B) by WPBN-TV, Traverse City, & WTOM-TV, Cheboygan, total \$531, 362, 000.

IDENTIFICATION--
 Nine times out of ten, if a man says (anywhere in Michigan) "I'm from Paul Bunyan Network," the response is: "How is Les these days, say hello from me."
 Man after man, time after time, the immediate identification is with Les Biederman--an identification that personalizes the Paul Bunyan stations--that sells their products.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr.

Paul Bunyan Bldg., Traverse City

Nat. Rep.-Venard, Torbet and McConnell -- Network Rep.-Ellisabeth Beckjorden

locations will and will not provide in the way of new assignments.

"We hasten to point out, however, that this further notice in no way disposes of the various questions already raised" against a table of fm allocations, the FCC said.

The proposed table lists 1,200 existing stations (130 Class A and 1,070 Class B or C) and provides for 1,530 new fm stations (940 Class A, 590 Class B or C). In general, the FCC attempted to provide at least one fm assignment for all communities with a Class IV or daytime-only am station and for all cities with a population of at least 10,000 outside major metropolitan areas which have no am stations.

As a rule of thumb, the commission did not mix Class A assignments in the same city with Class B or C channels, although they were mixed in a limited number of cases.

Canadian Factor ■ New fm assignments within 250 miles of the Canadian border must be cleared with Canada under an August 1961 agreement, the commission noted. The proposed table was designed with that consideration but an agreement with Canada has not been reached. Therefore, new assignments in the table close to Canada are subject to deletion, the FCC said in asking parties commenting to bear this in mind. Negotiations now are underway with Canada looking toward an agreement, the FCC said.

Possible changes in rules covering the 20 fm channels reserved for education (88-92 mcs; chs. 201-220) are

still under consideration and educational fm is not covered in the proposal, the FCC said, except for mileage separation restrictions on chs. 218, 219 and 220. The proposed table for the 80 commercial fm channels was prepared with existing educational stations on chs. 218, 219, and 220 in mind to protect the commercial stations on the lower channels.

Hawaii, Alaska, Puerto Rico, Guam and the Virgin Islands also are not included in the table of allocations. However, the FCC said, it may be necessary to adopt a table of assignments concerning these areas in the future and this currently is under study.

As the new rules were originally adopted last summer, the FCC had planned to require existing stations to reduce power in certain instances to comply with the new restrictions. However, such an outcry of protest arose—principally from Southern California—that the FCC relented and "grandfathered in" all existing stations (BROADCASTING, Dec. 3).

The commission said that it would entertain comments on both the new fm rules adopted last July (since petitions to reconsider that action have not been acted upon) as well as the tentative table of allocations.

Another Cold Spell ■ A freeze on the grant of existing fm applications and the acceptance of new applications in most states is necessary during the pendency of the table of allocations rulemaking, the FCC said in announcing the "no action" edict last week. Areas free from the freeze include Idaho, Montana, Nevada, New Mexico,

North Dakota, South Dakota, Wyoming, western Kansas and anywhere in the states of Arizona, Colorado, Nebraska and Utah except within 65 miles of Phoenix, Denver, Omaha or Sale Lake City.

There are such few fm stations in these states that the grant of new ones consistent with the proposed table would not prevent the assignment of other desired channels, the commission said. Such is not the case in the more populated states with a heavy concentration of existing fm stations, the FCC stated. The freeze also does not affect Alaska, Hawaii and the territories, where no table of allocations is proposed.

Currently in force is an FCC freeze on the grant of new am stations or the filing of applications for such facilities. The commission refused for several months to process applications for new fm stations while the proposed rules adopted last July were under consideration. Some fm grants were made this fall which were consistent with the new rules.

For the complete and tentative fm table of allocations, see page 71.

Court affirms FCC in ch. 10 decision

A federal appeals court last week affirmed the FCC's rejection last July of an application by Public Service Television Inc. for ch. 10 in Miami. The commission claimed that a year had not elapsed between the time Public Service's original application was denied in October 1961 and the sub-

Tonics for the 'tired' hit from two fronts

The advertising claims for tonics aimed at the middle aged were questioned by two agencies last week—one government and one private.

The Federal Trade Commission issued a complaint against the maker of Geritol, J. B. Williams Co., New York, and its agency, Parkson Adv., also New York. They were charged with making false therapeutic claims for the preparation in television commercials and newspaper advertisements.

The American Medical Assn.'s *Today's Health* carries an article in its January issue branding as "outright quackery" the claims of over-the-counter iron compounds containing "shotgun mixtures of vitamins and minerals which are heavily promoted as treatment for all sorts of anemic conditions." The preparations, the article says, may have some

value in cases of iron deficiency, but the dosage "most often is too small to be effective therapeutically." Anemia is not a disease but a symptom, the article says, and "the use of these compounds may mask the real disease of the patient."

In an earlier but similar case, an FTC examiner last week recommended that Hadacol Inc., Chicago, maker of the New Super Hadacol, be forbidden to advertise on tv, radio or in the newspapers that the tonic will benefit tiredness, sleeplessness, nervousness, or exhaustion except in a minority of cases caused by a deficiency of vitamins or iron contained in the product.

In the Geritol complaint, the FTC claimed that, contrary to tv and newspaper advertising claims, the preparation will not be of benefit in the treatment of tiredness, loss of

strength, rundown feeling, nervousness or irritability except in a minority of cases where deficiencies exist. The company has 30 days to respond to the complaint.

Geritol has spent almost \$2.5 million on network tv for the first nine months of the year, mainly as joint sponsor (with Whitehall Labs.) of the *Lawrence Welk Show* (Sat., 9-10 p.m., on ABC-TV), and almost \$100,000 in spot tv.

In the Hadacol ruling, Examiner Eldon P. Schrup accepted a stipulation by the company and Jerome S. Garland, vice president-treasurer and controlling stockholder, to cease and desist from claiming that Hadacol was beneficial for the prevention of colds, aches and pains, that it will provide new vigor and energy, and that Southerners have a particular need for the product due to special

mission of the new application last May. The FCC's rules prohibit the same applicant from filing for the same facility in less than 12 months after his first application is denied.

Public Service, a subsidiary of National Airlines, is the former licensee of the Miami outlet, but was disqualified because of improper off-the-record activities. Miami ch. 10 is now licensed to WLBW-TV.

The three-judge panel of the District of Columbia circuit court also denied Public Service's motions to reverse the FCC's action in the application case or to stay the effective date. The court panel was composed of Circuit Judges E. Barrett Prettyman, George T. Washington and John A. Danaher.

NAB asks new deadline for FCC plan comments

The NAB said last week it will be "difficult" for broadcasters to prepare effective comments on the FCC's proposed public-inspection rule while completing that agency's political questionnaires, and requested a three-week extension for comments.

The commission has proposed that stations be required to retain, for public inspection, copies of all applications filed with the FCC on renewal of licenses, major changes in facilities and ownership changes (BROADCASTING, Nov. 26).

The NAB said many broadcasters are trying to assess the administrative effects on their operations and the relationship to the overall public interest.

diet deficiencies and climatic conditions. This is not a final decision and may be reviewed and revised by the commission.

The Williams Co. said that it had had long and intensive discussions with the FTC about the advertising of Geritol, but failed to resolve the questions raised by the agency. "We have anticipated," a company spokesman said, "that the issue will have to be tried before the commission and probably in the courts. We're confident that we can successfully defend our advertising as medically and legally correct."

A spokesman for Hadacol said the firm agreed several months ago to discontinue the advertising complained of and added:

"Actually, we have not used that advertising copy for the past three or four years."

NEW FCC FINANCIAL FORMS

They drop most of objectionable features in original proposal of two years ago

Near unanimous industry opposition to a proposed new FCC financial form for annual reports to the commission has resulted in the deletion of most of the objectionable features in the newly-adopted form announced by the agency last week.

Noting that "general criticism was directed by nearly all the commenting parties to the additional burdens which would be placed on licensees . . ." the commission said its new requirements "are very substantially reduced from those proposed and represent only limited extensions of our previous reporting requirements." The new form becomes effective Feb. 1, 1963, and must be filed by all stations no later than April 1 of each year.

The commission first proposed to amend its financial reporting requirements in November 1960. United opposition to the proposal was led by the NAB on the grounds the planned requirements would place an undue burden on stations; that much of the information requested would be subject to erroneous interpretations; that there was risk of disclosure of the extremely confidential information, and that the FCC had gone beyond its legal authority (BROADCASTING, Feb. 2, 1961).

Also, the industry argued and the FCC agreed last week, the additional information proposed would not be needed on an annual basis and could be requested in individual cases under existing FCC procedures.

Five Categories ■ The new form as adopted last week is divided into five categories—Schedule 1 on broadcast revenues is essentially the same as at present except for the addition of a separate listing of revenue from political broadcasting. Schedule 2 on broadcast expenses is retained from the old form. Schedule 3 is new and asks for broadcast income as derived from the first two schedules. In addition, it requires the total of all salaries paid to "the proprietor, the partners, the stockholders or any close relatives of such persons," but does not require the naming of individuals and salaries as proposed.

Schedule 4 deals with overall employment, a carryover from the old form, plus for stations with 15 or more employees a breakdown as to departments (programming, sales, administrative and technical). Schedule 5, also retained from the old form, requires the listing of tangible property owned and devoted exclusively to broadcasting.

Among the controversial items de-

leted from the proposed form of two years ago: a condensed balance sheet, analysis of notes payable, income statement, analysis of national and local time sales for tv stations, analysis of broadcast expenses, and a schedule of individual salaries to executives (the new form as adopted requires only a total).

The new form also requires a breakdown on revenue of fm stations operating as part of a jointly-owned am-fm facility. This was added, the commission said, because of the growing interest in fm and industry requests for such separate information.

The two-year old proposal would also have required a detailed listing of broadcast expenses in selling, programming, technical, general and administration. Upon reconsideration, the commission said it had decided to require only the report on salaries and wages. Without such information on salaries, "an unrealistic picture of the financial condition of a licensee is drawn where the income statements reveal a loss operation . . . but where substantial sums are paid to those having a proprietary interest in the business," the FCC said.

Court supports FCC on interference limits

A federal court in Washington, D. C., has upheld the FCC's right to turn down an applicant for a radio station when more than 10% of the people the applicant proposes to serve will receive interference from existing stations.

The commission denied an application by Herman E. Sayger for 1250 kc with 1 kw day and 500 w night for Tiffin, Ohio, upon a finding that 17.5% of the population within the protected daytime contour would receive interference. Mr. Sayger appealed, calling the FCC's action on the 10% rule "arbitrary." He also complained that the FCC denied his attempt to consolidate his application in hearing with a second Tiffin application (for 500 w daytime on 1600 kc) and subsequently approved the daytime application, thus weakening Mr. Sayger's chances of obtaining a waiver of the 10% rule.

The court said that he should have appealed the grant to the other station at the time the grant was made. The unanimous decision was written by Circuit Judge J. Skelly Wright for himself and Circuit Judges Walter M. Bastian and Warren E. Burger.

And now (shh) a word from the sponsor

FCC WANTS HELP IN PROVING THAT COMMERCIALS ARE TOO LOUD

The FCC threw up its hands in confusion last week and decided to ask the public, broadcasters and the advertising industry to help it solve a problem that has defied it for three decades:

When is a commercial too loud?

A formal notice issued Dec. 17 announced the commission's intent to find out if commercials really are louder than the programs that surround them. It has probed this puzzler before, but without success.

There's a technical tickler that has the commission baffled. The official announcement put it this way, "Loudness, a subjective quality, varies in some yet unknown way with numerous transmission parameters. Its subjective quality makes its measurement elusive."

This was a frank confession that although the public may consider commercials louder, the engineers can't measure it.

A series of recent incidents lies behind the announcement of the inquiry (Docket 14904):

- Some letters have been received from congressional sources.

- Some 450 complaints have been made this year by listeners who professed to be annoyed by loud commercials (25 complaints in October, 45 in November and 95 in December). The subject has been getting a good press in recent weeks.

- Sen. Clifford P. Case (R-N.J.) announced FCC Chairman Newton N. Minow was in total agreement with his complaint about loud commercials.

- H. H. Scott Inc., Maynard, Mass., hi-fi set maker, received nationwide newspaper attention to its announcement some months ago that a study showed most tv commercials are louder than programs.

- But last week the Scott firm

seemed to have taken a fresh look at the subject in a letter to NBC that concluded the problem of loudness is not simple and that its solution is probably "more social than technical."

The only clear point in the whole situation was an FCC concession that the subject is confused. The FCC recalled that it has studied the matter in the past and these studies "have failed to reveal any trend toward overmodulation to achieve extra loudness for commercial material broadcast." The FCC cited its own findings to show how confused it is.

If the FCC has felt itself bombarded by the year's 450 complaints from the nation's television and radio audiences, the networks haven't seen any sign of public indignation about the sound volume of the commercials they carry.

No Public Protest ■ Network officials told questioners that they've seen no sign of public distress about the sound volume of commercials. A public complaint by a public figure seems to generate a few additional letters, but without such inspiration the complaints are practically non-existent.

One network said it receives about 16,000 communications a month, of which possibly four may deal with the so-called "loudness" of commercials. An official at another network said: "If we get one complaint a week, I'd be surprised." At a third network the complaints were described merely as "few and far between."

CBS Radio for more than a year has employed the "Audimax," an electronic automatic volume control device developed by CBS Labs. Thus, officials said, network programming and commercials are fed to stations at a uniform volume level. Officials said most, if not all, CBS Radio affiliates also had Audimax equipment in use locally.

At least some engineers noted, however, that neither Audimax nor any other known device would cure the cause that often makes commercials "seem" louder than surrounding material.

According to these engineers, commercial producers frequently give recorded commercials a quality of tonal brilliance by suppressing the low frequencies, which creates an "illusion" of greater sound volume. An attempt by the broadcaster to counter-balance this "illusion" by turning down the sound would result in a "muddy" effect and loss of clarity which, the engineers said, might easily cause the home listener to turn up the volume on his set in an effort to hear the message.

Rule on Books ■ While all this excitement was stirring Washington last week, a broadcaster—Rex Howell, president of KREX-AM-TV Grand Junction, Colo.—wrote Chairman Minow that the commission already has a rule limiting the volume of commercials to the volume of adjacent program material. He cited Sec. 3.55 and Sec. 3.268 of the rules and pointed out that stations "are required by engineering standards not to exceed 100% modulation for am and a swing not in excess of 100% modulation on peaks of frequency recurrence and in no case less than 85% in the case of fm radio and tv."

Mr. Howell, getting at the heart of the problem, said a properly functioning limiter "will not alter the dynamic characteristic of speech or music. Thus, a gun shot sounds like a shot and a staccato voice such as is employed in some commercials may sound louder to the listener but actually is not radiated as increased electrical energy in the case of amplitude modulation, nor greater swing in the case of fm.

"A 50% increase in volume if made on a commercial at the studio or from the network would not result in any change in average modulation of the station; hence if networks were doing what you imply it would be self-defeating due to the action of the limiter amplifier at the station transmitter. A cathode ray picture from an oscilloscope is the most accurate way of determining any increase in volume. You will find no substantial change is registered during any commercial . . .

"The important thing, however, is that what you are really saying is you don't like commercials delivered in a certain manner of speech. This is like saying that only conversational tones shall be permitted. I'm sure you will

Bar bills, etc., cost half a station

Rigorous bookkeeping holds little charm for Gene Riesen, half-owner of KUPI Idaho Falls, Idaho, according to an application for transfer of control on file with the FCC (see FOR THE RECORD, Dec. 3).

Elizabeth J. Echo, who owns the other half of KUPI, has asked the commission to grant her 100% ownership, charging that Mr. Riesen in the past took "cash advances for . . . car payments, bowling, phone calls, city police bail bond for parking tickets, gasoline, home light bill, bar bills, motel bill, and hunting sup-

plies," all of which, she claimed, led to a deficit to KUPI of over \$900.

In addition, the application said, Mr. Riesen, who bought his share of the station on an option, missed the second installment of \$8,000, yet refused to give up his managerial duties at KUPI as the option agreement stipulated. A court order finally made him withdraw from his duties, Mrs. Echo stated. Before a jury trial could be held, Mr. Riesen accepted a payment of \$1,000 as complete settlement for his share of the station.

agree that this is outside the commission's jurisdiction, as long as the technical rules governing maximum modulation (or put in other words, maximum volume) are not violated."

Scott Explains ■ The Scott firm's widely publicized finding that commercials really are louder took on an entirely new aspect last week when V. H. Pomper, its vice president, answered a request of Ernest Lee Jahncke, NBC vice president for standards and practice, for details of the study.

Mr. Pomper told Mr. Jahncke the study supports the view that "on the average, commercials are louder than dramatic programs preceding them," but that "nothing in our study" supports the notion that "the sound is turned up for the sales message." He explained:

"This apparent paradox exists because the sound in dramatic program material varies in intensity, from 'valleys' of quiet or silent passages, to 'peaks' of rootin,' tootin,' shootin' blare.

"A random sampling of sound levels during the program, then, will include measurements of quiet passages as well as loud ones, and these quiet moments bring down the average of program sound readings. The typical commercial, however, squeezes as much sales pitch as possible into its allotted time with, consequently, fewer quiet 'valleys,' and so a higher average sound level.

"The solution—if any—seems more social than technical, involving as it does philosophy of hard sell vs. soft sell, rather than intentional turning up of sound during commercials."

The Scott official also told Mr. Jahncke that it may have been misleading to say that one commercial in the study was 78% louder than the preceding program. The 78% figure was arithmetically correct, he said, but what it represented was a gain of five decibels.

"Actually," Mr. Pomper said "under ideal controlled conditions a 1-db difference is the minimum detectible by the trained ear. A 3-db difference under tv conditions would be detectible, and of course 5-db would be somewhat more noticeable still, but not even remotely as significant as would be, say a three-fourths increase in salary."

He continued:

"Loudness, while measurable, is somewhat subjective in nature, depending as it does not only on the actual sound pressure measured but also on non-linear characteristics of human hearing and on listeners' reaction to the content of program material. An irritating voice or message, a rapid or strident delivery, will sound louder than more normal material.

"Then, too, commercials usually are recorded rather than live and so may vary somewhat in their relative levels

compared with adjacent spots, commercials and program material. When technical recording considerations such as volume compression, reverberation and bandwidth limitation are stirred into the pot, we have a stew not very simple to strain.

"I don't know how much I have helped in the oversimplified comments made here. I'll repeat, to me the problem seems more social than technical. . . . Perhaps our news release and the unexpectedly widespread and strenuous reaction to it may serve a useful purpose if, in some measure, it encourages advertisers to moderate the stridency of their selling.

"But this would seem to be an educational problem more than one of regulation."

Quality of Sound ■ The FCC set up a broad base for its loudness study by defining its meaning as referring "to a subjective or psychological quality of sound experienced directly by the listener. It may be distinguished from physical aspects of sound, and modulation level which may be measured by instruments."

It wants to find out if stations are overmodulating during the transmission of commercials with resultant increase, in which case the problem could be solved by enforcing the modulation rules.

On more than one occasion, the FCC said, it has heeded complaints by making "thoroughgoing checks and inspections to determine whether overmodulation occurred." After monitoring thousands of am, fm and tv signals it found some cases of apparently intentional or careless handling by the control operator. But the studies "have failed to reveal any trend toward overmodulation to achieve extra loudness for commercial material broadcast."

For example, the FCC said, its Atlanta office checked 27 am stations and cited 10 for overmodulation though there was no extra emphasis on commercials, "both voice and music overmodulated in practically all cases."

Another survey covering 816 stations around the nation showed "only one case of commercial announcements being overmodulated while the program was at a normal level."

All seven New York tv stations were monitored, FCC said, and none were found to be modulating excessively nor was there any indication "of deliberate attempts to overmodulate during commercials; moreover, in some instances deviation (modulation) was at a lower level than normal during commercials."

Not In Public Interest ■ Again pointing out that public complaints were increasing, the commission said in its inquiry notice that loud commercials are "not in the public interest" and therefore it is impelled "to look fur-

ther into this matter to determine to what extent and why such annoying loudness exists, and how it may most effectively be controlled."

Then once more referring to the "stream of complaints" the commission said they indicated "a very real problem exists" and that at least sometimes commercials are in fact objectionably louder than other program material." Thus it invited comments from the industry and from the listening public.

The FCC conceded it's possible "to present commercials at a higher level of modulation than that of other program material and thereby increase their relative loudness"—all within FCC rules and through such special techniques as use of compressing or limiting devices. A cough in church may seem loud but a similar cough at a busy street corner may seem much less so, the FCC said, adding also that greater loudness of commercial material may be due to a pause before and after the commercial which creates contrast with silence.

Again the commission pointed out that rapid speaking in commercials and rapid-fire delivery can result in a higher average level of modulation and consequently a higher loudness for commercials than other program material. It also cited "hard sell" or "fast pitch" commercials that sound louder to the



■ STUDIO TERMINAL

CONTINENTAL'S TYPE TRC-FA3 FAULT ALARM SYSTEM

Used at unattended transmitting stations, it automatically gives remote alarm and indication of a change in status of any one of the 10 or 15 monitored conditions.



■ TRANSMITTER TERMINAL

*Continental
Electronics*

MANUFACTURING COMPANY
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Subsidiary of Ling-Temco-Vought, Inc.

listener and are annoying.

Use of speech processing and volume compressing and limiting equipment can raise the average power of the modulating signal in recordings "and when run at the same peak or quasi-peak level as unprocessed material, the processed commercial has greater loudness. Such techniques have come into widespread use."

How To Regulate ■ Then, the FCC asks, "How may objectionable loudness be regulated?" First it suggests industry self-regulation; next, enactment of commission rules to achieve constancy.

And there's the rub. "It seems that some sort of device capable of accurately measuring loudness would be a tremendous aid," the FCC said, "for with such an instrument programs could be continuously monitored for loudness and the standards of either the industry or the commission could thereby be enforced in a comparatively easy manner. Unfortunately, at the present time no such instrument exists." The vu meter isn't precise, the commission said, nor are quasi-peak and peak indicating de-

vices since they only control modulation factors.

The FCC wonders if an industry research and development program might develop equipment and techniques to measure program loudness.

The commission asks the public to furnish information on objectionable loudness in commercials and public service announcements. Its lab division will study measurement techniques and instruments. Proposed specifications will be considered and monitoring stations will coordinate observations.

Finally, the commission feels objectionably loud commercials are contrary to the public interest as well as the "self-interest of broadcasters and advertisers." Written comments are to be filed by Jan. 28, 1963.

Senator Case, a member of the Commerce Communications Subcommittee, said he has been asking FCC for more than a year to act on "numerous complaints from viewers" about loud commercials. He lauded Chairman Minow for the FCC's notice of inquiry and cited the H. H. Scott study.

NAB RULED OUT AS 'PARTY'

Mere objections establishes no right to take part in Omaha tv hearing, FCC rules in turning down plea

Objections to an FCC investigative hearing "are not considered appropriate subjects for admission as evidence" in such a hearing.

So ruled the commission last week in turning down a petition by the NAB to intervene as a party in the Jan. 28 hearing on the local tv programming offering of the three Omaha tv stations (BROADCASTING, Dec. 17). The NAB will be permitted to offer "evidence which is relevant" to the issues if it conforms with the normal procedures required of public witnesses, the FCC told the trade association.

The NAB had asked to be made a party and to "offer testimony . . . and information which will point up valid objections to this type of proceeding." The FCC granted NAB permission to appear as a witness and to file a written statement "setting out its views as to this type of inquiry" within 30 days after testimony in Omaha.

NAB President LeRoy Collins was one of a list of 87 prospective witnesses released by the FCC last week. Another was Edward Petry, head of the station representative firm, which represents KMTV (TV) Omaha in national sales.

Also last week, KMTV and its two sister Omaha stations—WOW-TV and KETV (TV)—submitted their first group of answers to FCC questions in

advance of the hearing (BROADCASTING, Dec. 10). All three stations have adopted a crash program and extra personnel were hired in some instances to supply the commission with the information demanded within the time limits. Their final answers to FCC questions are due Dec. 31.

WOW-TV assigned Bill McBride, program director, to full-time duty supplying answers to the commission's questions. He has completely dropped his programming responsibilities to devote himself to the task.

KMTV has four staffers working full time on the FCC information request and KETV's vice president-general manager, Eugene Thomas, is directing his station's compliance.

A Hamstring ■ Preparation for the federal hearing has "put a hamstring on all of our operations," one of the Omaha station executives said. Another said it is going to be a "considerable hardship."

All three Omaha stations said that it is too early to figure the financial costs of preparing for the hearing, but all agreed it would be substantial. "I wish we could have devoted this money to programming," one said.

A majority of the witnesses who plan to testify have indicated they will testify favorably about the programming of KMTV, KETV and WOW-TV.

The commission wrote over 100 let-

New try

Educators were asked to rally around in the big push for a congressional appropriation to put into effect the intent of last year's law providing \$32 million as grants to states for educational television.

Dr. Robert C. Anderson of Auburn U., chairman of the Joint Council on Educational Broadcasting, last week called on educators "to urge that the 88th Congress appropriate funds" as soon as possible. Dr. Anderson said the appropriation for the etv grant program failed of passage in the closing days of the 87th Congress.

ters to Omaha groups soliciting witnesses and most of those who will testify were recipients of the letters. Many have sent copies of their replies to the FCC letter to one or more of the Omaha stations.

Frank Fogarty, executive vice president of WOW-TV, delivered an editorial on that station last Tuesday (Dec. 18) in which he described the Omaha hearing, beginning Jan. 20, as "one more step in a steady process of extending government control over broadcast programming."

An Omaha area weekly newspaper, *The Sun*, polled 681 of its readers after the FCC hearing had been announced and found they overwhelmingly felt the three stations are doing an excellent job in programming. "Almost regardless of content, live local programming pulled small audiences," the *Sun* survey found. Most of the paper's readers agreed that they watch tv to be entertained rather than talked to or enlightened.

In addition to Messrs. Collins and Petry, other witnesses registered with the FCC for the Omaha hearing represent the entire spectrum of Omaha area life—civic and cultural groups; business, industry and agricultural; church groups; local government; police and fire departments, and civil defense and radio and television associations.

Court won't discredit 'attack' on FCC's Cox

The U. S. Court of Appeals in Washington last week refused to strike a National Community Television Assn. brief which the FCC had characterized as "scandalous" and "a personal attack" on Broadcast Bureau Chief Kenneth A. Cox.

A unanimous three-judge panel de-

nied the FCC motion without explanation. The brief, filed by NCTA as a "friend of the court" in the Carter Mountain Transmission Corp. case (BROADCASTING, Oct. 15), charged that Mr. Cox had persuaded the FCC to reverse its attitude toward catv microwave relays. Before joining the FCC as Broadcast Bureau chief in March 1961, Mr. Cox was special tv counsel to the Senate Commerce Committee. During this time he expressed the opinion that catv systems should be regulated by the FCC.

Mr. Cox has been designated by the President to succeed Commissioner T. A. M. Craven, who reaches retirement age Jan. 31.

Carter Mountain is appealing an FCC decision denying its application for microwave circuits to carry tv programs to catv systems in Idaho, Wyoming and Montana.

WAVY-AM-TV withdraws transfer application

Tidewater Teleradio Inc. asked and was given permission by the FCC last week to withdraw its application for assignment of license of WAVY-AM-TV Portsmouth-Norfolk, Va., to Gannett Inc. because the purchase agreement has terminated.

The contract, under which Gannett would purchase WAVY-AM-TV for \$4.5 million, expires Dec. 31. Gannett will make no effort to exercise a renewal option (CLOSED CIRCUIT, Dec. 17).

After an 18-month investigation, the FCC ordered a transfer hearing and raised questions about the character qualifications and good faith of Tidewater and whether management changes resulted in failures by WAVY-TV to fulfill programming commitments (BROADCASTING, Dec. 3).

Since Gannett has dropped efforts to buy, no transfer hearing is needed but the FCC still may hold hearings on WAVY-TV's fulfillment of its program commitments, an FCC official has said.

'First run' order issued

A formal order in a catv case in Twin Falls, Idaho, was issued last week by U. S. District Judge William T. Sweigert of the southern district of Idaho, forbidding Cable Vision Inc., Twin Falls cable company, to duplicate any network or film program to which KLIX-TV "exercises the right of first run." The federal court ruling, announced six months ago (BROADCASTING, Aug. 6), was made permanent in the order issued last week. Cable Vision intends to appeal the order to the Ninth Circuit Court of Appeals in San Francisco.

FCC okays Cox buy of WCKR-AM-FM

NO SPECIAL PROGRAMS MARK WCKT (TV) CHANGEOVER

The ownership of WCKT (TV) Miami changed last week, but there was no break in the station's service to the public.

On Friday, the FCC's Broadcast Bureau approved the sale of WCKR-AM-FM Miami by Biscayne Television Corp. to the James M. Cox interests for \$500,000.

The changeover in ch. 7 ownership took place with sign-on Dec. 19 when the licensee became Sunbeam Television Corp. There was no special programming, although the information was carried on newcasts, as well as publicized in newspaper stories.

WCKT continues to be affiliated with NBC and station personnel are unchanged. Charles Kelly, vice president and station manager, remains as operating head. Sunbeam is headed by Sidney D. Ansin as president, and Edmund Ansin as executive vice president and treasurer.

Early this month the FCC approved an agreement between former owners Biscayne Tv Corp. and Sunbeam for the latter to acquire the physical assets of the ch. 7 station for \$3.4 million. The 1956 grant of the Miami channel was set aside by the FCC over a year ago because of off-the-record contacts with former Commissioner Richard A. Mack. The commission granted the station to Sunbeam, on a four-month license. Biscayne was owned by Niles Trammell, former NBC president, and individuals associated with the James M. Cox (*Miami Daily News*) and John Knight interests (*Miami Herald*).

Mr. Kelly said that Sunbeam will utilize the foundation of service programming existing for expansion in news, information and community programs.

One of the beneficiaries of the WCKT transfer will be the U. of

Miami. Biscayne principals indicated at the time the arrangement was made to sell the physical assets to Sunbeam that a portion of the \$3.4 million will go to the local university for the establishment of a Scientific Education Fund.

Returned to Cox ■ WCKR (then WIOD) was originally owned by the Cox interests which sold the am and fm outlets to Biscayne in 1956 for \$150,000. This was necessary because of the Cox and Knight participation in the ownership of Biscayne. The Knights' *Miami Herald* at that time owned WQAM Miami, and under the FCC regulations the Biscayne principals could only own one am and one fm station in addition to the tv in Miami. WQAM was sold to Todd Storz.

WIOD, meaning "Wonderful Isle of Dreams," was founded in 1926 and operates fulltime on 610 kc with 5 kw. It is being transferred to the Miami Valley Broadcasting Co., licensee of WHIO-AM-FM-TV Dayton, Ohio. Other Cox stations are WSB-AM-FM-TV Atlanta and WSOC-AM-FM-TV Charlotte, N. C. In addition to the *Miami Daily News*, Cox newspapers are *Atlanta Journal* and *Constitution*, *Dayton News* and *Journal Herald* and the *Springfield* (Ohio) *News* and *Sun*.

FCC invites ch. 3 comments

The FCC has invited comments on proposed rulemaking to shift educational ch. 3 from Roswell to Portales, both in New Mexico, and to change the reservation in Ogden City, Utah, from ch. 24 to ch. 9. The New Mexico change was requested by Eastern New Mexico U. at Portales. The Ogden City Board of Education, licensee of ch. 9 KVOG-TV there, asked for the new reservation in Ogden City.



Denny denies 'threats' to Westinghouse

RCA OFFICIAL GIVES NBC SIDE OF 1954-55 STATION EXCHANGE TALKS

NBC did not make "threats" of any type against Westinghouse Broadcasting Co. in 1954-55 negotiations leading up to an exchange of NBC's radio-tv stations in Cleveland for WBC's Philadelphia properties, Charles R. Denny, a chief NBC negotiator told an FCC hearing last week.

To his knowledge, Mr. Denny said, no one at NBC ever told Westinghouse that it "would take other means to achieve its ends [tv station ownership in Philadelphia, Boston and/or San Francisco, all WBC markets in 1954]" if WBC did not agree to the exchange.

The former NBC vice president, who presently holds the same title with the parent RCA, said he did not feel Westinghouse was in an unfair bargaining position because of NBC's power to grant or withhold affiliations. The Westinghouse Electric Co. is about twice the size of RCA and WBC is "one of the strongest aggregations of stations in the country," Mr. Denny said. "So we didn't feel that there was a disparity there, no."

Mr. Denny's testimony was given in an FCC hearing, in progress since October, on (1) a proposed trade of NBC's WRCV-AM-TV (ch. 3) Philadelphia for WNAC-AM-TV and WRKO-FM Boston, owned by RKO General; (2) a renewal application by WRCV-TV, and (3) an application by Philco Broadcasting Co. for a new tv station on ch. 3 in Philadelphia.

NBC has been ordered to dispose of its Philadelphia properties under a 1959 consent decree with the Department of Justice. The original deadline, Dec. 31, has been extended 18 months by a Philadelphia court because the FCC has not approved the Philadelphia-Boston exchange (BROADCASTING, Nov. 26).

Earlier in the hearing, Westinghouse executives testified they agreed to the 1955 exchange involuntarily and only because they were afraid of the loss of NBC affiliations in Philadelphia and other markets as well (BROADCASTING, Oct. 29).

Step-by-Step ■ Mr. Denny gave FCC Chief Hearing Examiner James Cunningham a step-by-step explanation of the negotiations with Westinghouse from NBC's point of view. The exchange was proposed to Westinghouse after NBC had adopted the 1954 "Denny Plan" for upgrading its station ownership by acquiring a tv station in Philadelphia and a second in either Boston, Detroit or San Francisco. To that end, NBC would exchange or sell its stations in Washington and Cleveland.

Mr. Denny, vice president in charge of NBC's owned stations at the time, said his network was at a competitive disadvantage in station ownership with ABC and possibly CBS, which owned stations in larger markets than did NBC.

Mr. Denny said that on Sept. 28, 1954, NBC proposed a four-station exchange with WBC—the network's Cleveland and Washington (WRC-AM-FM-TV) stations plus cash for Westinghouse properties in Philadelphia and Boston (WBZ-AM-FM-TV). At this first meeting, neither of the Westinghouse officials present (E. V. Huggins and Chris Witting) expressed "shock or anger" at NBC's proposal (as both had previously characterized their reactions) and NBC made no "threats of dire consequences," Mr. Denny maintained.

According to Mr. Denny, Mr. Huggins (WBC board chairman) said NBC's problem of upgrading its ownership also presented a problem for Westinghouse. At a later meeting in early October, "Mr. Huggins . . . stated that they understood NBC's problem . . . and that they were prepared to go along part way in making possible a solution and that . . . we should not ask them

to go along all the way," Mr. Denny said.

The "part way" involved WBC's agreement to trade its Philadelphia stations if NBC would agree not to press the Boston exchange. Mr. Denny, chairman of the FCC for two years during the Truman administration, said he "was a little surprised" that WBC agreed to give up Philadelphia, the larger market, and keep Boston.

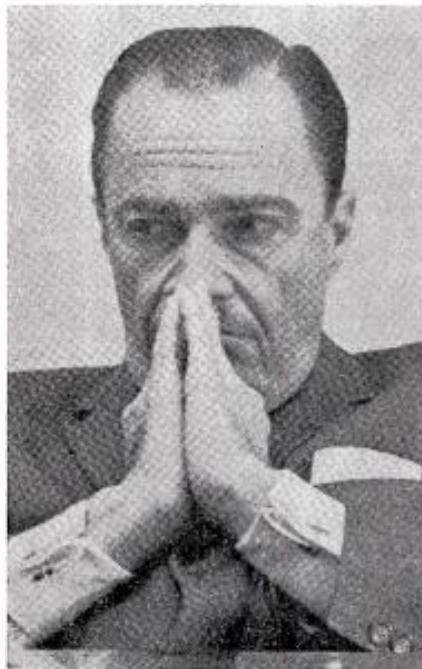
NBC 'Annoyed' ■ NBC then tried to get WBC to take the Washington stations in the exchange for Philadelphia but subsequently agreed to Cleveland when Westinghouse said it wasn't interested in owning a station in the nation's capitol. After this tentative agreement to agree, Westinghouse withdrew from the negotiations for several weeks because it was trying to acquire a Pittsburgh station (now KDKA-TV), Mr. Denny said. The next contact came Nov. 5, 1954, when Mr. Witting asked NBC for an immediate commitment to affiliate with WBC's planned Pittsburgh station.

"We were a little bit annoyed by the rush tactics . . ." the NBC witness said. "It had been three weeks when Witting had been tied up in the Pittsburgh negotiation, had not been able to talk to us but when he wanted the affiliation contract he was up early in the morning and over the first thing in the morning." Mr. Witting brought along a draft letter which he wanted General David Sarnoff, NBC board chairman at the time, to sign promising WBC the Pittsburgh affiliation.

Since Pittsburgh then had only one vhf station (ch. 4, then owned by DuMont), "it was perfectly clear to everybody that if Westinghouse got the station in Pittsburgh, we wanted the affiliation," Mr. Denny said. The Pittsburgh affiliation commitment was given 10 days later but in no way was conditioned on or connected with the proposed Philadelphia-Cleveland exchange, Mr. Denny maintained.

"To the contrary, we decided we needed the affiliation, that we wanted it," he said. Mr. Denny said he attached "no significance" to a WBC letter promising to negotiate the exchange "in good faith" at the time the Pittsburgh commitment was given because he assumed Westinghouse already had been talking in good faith.

Issues Closed ■ With Mr. Denny's testimony, NBC completed its case under two hearing issues to determine if the network has used its power of affiliation against the public interest in acquiring or seeking to acquire tv sta-



RCA Vice President Charles R. Denny tells last week's hearing that no one at NBC told Westinghouse that the network would resort to "other means" if Westinghouse did not agree to the Philadelphia-Cleveland stations exchange.



Admissibility of the 1954 "Denny Plan" to improve NBC's competitive position is argued before Chief FCC Hearing Examiner James D. Cunningham in the NBC-Philco Broadcasting Corp. hearing last week. The examiner looks over the 32-page document as NBC attorney Irving Segal (standing l) argues against its acceptance as evidence.

Philco attorney Henry Weaver (standing with back to camera) offered the document authored by Charles R. Denny (seated r), former NBC vice president who waits in the witness stand. Mr. Cunningham rejected a major portion of the document as not relevant to NBC's acquisition of ch. 3 (WRCV-TV) Philadelphia.

tions and if so whether it reflects adversely on NBC's character qualifications.

Testimony also has been completed on issues to determine whether NBC-RKO and/or Ford Motor Co. (Philco's parent) and Philco Corp. have engaged in anti-competitive practices since Jan. 1, 1954. Oral argument was held last Friday (Dec. 21) on this subject and the examiner will rule later whether either party has made a *prima facie* case against the other on the antitrust issue. If so, the examiner will take testimony on the subject which pre-dates 1954.

Another issue was disposed of last week when RKO-General announced that it has sold the 12½% it owned in KWTW (TV) Oklahoma City through subsidiary Triarke Ltd. This issue was added because RKO owns four U. S. vhf stations (WNAC-TV, WOR-TV New York, KHJ-TV Los Angeles and WHBQ-TV Memphis) and controls CKLW-TV Windsor, Ont. - Detroit. RKO's interest (250 shares) in KWTW was purchased in equal amounts by the station's president, Roy J. Turner (present 12½% owner), former governor of Oklahoma, and Luther T. Dulaney (12½%) for a total of \$725,000. The sale will give Messrs. Turner and Dulaney 18¾% each interest in KWTW, the John T. Griffin interests retaining the largest block of stock, 50%.

Beginning next week, the hearing will turn to the comparative issues between

Philco and NBC in their mutually exclusive applications for ch. 3—Philco for a new station and NBC for license renewal at WRCV-TV. NBC will present its case first, starting Jan. 2, with

testimony from NBC Board Chairman Robert Sarnoff, President Robert Kintner, RCA President Elmer Engstrom, and WRCV-TV General Manager Raymond Welpott.

Witness excused in ch. 10 rehearing

WSUN-AM-TV TRIES TO SHOW WLCY PROGRAM FLAWS

Futile efforts to define "rock 'n roll" music on the record of an FCC hearing and failure to obtain a "hostile witness" last week characterized a continuing probe of WLCY Tampa-St. Petersburg radio program changes in 1959-60.

The City of St. Petersburg tried to show that WLCY, which is owned by principals of WTSP-TV Inc., dropped many of the public service programs WTSP-TV Inc. offered as proposed programming for a 1959 ch. 10 St. Petersburg hearing, and that the station became "rock 'n roll" with a "top 40" format early in 1960.

The ch. 10 hearing ended in November 1959. Later WTSP-TV Inc. was awarded the assignment over five losing applicants including the City of St. Petersburg (WSUN-AM-TV), but the grant was stayed by the FCC (BROADCASTING, July 2). The commission ordered the ch. 10 hearing record reopened to examine grantee character qualifications and the nature of WLCY programming after the initial hearing.

'Better Service' ■ WLCY contends its

programming changes were intended to better serve Tampa and outlying St. Petersburg areas and that replacement public service programs adequately make up for those dropped in the 1960 format change (BROADCASTING, Dec. 17).

The City was rebuffed in its effort to call as a "hostile witness" Harry R. Wagner, proposed as WTSP-TV Inc. program director. Harold E. Mott, WTSP-TV Inc. counsel, refused to allow Mr. Wagner to appear without proper subpoena and urged him to leave the hearing room, catch a plane and return to Florida immediately.

City counsel objected and said Mr. Wagner was a material witness and should testify then. Hearing Examiner Millard F. French ruled Mr. Wagner could not be required to appear for City without subpoena.

Irwin S. Brown, WLCY news director from July through December 1959 and presently holding the same position with WSUN-AM-TV, described his former employer's locally originated

newscasts during his tenure as news director as primarily "straight wire copy" with about "20%" consisting of edited and rewritten local and area news. Mr. Brown also said that WLCY used two television sets tuned to local Tampa Bay area stations to obtain results of a November 1959 Tampa election which were then broadcast on WLCY.

Examiner French sustained repeated

WLCY objections to testimony by City witnesses who attempted to characterize the station's programming after 1960 as "rock 'n roll." Mrs. Loucille Gabriel, free lance copy writer, said Roy Nilson, WLCY operations manager, offered her a writing job early in 1960 and said "he was going to put it [WLCY] on the top 40 format. . . ."

The hearing was recessed Dec. 18 until Jan. 7.

WWL-TV GETS SHORT TERM RENEWAL

Commission cites renegeing on local live program commitments

The FCC reasserted last week its determination to make broadcasters live up to their programming promises. It gave WWL-TV New Orleans a short-term license renewal as a penalty for failing to broadcast programs it had proposed in its original application for the ch. 4 facility.

The station is owned by Loyola U., New Orleans, and is a CBS-TV affiliate.

The commission charged that just before filing for a renewal of license the station added several local, live public service programs, but the programming that had been carried earlier fell short of promises that had originally been made. Still more local programming was added to the WWL-TV schedule, according to the FCC, after the commission wrote a letter inquiring about variances between the original proposals and the programming that had been aired.

"A licensee cannot disregard his proposals," said the FCC, "in the hope that he will simply be permitted to 'upgrade' when called to account."

In advising WWL-TV of its renewal for one year, instead of the customary three years, the FCC quoted its finding in granting KORD Pasco, Wash., a one-year renewal early this year. In the KORD case the commission said that program promises cannot be disregarded "without adequate and appropriate representations as to change in the needs of the community."

The FCC said WWL-TV had failed to justify the variances between its performance and its promise on the grounds of change in community needs.

The commission pointed out that the original WWL-TV program proposals were "a significant aspect" in the station's final selection for a grant after a comparative hearing involving rival applicants. In a case like that, the commission said, variations between promise and performance "must be viewed with even more seriousness."

The FCC hinted that in future cases of this kind the penalty might be more severe than a short-term license renewal. After reminding WWL-TV of the "serious question" evoked by its program

record, the FCC said: "However, since your application for renewal of license was filed with the commission some four months prior to our decision in the KORD case we have concluded that your application should be treated in the same manner as the applicant therein, viz., a short-term grant."

Commissioner Rosel H. Hyde voted for a regular renewal of WWL-TV's license.

At the same time as the commission gave the short-term renewal, it denied a petition by the American Federation of Musicians (AFL-CIO, local 175) requesting that WWL-TV's license be revoked. The AFM local charged the station failed to make the live music broadcasts it proposed.

In denying the petition for revocation, the commission said that AFM's position towards the station is no different than that of any other party which might wish to do business with it. The renewal of the station's license therefore can't have any adverse effect on the union and its members, the commission decided. If the license were revoked and some other party applied for the facility, the FCC said, the chance that the new party would employ any more musicians would be remote.

The short-term license granted to WWL-TV will expire Dec. 1, 1963, the commission said.

WSPA-TV is target of another petition

The U. S. Court of Appeals was asked last week to order the FCC to reopen the Spartanburg, S. C., case in order to permit the introduction of evidence of alleged off-the-record contacts made by principals of WSPA-TV and others. The request was filed by Wilton E. Hall, owner of WAIM-TV Anderson, S. C.

The FCC last month issued the latest decision in the eight-year-old transmitter change case (BROADCASTING, Dec. 3). It exonerated Walter J. Brown,

principal owner of WSPA-TV, of charges of misrepresentation and of having attempted to influence the commission by way of *ex parte* contacts.

Back in 1954, WSPA-TV asked and received FCC permission to move its transmitter site from Hogback Mt. to Paris Mt. This move was protested by Mr. Hall and another uhf station in the area. The case went through several hearings before the FCC and was remanded twice by the District of Columbia circuit court. In its ruling last month, the commission affirmed a previous decision withdrawing approval of the change to Paris Mt. WSPA-TV has pending before the FCC an application to move to Caesar's Head, about 15 miles northwest of the Paris Mt. site.

In the petition filed last week, Mr. Hall charged that the FCC did not permit him to prove allegations of off-the-record contacts made by various people in behalf of WSPA-TV.

Boston ch. 5 bids open until March 26

Ch. 5 in Boston is "available" for applications to compete in a comparative hearing with the present occupant, WHDH-TV, the FCC officially announced last week. Such applications will be accepted after Jan. 26, 1963, and at least until March 26, the commission said.

WHDH-TV, owned by the *Boston Herald-Traveler*, received a four month license to operate on ch. 5 this fall (BROADCASTING, Oct. 1). It originally received the ch. 5 grant in 1957 but a rehearing was ordered because of *ex parte* contacts made with commissioners while the original case was before the FCC.

At the time of the latest grant to WHDH-TV, the commission also ordered the station to file a renewal application which would be considered in a hearing with any applications filed in opposition. The FCC said that March 26 was not an absolute cut-off for the filing of competing applications but merely an assurance that the books would remain open at least that long.

Any party may apply prior to the date the commission orders a hearing or, in case no other applications have been filed, acts on the WHDH-TV renewal bid.

Central Coast favored for ch. 12 Santa Maria

FCC Hearing Examiner Herbert Sharfman last week recommended Central Coast Tv over Santa Maria Telecasting Corp. for a grant of ch. 12, Santa Maria, Calif.

Examiner Sharfman favored Central

Coast because of its local ownership and "civic participation." The examiner also said that Central Coast made a superior showing in the "significant area of integration of ownership with management."

There were initially four applicants for the channel: Central Coast, Santa Maria Telecasting, M&M Telecasters and Elson Electronics.

Central Coast is owned by James H. Ranger, Burns Rick, Mili Acquistapace, Ed Zuchelli (each 22.5%) and Marion A. Smith (10%).

License of KBOM is revoked by FCC

A finding that the owners of KBOM Bismarck-Mandan, N. D., deceived the FCC and made unauthorized transfers of stock ownership netted that station a license revocation last week effective Feb. 17.

In April Hearing Examiner Charles J. Frederick found that officers and directors of KBOM knowingly and willfully misrepresented the station's ownership. The examiner recommended that the KBOM license be revoked (BROADCASTING, April 9). Mr. Frederick found that the officers deceived the commission in their efforts to cover the stock transfers.

On the same day that the FCC revoked the license of KBOM it accepted for filing the application of Capital Broadcasting Inc. to operate a station on the former facilities of KBOM. The commission also waived the partial freeze on am applications to the extent that it will allow the filing of other applications for the Bismarck-Mandan facility on 1270 kc.

The commission said that its decision to accept the Capital application was in no way influenced by the offer of Mandan Radio Assn. (licensee of KBOM) to waive its rights to make exceptions to the hearing examiner's initial decision if the commission would accept the Capital filing.

"The commission's determination of the public interest cannot properly rest upon any such bargain with a party to a hearing proceeding. Nor can we permit parties to employ their procedural rights for such purposes," the FCC said in commenting on Mandan's proposal.

FCC grants ch. 47 to New Jersey Tv. Corp.

The New Jersey Tv Broadcasting Corp. has been granted a new uhf tv station in Linden, N. J., the FCC announced last week.

The new station will operate on ch. 47 (which is assigned to New Brunswick), with a power of 200 kw. The grant is conditioned that New Jersey Tv

agrees to accept another channel should the commission act on pending petitions to delete ch. 47 from New Brunswick and substitute another. The commission authorized the location of a main studio in Newark, but denied as premature its request for identification as a

Newark-Linden station.

Simultaneously with the grant, the commission denied a request by WMCA New York that it defer a grant pending consideration of WMCA's proposal to substitute ch. 79 for ch. 47 in New Brunswick.

Ohio plans 29 station uhf network

ASKS FCC TO REALLOCATE, RESERVE CHANNELS

The Ohio Educational Tv Network Commission, which plans to link 29 uhf etv stations into a statewide educational network, last week requested that the FCC reserve and reallocate the largest number of uhf television channels ever requested of the commission. They are:

Ansonia allocate ch. 82; in Ashtabula reserve ch. 15; in Athens delete ch. 62, reserve and allocate it to Marietta; reserve ch. 63 in Bellefontaine; delete ch. 53 from Findlay, reserve and allocate to Bryan; reserve ch. 26 in Cambridge; reserve ch. 56 in Chillicothe; reserve ch. 74 in Cincinnati; reserve ch. 40 in Columbus; allocate ch. 60 to Coschocton, deleting it from Newark; allocate ch. 75 to Hillsboro and Sandusky; allocate ch. 41 to Lima and ch. 81 to Mansfield; reserve ch. 17 in Marion and ch. 30 in Portsmouth; reserve ch. 52 in Springfield and ch. 51 in Steubenville; allocate ch. 68 to Woodsfield; and reserve ch. 73 in Youngstown and ch. 50 in Zanesville.

The Ohio plan is to set up an "essentially single channel educational television coverage of all parts of the state." It is planned to link these channels by microwave or commercial lines to form the network.

The Plan ■ Ohio's plan is broken down into four parts: the first part will activate all of the currently reserved channels in the state and link them together; the second part is to add stations in Coshocton, Lima, Mansfield, Steubenville, and Youngstown; the third part will add stations in Ashtabula,

Bryan, Hillsboro, Portsmouth, Sandusky, and Woodsfield; lastly stations will be added in Ansonia, Bellefontaine, Cambridge, Chillicothe, Marietta, Marion, Springfield, and Zanesville.

All of the stations in the first three phases of the plan will have a proposed power of 200 kw, and an antenna height of 500 to 600 ft.

Programming for the network will originate from several universities and etv centers around the state.

Bureau seeks action on reimbursement plan

The FCC's Broadcast Bureau told the commission last week that KLFT Radio Inc. has not fulfilled proposals made with John A. Egle in a request seeking dismissal of the company's application for a new am station in Golden Meadow, La., and a grant of Mr. Egle's application (BROADCASTING, Dec. 10).

The Broadcast Bureau quoted the joint petition as saying the company would furnish affidavits concerning reimbursement for expenditures of up to \$3,100 in processing its application. These affidavits have not been received, the Bureau said.

The Bureau asked that the FCC Review Board order submission of the papers within five days and, if the company doesn't comply, to move toward dismissing the company's application with prejudice, denying the reimbursement request and granting Mr. Egle's application.

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GO-AHEAD FOR SPACE STOCK

FCC to begin taking purchase applications Jan. 2 from carriers; Norstad not considering presidency

Communications carriers interested in investing in the satellite corporation will be permitted to file applications with the FCC beginning Jan. 2, that agency announced last week.

Also last week, Gen. Lauris Norstad, NATO commander, said he is not interested in the presidency of the corporation. A widespread report two weeks ago was that Philip Graham, president and chief executive officer of the Washington Post Co. and chairman of the satellite corporation's board of incorporators, had gone to Paris to offer the post to Gen. Norstad (CLOSED CIRCUIT, Dec. 17).

Gen. Norstad, who is retiring from the Air Force and NATO next month, said in Paris Dec. 18 he is not considering "any personal association" with the communications firm. Gen. Norstad was one of a dozen men under consideration for the top management post.

The rumors that Gen. Norstad was being considered drew an objection from Sen. Wayne Morse (D-Ore.). Sen. Morse charged that Gen. Norstad was Mr. Graham's choice and that Mr. Graham forced the choice on his colleagues at a stormy meeting of the incorporation board. Mr. Graham's Washington Post Co. owns the *Washington Post* in the Nation's Capital, *Newsweek Magazine*, and WTOP-AM-FM-TV Washington and WJXT (TV) Jacksonville, Fla.

The FCC last week notified carriers, including the 3,000 independent telephone companies, that applications for authorization to purchase stock in the satellite corporation may be filed beginning Jan. 2. The commission said a waiting period of 20 days must precede authorizations during which time interested persons may file comments on the application. The applicant then will have 10 days to reply.

These procedures are needed, the FCC said, because the Satellite Communications Act passed by the last Congress requires the FCC to decide whether investment in the satellite company by a carrier is in the public interest.

Spreading Ownership ■ The commission said it intends to administer the provision so as to encourage the "widest possible ownership" in the satellite corporation.

The corporation was established by Congress with two classes of stock in equal amounts: the first to be owned by

the public and the second by communications carriers. No one public stockholder may hold more than 10% of the total outstanding stock. There is no such limit for common carrier stock, but the FCC, it is understood, intends to regulate the ownership of such stock to keep any single carrier from holding a controlling interest.

In commenting on the reports that Gen. Norstad was under consideration to head the corporation, Sen. Morse referred to his report last month of "rumors" of the appointment of a high U. S. military official to this post (AT DEADLINE, Nov. 26). Last week Sen. Morse said his earlier statement was based on information from inside the board of incorporators "as to shenanigans Graham had pulled to force his choice of Norstad" on the board.

The meeting at which the Norstad matter allegedly was discussed "was no tea party," Sen. Morse said. He issued a "challenge" to Mr. Graham and the incorporators to make public "an unexpurgated, verbatim transcript of the discussion."

Sen. Morse, who opposes the appointment of any military man to the post of operating head of the corporation,

IRS considers \$25 ceiling

There's a chance that the proposed \$10 ceiling on entertainment expenses not requiring substantiation on income tax returns may be increased to \$25, Mortimer Caplin, Internal Revenue Service commissioner, said last week. Speaking at a tax seminar in New York, Mr. Caplin acknowledged that protests by businessmen voiced at the public hearing in Washington three weeks ago (BROADCASTING, Dec. 10) have caused IRS to review the \$10 figure.

Most opposition was based on the undue burden it would put on businessmen to keep records to document what many consider to be an exceedingly low figure. Mr. Caplin also announced that the new rules designed to curb expense account living will be out by the end of this year. The new rules are to become effective Jan. 1, 1963.

said the space system should be "civilian oriented . . . if it is to serve our best national interest and maintain the confidence" of all U. S. allies. Sen. Morse was one of the small group of senators which filibustered against the satellite communications bill for several weeks last summer.

The board of incorporators was scheduled to meet Friday (Dec. 21) in New York. Among the subjects up for decision, it is understood, is the acquisition of a Washington headquarters. One of the properties under serious consideration is Tregaron, the 20-acre estate of the former U. S. Ambassador to Russia, the late Joseph E. Davies, in the northwest section of Washington.

Desilu gross up 23% in six-month period

Desilu Productions grossed \$9,089,236 in the six months ended Oct. 27, a gain of 23% over the corresponding period of the previous year, when the gross amounted to \$7,405,791. Net income after taxes and contingency reserves was \$361,666 (31 cents a share) for the first six months of the current fiscal year, compared with \$130,295 (11 cents a share) for the like period of a year ago.

Production of the *Lucy Show* and *The Untouchables* is continuing without interruption, President Lucille Ball said in the interim report to stockholders. Production of *Fair Exchange* will resume Feb. 1 with 13 half-hour programs to be filmed for use on CBS-TV starting late in March. The final program of the 15 hour-long shows already completed will be broadcast Friday (Dec. 28).

EIA wants 10% tax on sets repealed

The Electronic Industries Assn. last week asked that the 10% excise tax on radios, television sets and phonographs be repealed to stimulate consumer buying and partially to offset the increased tv receiver costs involved in the conversion, required by law, to all-channel sets.

The EIA views were presented to a Dept. of Commerce hearing on tax reform. In addition to other proposals, EIA's general counsel, John B. Olverson, said that the association has not formulated an official position on tax cuts but that he was sure members favored a reduction program that would stimulate long-term economic growth "provided it were not inflationary and could be accomplished without unduly increasing the national debt."

Tighter reins on British commercial tv

CONTROL OF PROFITS AND PROGRAMMING PROPOSED BY GOVERNMENT

The British government moved last week to strengthen the role of the Independent Television Authority and to reduce both the profits and the dominance of the larger programming companies in commercial tv.

It refused, however, to accept the Pilkington Committee's recommendation that the 4 major and 11 minor programming firms be reduced to producers, the ITA buying the programs and also selling advertising time (BROADCASTING, July 2, 9).

The programming companies "will maintain their individuality" but the ITA "will take a commanding position," in commercial tv, the government said in its second White Paper on the Pilkington Report. ITA will supervise the buying and selling of programs and also "will be responsible for the shape, content, balance and quality of the service as a whole."

In its White Paper the government also:

- Declined to authorize a second commercial television service "in the near future" because it found little evidence of public demand and also wasn't sure that "sufficient advertising would be forthcoming adequately to sustain two commercial programs." But it did not dismiss the possibility of authorizing another commercial service later.

- Went against the Pilkington Report's anti-pay-tv stand by saying it would authorize wired pay-television tests "under controlled conditions" for "some two to three years." But it doubted any test could get started before 1964. "Wire networks used in the experiment must also make available BBC and ITA programmes, including the second BBC service when it is transmitted. No advertisements will be allowed."

- Said general consumer representation on the ITA's advertising advisory committee will be strengthened. The committee "has been invited to amplify the rules to ensure that children should not be shown advertisements in situations that are likely to lead young viewers into undesirable emulation and that children in advertisements should be seen, within reason, to be well behaved. No advertisements in children's programmes should give undue emphasis to free gifts and competitions."

- On the question of program standards, said the government wants to avoid "the danger not only of excessive violence, but also of excessive triviality." But it concluded that "in the last resort these are matters which must depend on the vigilance of the broadcasting authorities. Prescription by legislation of detailed programme standards would be ineffective. . . ."

- Declined to give local sound broadcasting "a high priority in the allocation of national resources" but said it would review the needs later. The Pilkington report had recommended that a local BBC radio service be introduced.

The government said the independent programming companies would continue to produce programs and sell time under contracts to be reviewed every three years. If program quality falls short of promise, contract renewals will be in peril.

Having ITA buy programs from these companies—which now lease the facilities from ITA but produce and present the programs themselves—might result in more expensive but not better programs, the White Paper said. It continued:

"The present system has developed a defect in the tight control exercised by the larger companies over networking in general; and the financial arrangements between these companies and the regional ones positively discourage the production of original programmes by the regional companies, which pay for programmes bought from the big companies on a basis which does not vary in proportion to the number of programmes they buy.

"It is desirable to eliminate this feature and to replace it by a genuine system of 'free trade' in programmes.

"The government proposes that the control of networking should pass to the authority, which should generally take a much more positive role in the affairs of independent television. The

authority will chair a committee representing all the programme companies. It will also approve and supervise the arrangements for the buying and selling of programmes. . . . Moreover, it will be responsible for the shape, content, balance and quality of the service as a whole."

The government speculated that "the financial prospects of independent television may be less assured after 1964," when BBC-TV adds another noncommercial service and thus increases the number of competing services to three.

It was in this context that the government said financial support for a second commercial service might prove inadequate. But, the paper continued, "The government still feels . . . that a second commercial programme [service] may prove desirable in order to allow full scope to independent television to offer more selection to viewers and to experiment."

The government said it would include in its television bill a specific provision



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to make sure the programming companies pay "adequate rentals" for the use of ITA facilities, including "a substantial payment calculated by reference to the profits of companies before tax."

The government said applications would be accepted for theatre television but that BBC and ITA would be protected against the possibility of "public spectacles or sporting events of overwhelming public interest being monopolized for 'public showing.'"

Changes planned in Canadian radio-tv rules

Proposals for limitation of construction permits, revocation of special regulations for telecasting football games, and amendments to regulations pertaining to program logs, will be aired at public hearings of the Canadian Board of Broadcast Governors at Ottawa on Jan. 15.

Substitution of a new regulation for Sec. 103, Part 2, of the General Radio Regulations, Part II, is proposed by the BBG, to limit independent broadcasting stations on alterations or on construction to start such work within three months of approval by BBG and to have the work completed and in operation within 12 months from date of authorization. If for circumstances beyond the station's control the work cannot be done in that time, an extension may be granted.

Special tv network regulations applying to the 1962 Grey Cup football game of Dec. 1, are to be revoked.

Program logs will have to be filed with the BBG by each station within seven days of the end of each week, with endorsement by the station manager that the information represents a true and accurate picture of the station's operation for the week in question. The log week is from Monday to Sunday.

Stations broadcasting more than 15% of programs in languages other

than English, French, Eskimo or Canadian Indian, must obtain special permission to do so, and will be limited to 40% of weekly program time to foreign language programs. This regulation which previously applied only to Canada's largest cities, now will apply to all stations.

Advisory group named for Welsh tv by ITA

The Independent Television Authority has appointed an advisory committee for Wales.

A second Welsh program contractor started broadcasting in September and the authority opened a new transmitter in November to extend coverage in North and West Wales. Coverage will be further extended when the Moel-y-Parc transmitting station on the borders of Flintshire and Denbighshire begins soon. Since January 1958 the authority has broadcast programs in South Wales

from its St. Hilary station for which the program company is TWV Ltd.

The committee includes Jenkin A. Davies, chairman, and member of the ITA since 1956; Norah Isaac, member of the authority's children's advisory committee, head of the Welsh drama department and lecturer in Welsh language and history at Trinity College, Carmarthen; the Rev. D. R. Thomas, member of the Authority's panel of religious advisors and minister of the Presbyterian Church of Wales at Merthyr Tydfil; Major Gen. Lewis Owain Pugh, vice lieutenant of Cardiganshire since 1961, and general secretary of Cymeithas Diogelu Harddwch Cymru (Society for the Preservation of Rural Wales); Dr. Ivor Davies, medical practitioner; Thomas Ieuan Jeffry Jones, warden of Coleg Harlech since 1959; Enid Watkin Jones and Leslie Richards, Glamorgan County councillor for eight years, and a senior clerk for the Steel Co. of Wales.

When should color tv start in Canada?

SETMAKERS WANT IT NOW; MOST BROADCASTERS DON'T

Most Canadian television receiver manufacturers are expected to push for an early start of color television in Canada at the Jan. 15 hearing of the Board of Broadcast Governors, the regulatory body. But opinion among independent broadcasters is divided on the subject. Both the Canadian Broadcasting Corp. and CTV Television Network are opposed to an early beginning of color tv.

Several broadcasters, including CFPL-TV London, Ont., and CHCH-TV Hamilton, Ont., have been prepared for some years to start color telecasting. Other Canadian stations have not installed or considered installation of color equipment, and the Canadian Assn. of Broadcasters' President Don Jamieson, CJON-TV St. John's, Nfld., reports that members are split on the problem.

Spencer Caldwell, president, CTV Television Network, which has been in operation a little over a year, favors a go-slow approach, while the CBC's spokesman, Vice President Ron Fraser, recently stated that CBC prefers to await developments in the United States. CBC has opposed color tv for some years because of lack of funds.

Canadian Electronic Industries Assn. will have most of its members pushing color telecasting as they have done for the past few years so they can produce color receivers in Canada and promote their sale. Receivers being imported from the U. S. now range in cost from \$700 to \$1,200. Canadian Marconi Ltd., which owns CFCF-TV Montreal, is understood to be opposed since its station is not ready for color transmission.

Abroad in brief...

Film sale ■ Seven Arts Productions Ltd., Toronto, has sold a package of 200 Warner Bros. features to CKVR (TV) Barrie, Ont. The production company also concluded sales with CFPL-TV London, Ont., for 200 Warner Bros. cartoons, and CJBR-TV Rimouski, Que., for 48 Warner Bros. features (dubbed in French).

Intertel musical ■ Intertel's first musical tv special to headline American stars will be taped Dec. 31-Jan. 18 at the Bavaria Studios in Munich, with Van Johnson and Rito Moreno appearing with European performers. The hour program will be offered for sale to a U. S. network in addition to broadcasts in Europe and Great Britain.

U.S. tv show causes riot in Peru

A film contributed by WPIX (TV) New York was credited by the U. S. Information Agency last week with touching off a Communist riot in Lima, Peru, during the Cuban crisis.

The film, *Castro and Cuba* (originally, *Castro, Communism and Cuba*), deals with the Communist takeover of Cuba under Fidel Castro. It was acquired by the USIA two years ago and made available to its posts throughout Latin America for supply to local tv stations.

During its broadcast on a Lima

station on Nov. 9, the USIA reported, "a Communist mob attacked the station with rocks and 'Molotov cocktails,' causing some damage.

The agency said the station was so "encouraged" by the "impact" of the program that it emphasized in newspaper ads the broadcast of subsequent programs on Cuba. One was another supplied to USIA by American producers—"Anatomy of Betrayal," produced by Talent Associates - Paramount, and originally shown on CBS-TV's *Armstrong Circle Theatre*.

BROADCAST ADVERTISING



Mr. Wyland

George F. Wyland, tv creative director of Fuller & Smith & Ross, New York, elected vp. Prior to joining FSR in 1960, Mr. Wyland was associate group head at J. Walter Thompson Co. He also served as manager for creative broadcast production at Cockfield, Brown & Co. Ltd., Toronto. **E. J. Ade**, pr director; **John J. Griffin**, art director and group supervisor, and **Richard Terry**, marketing director, also elected vps. Mr. Ade formerly operated his own pr consulting firm in New York. Mr. Griffin joined FSR in 1961 from McCann-Marschalk where he was senior art director. Mr. Terry served as marketing vp at Ted Bates prior to joining FSR. **Jack Jones** and **Harvey Hickman**, copy chief and account executive, respectively, in FSR's Los Angeles office, elected vps.

William A. Foster and **Henry C. Hart Jr.** elected vps of Noyes & Co., Providence, R. I., advertising and pr agency. Mr. Foster, former product advertising manager at Dewey & Almy Chemical Co., joined Noyes in 1956 and is account supervisor. Mr. Hart is director of radio-tv and also serves as account executive. He joined agency in 1954.

W. F. Latz appointed vp in charge of marketing for Scripto Inc., Atlanta, Ga., and **Ted Kingsford** promoted to sales promotion manager. Mr. Latz joined Scripto in 1947 and has served as regional sales manager, sales manager and vp for planning, advertising and promotion. Mr. Kingsford, who joined Scripto in 1957, has been serving as assistant to Mr. Latz.



Mr. Latz

Melvin Brorby, senior vp of Needham, Louis & Brorby, Chicago, elected vp of The Johnson Foundation (S. C. Johnson & Son Inc.), Racine, Wis.

Victor M. Ives, program manager of KAIR Tucson, Ariz., resigns to accept post of general manager of Liason Adv. Agency, which is now being formed in Montrose, Calif. (Los Angeles suburb). Liason Adv. is scheduled to open Jan. 1 and will specialize in religious and patriotic program accounts for radio and tv.

Harold L. McVeigh, art director for 10 years with Needham, Louis & Brorby, Chicago, promoted to account

Maine's new slate

Edward E. Guernsey, WLBZ Bangor, elected president of Maine Assn. of Broadcasters for 1963, succeeding **Paul R. Huber**, WRKD Rockland, who becomes member of executive board. Other officers elected: **Stanley Lyons**, WAGM-AM-TV Presque Isle, vp; and **Norman G. Gallant**, WFAU-AM-FM Augusta, secretary-treasurer. District directors: **John McGorriell**, WMTW-FM Poland Spring; **Harold Dutch**, WLAM Lewiston; **Richard Bronson**, WABI-AM-FM-TV Bangor. **Elby Stevens**, WFST-AM-FM Caribou, was appointed NAB state code director.

executive. **Kenneth E. Krom**, formerly with Knox-Reeves Adv., Minneapolis, joins NL&B as art director.

Lawrence M. Lenski, former market and research director of Ideal Industries, Sycamore, Ill., appointed research director of Buchen Adv., Chicago.

Sampson P. Bowers, account supervisor at McCann-Marschalk, New York, elected vp. Mr. Bowers joined McCann-Marschalk in 1960 from *Life* magazine where he was marketing manager. Other agency vp's elected: **Stuart Buchanan**, **Charles E. Butler** and **Arthur W. Oldham**, all account supervisors in Cleveland office.

Muriel Hill, copywriter with Daniel & Charles, New York, joins Mogul. Williams & Saylor, that city, as creative director on Maradel products account.

Harold C. Mullen, former vp and account group supervisor of BBDO, New York, appointed director of marketing for Daniel F. Sullivan Co., Boston.

John Geyer, for past six years art director for Young & Rubicam, New York, joins Fletcher Richards, Calkins & Holden, Los Angeles, as senior art director.

Charles W. Alexander, former vp and director of eastern division of Wolcott & Assoc., financial pr firm, joins Bruce B. Brewer & Co., Kansas City advertising agency, as director of firm's new pr division.

William C. Cook, former account executive and radio-tv director of Horton, Church & Goff, Providence, R. I., advertising agency, named director of research and development for Haigis Broadcasting Corp. (WHAI-AM-FM Greenfield, Mass.). **Harold M. Belknap** appointed chief engineer of Haigis stations.

THE MEDIA

Edward E. Hall, administrative manager for affiliate relations of CBS Radio, appointed western manager for affiliate relations of CBS-TV, effective Jan. 14. He succeeds **Bert Lown**, who died Nov. 20



Mr. Hall

(BROADCASTING, Nov. 26). Mr. Hall joined CBS in 1934. **Gerald F. Maulsby** succeeds Mr. Hall as administrative manager for affiliate relations. He formerly served as director of network programs for CBS Radio.

Donald Laufer, general manager of WMMW Meriden, Conn., elected vp of Meriden Radio Inc., licensee of station.

Arnold L. Zucker, radio-tv coordinator of Rutgers U., New Brunswick, N. J., appointed executive director of New Jersey Broadcasters Assn., Millville, N. J.

William Zimmerman appointed regional sales manager; **Raymond G. Creamer**, local sales manager, and **Richard C. Kent**, director of promotion and merchandising, in reorganization of sales, promotion and merchandising departments of Taft Broadcasting Co.'s WTVN (TV) Columbus, Ohio. **Richard W. Ostrander** continues as national sales manager and will direct all sales activities.

Gene Bradford, of *Los Angeles Herald-Examiner*, elected president of Greater Los Angeles Press Club for 1963. Other new officers are: **Don Dwiggins**, KTTV (TV), vp; **Red Humphreys**, KTTV (TV), secretary; **Grant Holcomb**, KNXT (TV), treasurer.



Mr. Tykeson

Donald E. Tykeson, for past six years general sales manager of KPTV (TV) Portland, Ore., resigns to accept post as general manager of KEZI-TV Eugene, Ore., and member of board of directors of Liberty Television Inc., licensee of station. Mr. Tykeson, who will assume new post with KEZI-TV on Jan. 2, joined KPTV in 1953 as national sales manager.

Ned Cogswell, manager of Oil City, Pa., community tv system, resigns to become coordinator of eastern operations for Televents Corp. Televents, a multiple owner of catv systems, is owned by Alfred R. Stern and associates, with Carl Williams as president. Mr. Cogswell will be responsible for Televents' systems in Pennsylvania,

New York, Virginia, Vermont and New Hampshire.

John J. McPartlin, formerly with WBKB (TV) Chicago, joins WBBM-AM-FM, that city, as account executive.

Lowell Thomas, veteran CBS newsman, elected first president of Overseas Press Club Foundation.

Thomas S. Bretherton, executive vp and general manager of Community Broadcasting Co. (WTOL-AM-FM-TV Toledo, Ohio), elected president of Toledo Area Chamber of Commerce. **David B. Eberhard**, staff director for WTOP-TV Washington, D. C., joins WTOL-TV directorial staff.



Mr. Gallagher

Peter F. Gallagher, advertising and promotion manager of WNHC-TV New Haven, Conn., promoted to sales development manager. Mr. Gallagher joined WNHC-TV in his present capacity in November 1957. Previously, he served as director of programming, advertising and promotion for WGLV (TV) Easton, Pa.

Santo Crupi, former sales manager of Avery-Knodel, Boston, joins H-R Television as manager of new Boston office, serving New England and upstate New York.

Robert P. Sutton, CBS Radio vp and general manager of KNX-AM-FM Los Angeles, named chairman of U. of Southern California's pr council and member of board of directors of Friends of Music, which supports USC's music school.

Ansel W. Smith, with CBS, Chicago, for 10 years, joins WSBC-AM-FM, that city, as chief engineer. **Jay Michaels**, **Peter Vojtik** and **Jerry Holtz** join WSBC-FM announcing staff.

Franklin Rohner, manager of CBS-TV program department in Hollywood, assumes added duties of director of business affairs, succeeding **Daniel Sklar**, who resigned. Mr. Rohner joined CBS in 1958 as member of law department, transferred to talent and contract properties in 1959 and joined program development following year as associate.

C. V. (Red) Jones, program director of WQXI Atlanta, joins WDGY Minneapolis-St. Paul, in similar capacity. **Lee Vogel** joins Storz-owned Twin City outlet as air personality.

John K. MacKenzie, former executive secretary of Council on Medical Television, joins American Assn. for the Advancement of Science to produce *Science & Engineering Television*

Arizona election

C. Van Haften, general manager of KTUC Tucson, elected president of Arizona Broadcasters Assn. for 1963, succeeding **Sheldon Engel**, KALF Mesa. Other officers elected: **Homer Lane**, KOOL-AM-FM-TV Phoenix, vp; **Ray Smucker**, KTAR-TV Phoenix, secretary-treasurer. Board of directors: **Willard Shoecraft**, KIKO Globe-Miami and KATO Safford; **Wallace Stone**, KAAA Kingman; **Edwin Richter Jr.**, KGUN-TV Tucson, and Mr. Engel.

Journal for WNDT (TV) (educational ch. 13) New York.

Mary Dorr, freelance tv interviewer-commentator, elected president of Southern California chapter of American Women in Radio & Tv. Other newly elected officers: **Agnis Law**, vp; **Mary G. Dooling**, secretary, and **Ruth L. Rigler**, treasurer.

William R. Dagg, former reporter with WWDC-AM-FM Washington, D. C., resigns to become second assistant superintendent for Senate Radio & Tv Gallery of U. S. Capitol.

John B. Francis, former salesman with CBS Radio Spot Sales, and **John C. Flynn**, former timebuyer with Ted Bates & Co., New York, join sales staff of Advertising Time Sales, that city.

Kenneth E. Layden named advertising-promotion manager of WXYZ-TV Detroit.



Mr. Redfield



Mr. Duffield

Jack M. Duffield, director of New York national sales office of KTTV (TV) Los Angeles, joins national sales division of RKO General as eastern tv sales manager, effective Jan. 1. **Lee S. Redfield**, for past two years with Adam Young Inc., joins RKO General's national sales division as tv sales executive, filling vacancy created by promotion of **Gerard Molfese** to national sales manager of KHJ-TV Los Angeles. Mr. Duffield joined KTTV in 1952 as assistant sales service manager, was named eastern sales and marketing manager in September 1960, and assumed his present post in early 1962. Mr. Redfield is former assistant mar-

keting director of Edward Petry & Co. RKO General operates: WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; WNAC-AM-FM-TV Boston; CKLW-AM-FM-TV Detroit-Windsor; KFRC-AM-FM San Francisco; WGMS-AM-FM Washington, D. C.; WHBQ-AM-TV Memphis, and WHCT (TV) Hartford, Conn.

Bill Pierson appointed news director of KBTR Denver.

Robert J. Somerville, salesman in San Francisco office of Adam Young Inc., New York-based station rep firm, elevated to radio manager of that office, succeeding **Dell Simpson**, who was recently named radio manager of rep firm's Chicago office.



Mr. Somerville

Bill Barnard, newscaster formerly with KGBS Los Angeles, joins news staff of KHJ, that city, as weekend relief announcer. **Bill Crago**, news chief of KHJ, has resigned and will announce his new affiliation after first of year.

Jack Fern, news director of KDKA-TV Pittsburgh, resigns to accept news post with NBC in New York City.

Lee Phillips, former news correspondent for Mutual, ABC and CBS, joins WINZ Miami, Fla., as news director.

Robert H. Fuller, former chief newscaster of KMTV (TV) Omaha, appointed editorial director of WJBK-AM-FM-TV Detroit.

Don Knautz, member of night and weekend operations staff of WGN Chicago, named traffic supervisor of WGN Inc. (WGN-AM-TV Chicago), replacing **Bob Irving**, who recently was appointed director of industrial relations. **Milt Johnson**, member of WGN-TV production department, named assistant night and weekend operations supervisor for WGN Inc., replacing Mr. Knautz.

Erne deSauve, graphic artist with CBS News, named acting associate art director of graphic arts.

S. David Babbitt joins KYW-AM-FM Cleveland as writer-producer.

Walter O'Keefe, KHJ Los Angeles personality, has been hospitalized by heart attack and his weekly *Walter O'Keefe Almanac* has been suspended until his return to station.

Buddy Baker, formerly with KXLF Butte, Mont., joins KFIV Modesto, Calif., as air personality.

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Ray Willes, former air personality and music director of KGON Oregon City, joins announcing staff of KEX-AM-FM Portland, Ore.

Norm Peters, announcer formerly on staff of WMCA New York, joins staff of WTIC-AM-FM-TV Hartford, Conn.



Mr. Walker

John M. Walker, former manager of St. Louis office of Adam Young Inc. and before that manager of St. Louis office of Daren F. McGavren Co., joins sales staff of WIND Chicago.

Lee Rodgers, disc jockey for past four years with WDAF Kansas City, joins WIND in January.

Victoria M. Kissal named manager of office and employes services for WMAL-AM-FM-TV Washington, D. C. Miss Kissal has been with The Evening Star Broadcasting Co. (licensee of stations) since August 1942 as executive secretary to general manager.

Mel Phillips, air personality with WKDA Nashville, Tenn., joins WMID Atlantic City, N. J., in similar capacity.

Eugene (Red) Mitchell, account executive at WEEI Boston, joins sales staff of WNAC-TV, that city.

PROGRAMMING



Mr. McGough

Joseph W. McGough, former partner of Radow & Alpers Adv. Agency, Columbus, Ohio, joins Seven Arts Assoc., New York, as mid-west division account executive, working from Chicago office.

Mr. McGough has also served as station operations director of ABC International, and as general manager of WKRC-TV Cincinnati.

Ivan Mogull, owner of Harvard Music and Ivan Mogull Music Corp. Ltd., has been appointed eastern and international representative for Four Star-Tv Music Co. and BMP Music Co., subsidiaries of Four Star Television.

Al Samuelson, writer-producer at McCann-Erickson, Chicago, joins Jack Webb's tv production unit at Warner Bros. Studio in Burbank, Calif.

Herb Horton, senior commercial producer at J. Walter Thompson Co., New York, joins MGM Telestudios, that city, as account executive. Mr. Horton has also served as producer for N. W. Ayer & Son and Young & Rubicam.

Dorothy Cochard, formerly associated with columnist Louella Parsons,



Passer still pitchin'

Ivan Tonsic (shown here), former U. of Pittsburgh gridiron star, makes most of his pitches these days as a salesman for WTRF-TV Wheeling, W. Va.

However, Mr. Tonsic has been doubling this season at quarterback for the Wheeling Ironmen. Voted Pitt's most valuable player in 1959, Mr. Tonsic demonstrated he'd lost little of his collegiate form by leading the Ironmen to a 30-21 victory over the Grand Rapids (Mich.) Blazers and the United Football League championship this month, a feat which climaxed his team's first year as a semi-professional club.

joins Co-Co Television Productions, Hollywood, as producer. Miss Cochard's first assignment is forthcoming tv series, *This Is Your World*, a musical documentary series of 26 hour-long episodes.

John Hoffman named associate production coordinator of Videotape Productions of New York.

A. Drexall Hines, former assistant to vp of United Artists Tv, joins RCA recorded program services as artists and repertoire director. Mr. Hines has also served with ABC as executive producer, director and assistant national program director, and as director-writer for NBC's radio recording division.

Dick Chamberlain (*Dr. Kildare*) and **Connie Stevens** (*Hawaiian Eye*) received "Golden Apple" awards last Tuesday (Dec. 18) from Hollywood Women's Press Club as Hollywood's most cooperative actor and actress during 1962.

Martin Manulis, noted tv producer who has recently finished producing theatrical motion picture, "Days of Wine and Roses," has been signed by

Four Star Television to produce company's first theatrical pictures. Gaining national recognition for his *Playhouse 90* productions, Mr. Manulis inaugurated tv department of 20th Century-Fox. Winner of 12 Emmy awards, he will also be available for work on Four Star's many tv programs.

Michael J. Marlow, former producer with CBS News, appointed director and executive producer of Norwood Television, new division of Norwood Studios, Washington, D. C., formed to create, develop and produce new properties for tv. Mr. Marlow, who has been member of CBS News' Washington bureau since 1954, produced such news and public affairs programs as *Washington Conversation*, *Face the Nation* and *Capitol Cloakroom*.



Mr. Marlow

INTERNATIONAL

Dr. C. B. Lumsden, director of Canadian Broadcasting Corp., named vice chairman, succeeding **Charles W. Leeson**, who resigned last September. **Mrs. Alixe Carter** named CBC representative for United Nations Educational, Social & Cultural Organization (UNESCO), succeeding **Mrs. Kate Aitken**, who also resigned last September.

Charles Fenton, director of sales for Radio Sales Bureau, Toronto, elected vp of Stephens & Towndrow Ltd., station rep firm, that city.

Al Tomlinson, former associate in journalism at U. of California, Berkeley, and regional editor of *TV Guide* in San Francisco, moves to Rome, Italy, to open office, effective Jan. 1, for Media Internationale, San Francisco-based organization which aids advertising agencies in placement of advertising in foreign media. **Dan Norton**, former national spot sales manager of ABC in New York, appointed MI's radio-tv director.

Leonard B. Goldberg, senior station research analyst of ABC-TV, named assistant program manager of ABC International.

Gen. James R. McNitt (USAF-Ret.), former deputy chief of Defense Communications Agency, named group executive for Latin American communications operations of International Telephone & Telegraph Corp.

Philippe Garcia, director of broadcast services for Montreal office of BBDO, appointed director of broadcast services for Canada of Toronto and Montreal offices of agency.

Bill Ballantyne, account executive

with CKSL London, Ont., appointed sales manager of CKOC Hamilton, Ont. **Roly Koster**, CKSL program director, named account executive. **Art Bartel**, CKSL promotion manager, promoted to program director.

J. C. Wykes, headmaster of St. Bees School, Cumberland, England, appointed senior education officer of Associated TeleVision Ltd.

Professor Sir Willis Jackson appointed chairman of Television Advisory Committee, London, England, succeeding **Admiral Sir Charles Daniel**, who resigned after holding post for 10 years. Committee was established by Postmaster General to advise him on development of tv and vhf radio broadcasting.

Alan J. Waple, head of radio-tv production, British Information Services, New York, named director of news division.



Mr. McDermott

Andy McDermott, general manager of Radio & Television Sales Inc., Toronto, elected president of Station Representatives Assn. of Canada, succeeding **Reo Thomson**, general manager of All-Canada Radio & Television Ltd., Toronto. **Ernie Towndrow**, Stephens & Towndrow Ltd., elected first vp; **Paul Mulvihill**, head of his own firm, second vp; **Alex Bedard**, of company by same name, treasurer; and **Michael Callahan**, Air Time-Sales Ltd., secretary.

Charles Chambers, district chief of Toronto Fire Dept., named part-time member of Canadian Board of Broadcast Governors.

John Moore, president of CHLO St. Thomas, Ont., elected alderman in St. Thomas city council.

EQUIPMENT & ENGINEERING

Wilson H. Oelkers, general manager of Philco Corp.'s Lansdale, Pa., division which manufactures tubes, transistors and solid state devices, elected vp of corporation. Mr. Oelkers joined Philco in 1933. Before his appointment last February as Lansdale division general manager, he served as company's purchasing director. **Harvey Williams**, special assistant to president-international operations, will retire Dec. 31. Mr. Williams is former general manager of Philco's international division.

George H. Loving named general manager of E. I. Du Pont de Nemours & Co.'s photo products department in Wilmington, Del., effective Jan. 1, 1963, succeeding **John M. Clark**, who becomes



ALSAC honors WIBC

Danny Thomas, founder of ALSAC (Aiding Leukemia Stricken American Children), honored WIBC-AM-FM Indianapolis this fall for originating the "Teenagers March Against Leukemia," conducted by radio stations in more than 70 cities this year.

Gil Berry, WIBC vice president and general sales manager, is shown here accepting a bronze plaque from Mr. Thomas for his station.

The teenage drive was credited with raising \$1 million for ALSAC (which supports the St. Jude Research Hospital in Memphis) and recruiting 60,000 teenagers. Mr. Thomas saluted all radio and television stations which assisted ALSAC this year.

general manager of company's electrochemicals department. Mr. Loving has been assistant general manager of Du Pont's photographic products operations since 1956, same year Mr. Clark assumed department's top post.

Richard B. Hackenberger appointed sales manager of Miratel Electronics Inc., St. Paul, Minn. Mr. Hackenberger is former sales manager for commercial electronics division of Sylvania Electric Products, New York.

Col. Barney Oldfield (USAF-Ret.), former newspaperman, radio commentator and Hollywood publicist and author, joins pr staff of Litton Industries, Beverly Hills, Calif., effective Jan. 2, to handle special assignments.

Ronald W. Hall joins Altec Lansing Corp., subsidiary of Ling-Temco-Vought, Anaheim, Calif., as regional sales manager for company's product line of stereo high fidelity sound components, commercial and industrial sound system equipment, telephone communication products, microphone and broadcast equipment, covering Southern California, Arizona and

southern section of Nevada. For past 14 years, Mr. Hall has been account executive with ITT Kellogg Div. of International Telephone & Telegraph Corp., Chicago.

Richard L. Colten appointed manager of industrial tv sales at Du Mont Laboratories, division of Fairchild Camera & Instrument Corp., Clifton, N. J. Mr. Colten joins Fairchild-Du Mont from



Mr. Colten

General Television Network of New York and Detroit where he was vp and secretary. In his new post, he will direct product planning and national sales program for company's closed-circuit and industrial tv cameras, control equipment, and associated accessories.

DEATHS

Ford Sibley, 54, vp of Foote, Cone & Belding, New York, died Dec. 20 in Doctors Hospital, that city, after long illness. He had served in numerous creative and supervisory positions at FC&B and its predecessor, Lord & Thomas, for 28 years. Most recently, Mr. Sibley was supervisor on Trans-World Airlines account.

Carol Irwin Hollister, 55, producer of *Young Doctor Malone* on NBC-TV, died Dec. 11 at her home in New York. Mrs. Hollister joined NBC in June 1959 from ABC where she was co-producer of *Theatre Guild of the Air*. She also produced *Mama* series and *Claudia* programs.

Thomas Mitchell, 70, Academy award-winning character actor perhaps best remembered for his *Mayor of the Town* tv series and his role as *Scarlett O'Hara's* father in "Gone with the Wind," died Dec. 17 of cancer in Beverly Hills, Calif.

Jack Goetz, 69, co-founder of Du-Art Film Laboratories, New York, and most recently west coast representative of Gevaert Co. of America (photographic films, papers and plates), New York, died Dec. 14 in Beverly Hills, Calif., after prolonged illness.

Lew Landers, 61, pioneer director of filmed shows for tv, died Dec. 15. Mr. Landers directed installments of *Gang Busters*, *Public Prosecutor*, *Cheyenne* and *Sugarfoot* series.

Anthony J. Rizzo, 40, also known as Tony Williams, west coast representative of National Telepix, died Dec. 17. Mr. Rizzo, a reporter for Armed Forces Radio during World War II, was sportscaster in Kansas City before entering film syndication business.

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Ohio daytimer needs experienced small station manager who knows full operation as working manager. Box 491R, BROADCASTING.

Detroit . . . sales management, with proven record of sales, who loves the challenge of selling. Excellent opportunity with top independent. Complete resume please. Box 584R, BROADCASTING.

Chicagoland opportunity for sales manager with proven record in sales and station management. Must be creative and able to organize and direct an experienced sales force. Lucrative incentive compensation plan. This opportunity available after January 1st for person willing to work for security and opportunity. Write immediately, giving complete resume and past performance. Manager, WJOB, Hammond, Indiana.

Sales

Experienced salesman with managerial talents and aspirations for fm stereo in Ohio. Excellent fm market. Handle and develop key accounts. Salary plus override. References important. Real future with growing group operation. Box 942R, BROADCASTING.

Salesman for well equipped, well staffed KMMO, Marshall, Mo. Prefer man who can handle some announcing, but sales will be first consideration.

Upper midwest, medium market multiple ownership operation is seeking experienced salesman. Excellent opportunity for the right man. Box 7T, BROADCASTING.

Wanted experience salesman for Newport county only radio station. Good salary plus fifteen percent commission. No floaters. Wonderful opportunity for aggressive young man. Send immediate reference and details to: Charles K. Bentz, WADK, Newport, Rhode Island.

Make yours a prosperous New Year. Apply now! Broadcast Employment Service, 4825 10th Ave., So. Minneapolis 17, Minn. Free application.

Announcers

Ohio daytimer needs announcer with first class ticket. Experience unnecessary but desirable. Box 490R, BROADCASTING.

Gather, write and broadcast local news. Midwest. \$5200. Send tape and resume. Box 46T, BROADCASTING.

Georgia daytimer—good pay for first ticket combo man. Bright, enthusiastic air, capable engineering. Box 546R, BROADCASTING.

Gulf coast 5 kw quality good music station needs quality announcer with first phone. Send photo, resume, character and financial references and audition tape. Box 568R, BROADCASTING.

New York suburban station interested adding experienced announcer. Good music, news. Send tape, WBAB, Route 109, Babylon, Long Island, New York.

Help Wanted—(Cont'd)

Announcers

Michigan regional radio station needs staff announcer immediately. Good modern sound, standards, albums, big band sound, the best of the top pops. Mature delivery, deep, voice wanted. Excellent employee benefits and advancement opportunities. Send resume and music, news, commercials tape to Box 5T, BROADCASTING. Interview in Michigan a must before position is filled.

Immediate opening top rated kilowatt operation in 1/2 million market. Seeking good middle of road announcer with first ticket. Suburban living, pleasant community near two large eastern cities. Rush tape, resume, salary expected. Box 24T, BROADCASTING.

Wanted experienced radio announcer, play by play sports, good salary. Immediate opening. Grace Heath, RADIO WLSE, Wallis, North Carolina, Phone ATwater 5-3320.

Can you up hold this northeast power houses' top rated pop format in the evening hours? Prove it by tape, resume. First ticket essential. Box 30T, BROADCASTING.

Happy New Year ahead for morning man we want. Must be experienced, mature, ear opener with ability to be full time good-will ambassador. Top rated 50kw northeast pop outlet. Picture, tape, resume. Box 49T, BROADCASTING.

Experienced female announcer. Run own board. References and tape required. 48 hour work week. No phone calls. Salary open. Apply KNIM, Maryville, Missouri.

Young, single announcer with restricted permit, capable news delivery. No "personalities." Daytime only KVWM, Showlow, Arizona. Broadcast school graduates also considered.

Announcer with first class ticket. WAMD, Aberdeen, Maryland.

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please!

Announcer. Previous experience necessary. Send tape resume first. Personal interview required if considered. WBIE, P. O. Box 91, Marietta, Georgia.

Are you a Negro personality that can do a tight top forty, modern Negro programmed format? Do you have good delivery, do news, and handle production? If you fill these requirements, Rounsaville Radio, Inc., is looking for you. Radio station WCIN, Cincinnati, Ohio; is going full-time, and increasing its power to 5000 watts. We want men who can do outstanding, professional job. Send edited tape and complete resume with picture; first letter to: General Manager, Radio Station WCIN, 3301 Beekman Street, Cincinnati 25, Ohio. All replies confidential. Material cannot be returned.

Morning personality needed by established newspaper owned station. We desire a man with a pleasant voice and mature delivery. Sales experience helpful. Salary open. Send resume, references and tape to James W. Poole, WFLS, Fredericksburg, Virginia.

Announcer, dj, for good music NBC mid-west affiliate. Must have experience. Good salary plus benefits. Send photo, tape and resume to Ed Huot, WTRC, Elkhart, Indiana.

Help Wanted—(Cont'd)

Announcers

DJ with 1st phone top 40 experience. \$115 per week. 1 1/2 overtime, double pay holidays. In St. Louis area, contact Chuck Norman, WGNU, Granite City, Illinois.

D.J. Comedy! Professional package now \$2.50. Box 92, Kansas City, 41, Mo.

First class combo man needed by January 15, 1963. Evening announce shift five days; 8-hour Sunday board trick; Monday off. Young and progressive staff; pleasant southwestern city; 5kw fulltime independent leader in market. Scheduled raises; fully paid hospitalization and other benefits. Opportunity in news or sales in addition to shift. Light studio maintenance required. Photo, tape, resume, credit & personal references to: Dennis Dean, Box 3266, Albuquerque, N.M.

Expanding staff! Minimum \$100 per 40 hour week to start. Need good announcer with first ticket no maintenance. Big band, modern format. No. 1 in 2 station market area. Permanent. Good future with growing station. Drifters need not apply. Send tape, resume, WMHI, RT 5, Frederick, Maryland.

Make yours a prosperous New Year. Apply now! Broadcast Employment Service, 4825 10th Ave., So. Minneapolis 17, Minn. Free application.

Technical

Gulf coast 5 kw directional station wants good audio engineer capable of maintenance and administrative work. Not afraid to get hands dirty. Experience with directional antenna systems helpful. Send resume, photo, financial and character references. Box 569R, BROADCASTING.

Chief engineer 1 kw southern New York state. Good salary. WVOS, Liberty, New York.

Engineer 5 kw am-fm directional south eastern station looking for a young ambitious first class engineer. Experience not necessary. Send application with full particulars to George Sokol, WGH Radio, Newport News, Virginia.

Immediate opening chief engineer, 500 watt am, fm-Grant. University town. Arden Booth, KLWN, Lawrence, Kansas.

Chief engineer needed yesterday for Christian fm radio station Springfield, Ohio. Announcing abilities will supplement first phone. If a christian man willing to engage in missionary project call collect 325-1596. Larry M. Weber, Manager.

Make yours a prosperous New Year. Apply now! Broadcast Employment Service, 4825 10th Ave., So. Minneapolis 17, Minn. Free application.

Production—Programming, Others

Experienced production manager for medium market midwest station. Excellent opportunity for man knowing production techniques and able to supervise staff. Interested in good, sharp sound. Send complete resume with photo together with minimum salary. Box 14T, BROADCASTING.

Need a "gal Friday" who knows traffic, copy writing and air work. The oldest station in a three station market in Florida. Please send tape complete resume and photo. Box 952R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Colored experienced professional. Best news and deejay. Run tight board. Graduate of three (3) radio schools. Will travel. Write Winston Blants, 1820 Adam Street, Gary, Indiana.

Old school announcer: Desires steady station. Write Carmine Diorio, 25 Elm Street, Peru, New York, or phone MI 3-9749.

D.J. announcer, mature, experienced moderate top 40. Relocate. Frank Sacks, 20557 Stout, Detroit 19, Michigan. KE 5-6680.

Technical

Television technician with 1st phone, and A.A.S. degree in radio and television production and programming, looking to apply experiences to television, have experience in film. Prefer northeast locale . . . but for good opportunity will travel. Box 41T, BROADCASTING.

Production—Programming, Others

Solid disc jockey experience in money-making number one top forty radio including McLendon, seeking program directors position with station wanting to be number one and make money. Box 912R, BROADCASTING.

Audience development! Program director, fourteen years. Small, medium and major markets. Available now on consulting or permanent basis. 60% audience increase for Boston: References. Box 924R, BROADCASTING.

Virginia program director. Married. 27. 8 years experience. Award winning newscaster. Desires station operations or programmer position. Excellent references. Box 932R, BROADCASTING.

Need news buildup? Make me director, guarantee tops. Present manager verify, no small markets. Mature, no glamour-just work! Box 19T, BROADCASTING.

TELEVISION

Help Wanted—Sales

Sales manager for race radio station. Unusual opportunity for young aggressive salesman with good radio experience to join dynamic organization. Box 51T, BROADCASTING.

Announcers

Top announcer, with interest in directing, to take over varied duties as assistant production manager. An excellent opportunity in a top market for an experienced announcer with production abilities. Send resume, photo and tape, to R. H. Anderson, Operations Director, KVOS-TV, Bellingham, Washington.

Combination announcer-newman-traffic for FM station. Opportunity to work into TV. Commercial radio or solid educational training prerequisite. Medium mid-west market. Please send tape, picture references, expected salary. Box 918R, BROADCASTING.

Technical

Chief engineer for small southeastern market with chain operation. Must have sufficient experience to assume fulltime maintenance on RCA transmitter. Reply Box 22T, BROADCASTING.

Immediate opening for experienced engineer for tv studio operation and maintenance. Write or phone (423-2440) Roger Sawyer, KGLO-TV, Mason City, Iowa.

Production—Programming, Others

Program manager needed in three station all V market in the North Central part of the country. The man needed must have production and programming experience, be community minded with a thorough understanding of the operations of a commercial television station. Starting salary \$8,000 to \$9,000. Please send complete resume to Box 27R, BROADCASTING.

Help wanted TV continuity writer, man or woman. Prefer radio, TV or agency experience. Opportunity for advancement, with southwest NBC TV affiliate. Box 33T, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

TV news editor with journalism background able to direct 5 man department and handle newscast. Top news station in west market. Send complete information. Box 916R, BROADCASTING.

Wanted artist-photographer, must be capable of doing layout work, sign painting and free-hand lettering. Also must be able to use Polaroid and 35MM cameras. Must be familiar of processing the above films for these cameras. Send resume and include sample of your work to Lyle Murphy, KBAK-TV, Channel 29, P.O. Box 1448, Bakersfield, California.

TELEVISION

Situations Wanted—Management

A TV Sales Manager should have a proven record in working with national reps and local sales staffs; should be a trained capable administrator, with top management background; should sell creatively and aggressively, inspiring others to do the same; should understand from inside experience how agency buys are made. I'm qualified; presently employed in major market; under 40. Outstanding references will verify successful broadcasting-advertising career. Mutual confidence imperative. Box 35T, BROADCASTING.

Announcers

Versatile, capable employed tv announcer. Nine years broadcasting. Married, responsible. relocate. Box 48T, BROADCASTING.

Mature, personable tv staffer, university graduate. 39, now major southeast market, must relocate immediately. Box 505R, BROADCASTING.

Five year newsman wants broadcasting-writing. Qualified for news director. Box 31T, BROADCASTING.

Production—Programming, Others

Program director, major market, seeking change. Ten years tv, radio. Experienced as talent, program, production, film, personnel. Move anywhere right opportunity. 34, family. Box 28T, BROADCASTING.

For Sale

Equipment

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/2" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Attention news directors. We have a good used film processor for sale. Write Box 971R, BROADCASTING for details.

Rayethon RC-11 single channel console clean and in excellent condition. In use presently. Going fm and must have dual channel, reason for selling. It's a honey. Call Mr. Fyfe, WSIP, Paintsville, Kentucky. Area code 606-789-5311. Better hurry.

Kinescope recorder GPL Model PA303, including: console on casters, recorder desk, Acme 35mm camera with mounting, H.V. condenser unit, power interlock, deflection unit, yoke, electric shutter, pulse counter, monitor control and power supplies, \$7,400.00. V. Kemper, EUE, 513 West 54th St., N. Y. 19, N. Y.

Used GE 3 kw fm transmitter and 500 watt Gates television transmitter. Prices and information available upon request. Contact John Whitt, Donrey Media Group, P. O. Box 88, Fort Smith, Arkansas.

New ATC cartridge, Model PR4, GR731A modulation monitor 8 tower lighting chokes. Trade for Magnecord equipment? Box 20T, BROADCASTING.

For Sale

Equipment

For Sale: One slightly used Seaburg 200 blond wood on metal stand with SBCU-1 broadcast control unit, \$400. One RCA type 73B professional disc recorder, make offer. Two slightly used Gates ST-101 spot tape machines, both for \$790. Frank C. Carman, KLUB, Salt Lake City, Utah.

RCA distortion analyzer. Good condition. Needs full set of tubes. First \$90 check takes it. WJOB, 6405 Olcott, Hammond, Indiana.

WANTED TO BUY

Equipment

Need used dual channel console which we will convert for stereo use. Send make, model number, year, price, condition to Chief Engineer, Broadcast Division, Kaiser Industries, Kaiser Center, Oakland 12, California.

Used RCA sideband analyzer model BW-5B or equivalent. Good condition. Contact Bob Ottmann, KBLL-TV, Helena, Montana.

Wanted: 400 foot tower for am. KZUN, Box 123, Spokane 68, Washington, WALNUT 4-2400.

Wanted by new UHF. 1 KW transmitter and studio equipment. Boucher, Box 293, Forest Knolls, California.

Spindler and Sauppe TV slide projector or equivalent. Technical director, WNOK-TV, 1811 Main Street, Columbia, South Carolina. ALPine 2-7737. State price and condition.

50 kw transmitter. Good condition. Other pertinent equipment considered. Box 50T, BROADCASTING.

Miscellaneous

Commercial productions. Top announcers. Satisfaction guaranteed. Special \$3.50, \$4 for \$10.00. 270 N. Crest Chattanooga, Tennessee.

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.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"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.

Religious time now available. Reasonable. W-RIP, Chattanooga, Tennessee.

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, 2603 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.

INSTRUCTIONS

"Are you cold?" Do you need a first phone? Sunny Florida, gulf beaches and an F.C.C. first phone in (5) five weeks "Guaranteed." Next class January 9th in beautiful Sarasota, Florida. Living quarters provided. Latest teaching methods. Connected with modern 1000 watt commercial station. 958-5954 . . . 3044 Bay Street.

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. 43rd, N. Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9, April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee. Hollywood. California.

RADIO

Help Wanted—Announcers

ANNOUNCER WANTED!!

WFBR-BALTIMORE, has opening for mature announcer who will do both news, and disc jockey work. If you're doing an outstanding job in a medium size market, you may be our man. Send tape, salary requirements and resume to Program Director, WFBR, 13 East 20th Street, Baltimore 18, Maryland.

TELEVISION

Help Wanted—Sales

WXIX-TV CHANNEL 18

Looking for a hard-hitting commercial staff, for a hard sell station.

Right men must believe in future of UHF. We do have great plans!! Must have proven record in local and national sales approaches. Salary and incentive.

Call General Manager, Lawrence Turet, Broadway 2-1818, or send complete details first letter in care of Schroeder Hotel, Milwaukee, Wisconsin.

TELEVISION

Situations Wanted—Sales

Mature, energetic (36) familiar with all

phases television advertising from making initial approach and getting the order to writing and producing the announcement, desires to broaden his perspective. Experience includes working out market presentations and dealing with reps and timebuyers in all major advertising centers. Basically looking for job that offers opportunity to progress into management. Presently employed in tv as local sales manager. Please direct inquiries to:

Box 34T, BROADCASTING

INSTRUCTIONS

"Since 1947" RADIO-TV ANNOUNCING COURSES

ENGINEER & 1st FONE COURSES

Guaranteed Placement Service. Attention Managers: A few Outstanding Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE

"Since 1947"

207 Madison, Memphis, Tenn.

For Sale

Equipment

BROADCAST PARTS WE BUY AND SELL UNUSED

XLR 3-13 connectors \$10 a dozen. Tubes 4-4000A \$35 each; \$65 a pair. SAVE 10% OR MORE—We welcome your inquiry on all special purpose and transmitting tubes.

A-OK ELECTRONICS

P. O. Box 38350
Hollywood, California
Hollywood 5-8774

Miscellaneous

WE BUY AND SELL UNUSED BROADCAST PARTS SAVE 10% AND MORE

Audio & Linear Taper AB Pots, Tubes, Capacitors, Meters, Connectors PC, UG, XLR, UA, MS, AN, DPD and many other hard to find broadcasting parts.

A-OK ELECTRONICS

P. O. Box 38350
Hollywood, California
Hollywood 5-8774

For Sale—(Cont'd)

Equipment

FOR SALE

GE TY70G

Eight Bay Batwing Antenna tuned for Channel 13 Power Gain 8.3
44 KW Input Capability.

PAUL TURCHAN

CKCO-TV

864 King Street West

Kitchener, Ontario

USED AND REBUILT EQUIPMENT

QUANTITY		PRICE
4	Gates BC-500GY, FCC approved 500 watt AM transmitters. These are completely rebuilt, have new tubes and tested to your frequency. In our opinion, as good as new. New price \$4500.00	(B) \$2750.00
2	Gates BC-250C-1, 250 watts AM now on 1490 kc. Good condition.	(A) 800.00 (B) 1000.00
3	Gates BC-250C-1, 250 watts AM. Choice of 1050 kc, 1240 kc and 1400 kc. Only fair condition but ideal if you will put some work on them.	(C) 495.00
1	GE 4BT20A1, 250 watts AM on 1340 kc. Needs a good clean up but in pretty good condition.	(C) 660.00
3	Raytheon RA250, 250 watts AM. Choice of 1230 kc, 1310 kc and 1450 kc. All in fair to good condition.	(A) 850.00 (B) 1050.00
1	Federal 192A, 3000 watt FM. An old one but worth the price if the buyer will clean it up.	(C) 1995.00
USED FM ANTENNAS		
1	Andrew 4-bay Multi-V for 106.1 Mc., as is.	850.00
1	Andrew 8-bay Multi-V for 100.4 to 105.4 Mc. Price includes tuning.	2750.00
1	Collins 37M-6, 6-bay for 102-104 Mc. Price includes tuning.	2250.00
TV TRANSMITTERS		
1	Gates new FCC approved BT-1AEI, 500 watt. for any channel 7 through 13. This is a discontinued model but excellent for a new small station or standby. Original price \$16,750.00.	(B) 7500.00

NOTE: A—Supplied untuned or tested and buyer purchases as is.
B—Tuned and tested on frequency.
C—Supplied as traded in and priced to sell at buyer's risk.

WRITE OR WIRE
Franz Cherny—Gates Radio Company
Tel. 222-8202
Quincy, Illinois

For Sale

Stations

FOR SALE 5 KW

Daytimer in top 25 market. Could go full-time directional. No Brokers
Box 10T, BROADCASTING

FOR SALE

5 kw OAK DUMONT U.H.F. T.V.
STATION CH. NO. 27
WITH COMPLETE STUDIO EQUIP.

LESS CAMERAS.
WILL ENTERTAIN TERMS.
MILEX ELECTRONICS
460 Jericho Turnpike
Mineola, New York
Phone: Pioneer 7-3302

STATIONS FOR SALE

BEST HOLIDAY
WISHES TO ALL!

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

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

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

**For Best Results
You Can't Top A
CLASSIFIED AD**

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 13 through Dec. 19 and based on filings, authorizations and other actions of the FCC in that period.

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

ACTION BY FCC

Linden, N. J.—New Jersey Tv Bcstg. Corp. Granted cp for new tv to operate on vhf ch. 47 (668-674 mc); ERP 200 kw vis., 108 kw aur. Ant. height above average terrain 580 ft., above ground 194 ft. Estimated construction cost \$436,150; first year operating cost \$240,000; revenue \$260,000. P. O. address 1020 Broad St. Newark 1. Studio location Newark; trans. location West Orange, N. J. Geographic coordinates 40° 47' 15" N. Lat., 74° 15' 18" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFU-24DM. Legal counsel Marmet & Schneider, Washington, D. C., consulting engineer Paul Godley, Great Notch, N. J. Principals: Nera Braverman (116½ shares), Issac Blonder (58½ shares), Eugene Sherman, John Van Drill, Robert Helft, Frederic C. Sasse, and E. B. Berlinrut (each 11½ shares). Commission reserved right to substitute another channel should it delete ch. 47 from New Brunswick (where it is now assigned). Comnr. Bartley dissented. Action Dec. 17.

APPLICATIONS

San Francisco, Calif.—Bible Fellowship Hour. Uhf ch. 38 (614-620 mc); ERP 113.3 kw vis., 56.9 kw aur. Ant. height above average terrain 1262.5 ft., above ground 320 ft. Estimated construction cost \$97,000; first year operating cost \$72,000; revenue \$80,000. P. O. address c/o Victor M. Ives, 2355 Honolulu, Montrose, Calif. Studio and trans. location with 1.2 miles south of San Francisco (San Bruno Mt.). Geographic coordinates 37° 41' 26" N. Lat., 122° 26' 14" W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-24DAM. Consulting engineer Elbert H. Dean, Fresno, Calif. Principals: T. Myron Webb is president of non-profit corporation (no stock issued). Ann. Dec. 13.
West Lebanon, N. H.—Upper Valley Tv Bcstrs. Inc. Uhf ch. 28 (542-548 mc); ERP 498 kw vis., 248 kw aur. Ant. height above average terrain 235 ft., above ground 102 ft. Estimated construction cost \$32,360; first year operating cost \$13,680; revenue \$29,200. P. O. address c/o Nelson A. Crawford, president, 12 Main St., West Lebanon. Studio and trans. location both Lebanon. Geographic coordinates 43° 39' 19" N. Lat., 72° 17' 43" W. Long. Type trans. Adler Electronics UT-100, type ant. RCA TFU6A. Legal counsel McKenna & Wilkinson, Washington, D. C.; consulting engineer George R. Townsend, Springfield, Mass. Principals: Nelson A. Crawford & Donald L. Muller (each 49.4%) and Helen E. Crawford (1.2%). Ann. Dec. 13.

Existing tv stations

CALL LETTERS ASSIGNED

KICB-TV Corona, Calif.—Kaiser Industries Corp.
KFOG (TV) San Francisco, Calif.—Kaiser Industries Corp.
*WCLP-TV Chatsworth, Ga. — Georgia State Board of Education.
WTAFF-TV Marion, Ind.—Geneco Bcstg. Inc. Changed from WTAFF (TV).
WUHF (TV) Milwaukee, Wis.—WXIX Inc. Changed from WXIX (TV).

APPLICATION

WITN-TV Washington, N. C.—Mod. of cp, which authorized installation of aux. trans. at main trans. site, to extend completion date. Ann. Dec. 19.

Existing am stations

APPLICATIONS

Gordon, Ga.—Heart of Georgia Bcstg. Inc. 1560 kc, 5 kw-D, DA. P. O. address Box 749, Macon, Ga. Estimated construction cost \$30,432; first year operating cost \$40,000; revenue \$45,000. Principals: Voice of The Hills Foundation Inc. (66%), J. Robert Moon (33%) and Robert L. Rice (1%). President of Voice Foundation, non-profit corporation, is Rev. J. Byrl Sessions. Ann. Dec. 17.

Murfreesboro, N. C.—Murfreesboro Bcstg. Corp. 1080 kc, 500 w-D. P. O. address Box 323, Murfreesboro. Estimated construction cost \$19,524; first year operating cost \$25,000; revenue \$35,000. Principals: Donald A. Burnett, R. A. Emanuelson Jr. and Wallace W. Page (each 33½%). Mr. Burnett is employee of WLPN Suffolk, Va.; Mr. Page is reporter for Virginian-Pilot, Suffolk newspaper. Ann. Dec. 13.

South Norfolk, Va.—South Norfolk Bcstg. Co. 1600 kc, 1 kw-D. P. O. address 202 W. Church St., Manassas, Va. Estimated construction cost \$17,961; first year operating cost \$55,000; revenue \$70,000. Principals: Harold H. Hersch, Samuel J. Cole & L. W. Gregory (each 30%) and William L. Forbes (10%). Mr. Hersch is majority owner of WQUA Quantico and minority owner of WPRW-AM-FM Manassas, both Virginia; Mr. Cole is minority owner of WPRW-AM-FM; Mr. Gregory is sole owner of WISZ Glen Burnie, Md.; Mr. Forbes is attorney. Ann. Dec. 13.

CALL LETTERS ASSIGNED

WOSL Kissimmee, Fla.—Osceola Bcstg. Inc. Changed from WKBX.
WMEL Pensacola, Fla.—Wheeler Bcstg. Inc. Changed from WDEB.
KQTY Salina, Kan.—Salina Radio Inc. Changed from KSRI.
KCLH Blue Earth, Minn. — Faribault County Bcstg. Co.
KRIK Roswell, N. Mex.—Neil N. Levitt.
WSTH Taylorsville, N. C.—Alexander Bcstg. Inc.
KMRE Spokane, Wash.—Moore Bcstg.

APPLICATIONS

WFEB Sylacauga, Ala.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Dec. 19.
KNEL Brady, Tex.—Mod. of license to change hours of operation from unl. to SH (6-7 a.m. Mon.-Sat., 8 a.m. to 1 p.m. Sun.). Ann. Dec. 18.
WOVE Welch, W. Va.—Mod. of license to change hours of operation to unl. from SH. Ann. Dec. 18.

New fm stations

APPLICATIONS

Ahoskie, N. C.—Roanoke Chowan Bcstg. Inc. 92.9 mc. ch. 225, 54 kw. Ant. height above average terrain 265 ft. P. O. address Box 232, Ahoskie. Estimated construction cost \$25,520; first year operating cost \$12,000; revenue \$18,000. Principals: J. B. Burden, Ralph L. Basnight, Wayland Jenkins Jr. & L. L. Wilkens (each 16.75%) and N. W. Garrett, Herman L. Lipsitz, Mrs. N. S. Garrett & Mary J. Lipsitz (each 8.37%). Applicant also owns WRCS Ahoskie. Ann. Dec. 13.

Germantown, Ohio—Bee Jay Bcstg. Co. 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 300 ft. P. O. address R.R. #2 Box 447A, Germantown. Estimated construction cost \$16,000; first year operating cost \$10,500; revenue \$14,400. Harold J. Wright, employe of state of Ohio, is sole owner. Ann. Dec. 19.

Existing fm stations

CALL LETTERS ASSIGNED

KIFM (FM) Bakersfield, Calif.—Booth Bcstg. Co.
WHEB-FM Portsmouth, N. H.—Knight Bcstg. of New Hampshire Inc.
*KUID (FM) Moscow, Idaho—Regents of U. of Idaho.
WHUB-FM Cookeville, Tenn.—WHUB Inc.
WOLA (FM) San Juan, P. R.—Ochoa Bcstg. Corp.
*KUNR (FM) Reno, Nev.—U. of Nevada.
WBRD-FM Bradenton, Fla.—Sunshine State Bcstg. Inc.
KLWN-FM Lawrence, Kan.—Lawrence Bcstrs. Inc.
WKTA (FM) McKenzie, Tenn.—Carroll Bcstg. Co. Changed from WMKT (FM).
KXOL-FM Fort Worth, Tex.—KXOL Inc. Changed from KXFM (FM).
KADM (FM) Golden Valley, Minn.—Western Bcstg. Corp. Changed from KEVE-FM.
WTAY-FM Robinson, Ill.—Ann Bcstg. Corp.

APPLICATION

WFMG (FM) Gallatin, Tenn.—Cp to change to 104.7 mc, ch. 284, from 104.5 mc, ch. 283. Ann. Dec. 18.

Ownership changes

ACTIONS BY FCC

WGEA Geneva, Ala.—Granted assignment of license from Miles H. Ferguson (90%) and Celeste M. Ferguson (10%), d/b as Radio South Alabama Inc., in Geneva County Bcstg. Inc., group headed by Olin Johnson (5.8%) and consisting of 47 other stockholders owning 5.8% or less. Consideration \$43,120. Mr. Johnson owns furniture store. Action Dec. 19.
WTHG Jackson, Ala.—Granted transfer of control of licensee corporation, Jackson Bcstg. Inc., from T. H. Gaillard Jr. (100% before, 20% after) to Rowdy McGee (57.6 shares) and Lennette Horton & Fred Huggins (each 19.2 shares). Consideration \$37,500. Mr. McGee is part owner of WJAM Marion, Ala.; Lennette Horton is employed by WTHG; Mr. Higgins is employed by WCTA Andalusia, Ala. Action Dec. 17.
KJKJ Flagstaff, Ariz.—Granted assignment of cp from Joseph E. Patrick and Joseph A. Brandt (each 50%), d/b as Dateline Bcstrs., to same persons in same percentage tr/as Dateline Bcstrs. Inc. No consideration. Both applicants presently work for KRUX of cp from Joseph E. Patrick (50%) and Glendaie, Ariz. Action Dec. 14.
KOBY Tucson, Ariz.—Granted transfer of control of permittee corporation, Grabet Inc. Radio Enterprises, from Thomas B. Friedman (33 1/3%) to Fred L. Vance (33 1/3% before transfer, 66 2/3% after). Consideration \$7,500. Mr. Vance is gen. mgr. of KOAT-TV & KVOA-TV, both Albuquerque, New Mexico. Action Dec. 19.
KFAC-AM-FM Los Angeles, Calif.—Granted assignment of licenses and SCA from E. L. Cord (100%), d/b as Los Angeles Bcstg. Co., to Cleveland Bcstg. Inc., large corporation with more than 50 stockholders. Consideration \$2,000,000 and covenant not to compete for 5 years within 50 miles. Assignee also owns WERE-AM-FM Cleveland and WLEC-AM-FM Sandusky, both Ohio. Action Dec. 17.
KOLR Sterling Bcstg. Corp., Sterling, Colo.—Is being advised that application for assignment of license to Theodore W. Austin, tr/as Austin Bcstg. Co., does not meet exceptions to hearing requirements of Sec.

1.365 for transfers of stations held less than 3 years; afforded licensee 20 days to notify commission whether it desires to prosecute application through hearing process. Action Dec. 17.

WSDS Homestead, Fla.—Granted assignment of license from J. Abney Cox and Albert F. Adams (each 1/3) and Sam Clammer and Western Bcstg. Co. (each 1/3), d/b as South Dade Bcstg. Inc., to Richard M. and Marjorie E. Gillaspay (each 50%), tr/as Seven League Production Inc. Consideration \$144,500. Western Bcstg. is owned by Altus Times-Democrat Inc. (Altus Times-Democrat) which has 50% of KWHW Altus, Okla. Seven League is film production firm. Action Dec. 13.

WILZ St. Petersburg Beach, Fla.—Granted transfer of control of licensee corporation, Holiday Isles Bcstg. Co., from Charles W. Mackey & Richard L. Marsh (58.4% in privity), William D. Mangold (23.9%), George S. Saltsman (9.7%), Jack Faulkner (3%) and estate of Charles L. Spence (7.6%) to Mr. Mackey (65.9% individually), Mr. Marsh (28.5% individually) and estate of Mr. Spence (7.6%). Consideration \$23,442. Messrs. Mackey and Marsh own 70% and 30% respectively of WGGG Gainesville, Fla. Action Dec. 14.

WPLO-AM-FM Atlanta, Ga.—Granted assignment of license from Plough Bcstg. Company, Inc., wholly owned by Plough Bcstg. Inc., to latter company. No financial consideration involved. For other information see WMFS-AM-FM Memphis application below. Action Dec. 17.

WIGO Indianapolis, Ind.—Granted assignment of cp from Ralph L. Walton (100%) to Mr. Walton (100%), d/b as Capitol Bcstg. Corp. No financial consideration. Mr. Walton is part owner of WMRT-AM-FM Lansing, Mich.; also owns advertising agency. Action Dec. 14.

KLIC Monroe, La.—Granted assignment of license from estate of Dr. Frank P. Cerniglia (100%), to Mrs. Marie Z. Cerniglia (100%), administratrix of Dr. Cerniglia's estate. No financial consideration involved. Action Dec. 14.

WSER Elkton, Md.—Granted assignment of cp from L. Edward Pamphilon, Glen L. Musser & Howard S. Frazier (each 33.16%) and Harry J. J. Bellwoar Jr. (.052%), d/b as Suburban Bcstg. Corp., to Russell H. Morgan (70%), E. Elwood Baumgardner and Howard E. Koontz Jr. (each 15%), tr/as WSER Inc. Consideration \$7,000. Mr. Morgan owns 1.67% WBMD Baltimore, and Mr. Morgan (46.9%), Mr. Baumgardner and Mr. Koontz (each 3.54%) own majority interest in WTTR Westminster, Md. Action Dec. 17.

WCOP-AM-FM Boston, Mass.—Granted assignment of license from Plough Bcstg. Corp., wholly owned by Plough Bcstg. Inc., to latter company, large corporation of more than 50 stockholders. No financial consideration involved. See WMPS-AM-FM Memphis below for other information. Action Dec. 14.

WRUL Scituate, Mass.—Granted assignment of license and cy (and renewal of license) from Metromedia Inc., corporation with more than 50 stockholders, to International Educational Bcstg. Corp., wholly owned by Corporation of the President of the Church of Jesus Christ of Latter-day

Saints (no stock issued), president of which is David O. McKay. Consideration \$1,771,850 and agreement not to compete for 10 years in international short wave broadcasting. Assignee has majority interest in KSL-AM-FM-TV Salt Lake City, Utah; minority interest in KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho. Brigham Young U. is licensee of *KBYU-FM-TV. Action Dec. 17.

KKIN Atkin, Minn.—Granted assignment of license from Fred H. Moegle and Albert H. Wiese (each 50%), d/b as Lake Region Bcstg. Service, to same persons tr/as Lake Region Bcstg. Service Inc. No financial consideration involved. Action Dec. 14.

WBKN Newton, Miss.—Granted assignment of license from E. L. Burns (100%) to Mr. Burns (60%) and Aubrey L. Underwood (40%), d/b as Newton County Bcstg. Co. Consideration \$8,000. Action Dec. 13.

KGHL-AM-TV Billings, Mont.—Granted assignment of license from P. N. Fortin (50%) and Warren J. and Kenneth L. Hancock (each 25%), d/b as Midland Empire Bcstg. Co., to Paul Crain, Dan Snyder (each 30%), Mr. Fortin (12.5%), Messrs. Hancock (each 6.25%), Thor Myhre, Bjarne Johnson, and James Battine (each 5%), tr/as Crain-Snyder Tv Inc. Consideration \$745,000. Mr. Crain owns 42% KQTY Everett, Wash., 25% KQDI Bismarck, N. D., 50% KUDI Great Falls, Mont., sole owner KUDY Spokane, Wash., and 38% of KRTV (TV) Great Falls. Mr. Snyder is 51% owner of KRTV (TV) Great Falls. Action Dec. 17.

KGHL Billings, Mont.—Granted assignment of license from above principals of Crain-Snyder Tv Inc., to George C. and Wilda G. Hatch (each 50%), tr/as Copper Bcstg. Co., through 100% ownership by Salt Lake City Bcstg. Inc. Consideration \$204,285. Crain-Snyder expects no financial gain from transaction. Assignment is contingent upon grant of KGHL-AM-TV from Midland Empire to Crain-Snyder. Salt Lake City is licensee of KALL Salt Lake City. Action Dec. 17.

KQTE Missoula, Mont.—Granted transfer of control of licensee corporation from Marion E. Dixon (87 shares), William J. Strothman (77 shares), Donald Haines, L. A. Dixon, Mabel Ginoff, and Lester Madsen (each 10 shares), to Lewis Vetere (60.4%). Consideration \$5,896 to transferees. Mr. Vetere is owner catv system (Vetere Motor & Tv Inc.) and automobile dealership. Action Dec. 14.

WHAM & WHFM (FM) Rochester, N. Y.—Granted assignment of license from William F. Rust Jr. (77.5%) and Ralph Gottlieb (22.5%), d/b as Genesee Bcstg. Corp., to same persons in same percentile tr/as Rust Bcstg. Inc. No financial consideration involved, as purpose of assignment is to liquidate Genesee. Rust also owns WKBR-AM-FM Manchester and WTSN Dover, both New Hampshire, and WAEB-AM-FM Allentown, WNOW-AM-FM York & WRAW Reading, all Pennsylvania, and is applicant for ch. 13 in Dover. Action Dec. 17.

WGPA-AM-FM Bethlehem, Pa.—Granted assignment of license from Pauline H. Adams & Girard Trust Corn Exchange Bank (77%), trustees, B. Ellis Service (10%), Donald S. Taylor (9%) and John Strohmeyer (4%), d/b as Bethlehem's Globe Publishing Co., to same persons tr/as

\$1500 for COMPLETE RADIO IBM System

Automatically handles logs, affidavits, statements, projections, sales journal, receipts journal. Price includes wired panels, flow charts, sample forms and procedure manual.

**CONTACT: J. E. Knoll, KIMN
5350 W. 20th, Denver 15, Colo.**



EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

A. B. E. Bestg. Co. No financial consideration, as assignment is to facilitate business dealings. Action Dec. 14.

WLAJ La Follette, Tenn.—Granted acquisition of positive control of licensee corporation, La Follette Bestg. Inc., from James B. Childress (36.46% before transfer, 3.12% after) by David A. Rawley Jr. (36.46% before, 69.80% after). Consideration \$17,900. Action Dec. 14.

WENO Madison, Tenn.—Granted transfer of negative control of licensee corporation, Central Bestg. Corp., from Walter A. Duke (50%) to Cohen T. Williams (14.11%), Joe D. Williams (8.77%), trust fund for two children of C. T. Williams and four children of J. D. Williams (24.04%) and more than 15 others d/b as Martha White Mills Inc. (50%). Consideration \$175,000. Other 50% of WENO is owned by H. C. Young Jr., who also shares ownership of WGUS North Augusta, S. C., with Martha White Mills. Action Dec. 17.

WMP5-AM-FM Memphis, Tenn.—Granted assignment of license from WMP5 Inc., wholly owned by Plough Bestg. Inc., to latter company, large corporation with more than 50 stockholders. No financial consideration involved. Also see applications of WCOP-AM-FM Boston and WPLO-AM-FM Atlanta; in addition, Plough owns WJJD-AM-FM Chicago and WCAO-AM-FM Baltimore. Action Dec. 17.

WKSR Pulaski, Tenn.—Granted assignment of license from John R. Stephens (100%), d/b as Richland Bestg. Co., to George M. Martin Jr. & Dee L. Hoover (each 33 1/3%) and Alma S. Myers & Allene W. Cane (each 16 2/3%). tr/as The Richland Bestg. Co. Consideration \$130,000. Mr. Stephens is retiring, and all new owners are presently employed by WKSR. Action Dec. 14.

KFMN (FM) Abilene, Tex.—Granted assignment of license from Lowell G. Perry (45%), Chapin Ross (45%) and Earline Perry (10%), d/b as Fine Music Enterprises, to L. G. Perry (90%) and Earline Perry (10%), tr/as company of same name. Consideration \$531 and assumption of debt. Action Dec. 14.

KMCO Conroe, Tex.—Granted acquisition of positive control of licensee corporation, Montgomery County Bestg. Inc., from Fred Petty Sr. (43%) to Reagan Smith (43% before transfer, 86% after). Consideration \$25,000. Action Dec. 13.

KQOT Yakima, Wash.—Granted 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 \$1,784. Mrs. McCue is employed by KXLE Ellensburg, Wash. Action Dec. 14.

APPLICATIONS

KIFW Sitka, Alaska—Seeks assignment of license from Harry C. Lanz (32%), Howard C. Bradshaw (27%) and more than 15 others, d/b as Sitka Bestg. Inc., to Alvin O. Branstedt (22.67%) and more than 15 others, tr/as Midnight Sun Bestrs. Inc. Consideration \$21,310. Applicant also owns KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks and KTKN Ketchikan, all Alaska. Ann. Dec. 18.

KVEE Conway, Ark.—Seeks assignment of license from J. C. Willis (52%) and Hugh C. Jones, Harold J. Nichols & William E. Cooper (each 16%), d/b as Central Arkansas Bestrs., to G. H. Dodson (100%), tr/as Dorate Bestg. Co. Consideration \$40,517. Mr. Dodson owns several catv systems. Ann. Dec. 19.

KRE-AM-FM Berkeley, Calif.—Seeks assignment of license from Central California Bestrs. Inc. (more than 15 stockholders) to Dickens J. Wright Assoc. (78%, 8% as nominee), Alvin Schonfeld (5%, 5% as nominee) and Robert P. Baruch (2%, 2% as nominee), d/b as KPAT Inc. Dickens J. Wright Assoc., broadcast management consultant firm, is owned by Dickens J. Wright and Paul Bauman (each 50%). Consideration \$500,000. Ann. Dec. 17.

WPOM Pompano Beach, Fla.—Seeks assignment of license from Albert J., Donald J. and Marion M. Owler (100% as family), d/b as Almaron Inc., to same persons tr/as Almaron Inc. of Florida. No financial consideration involved. Ann. Dec. 18.

WSMA Smyrna, Ga.—Seeks assignment of license and cp from Mitchell Melof (100%) to Mr. Melof (100%), d/b as Don Mitchell's WLAQ Inc. No financial consideration in-

involved. Mr. Melof also owns WLAQ Rome and WDJK (FM) Smyrna, both Georgia. Ann. Dec. 13.

WGUY Bangor, Me.—Seeks transfer of control of licensee corporation, Bangor Bestg. Corp., from Faust Couture (25%) to Louis J. Borgatti (25% before transfer, 50% after). Consideration \$7,500. Ann. Dec. 19.

KLOH Pipestone, Minn.—Seeks assignment of license from C. B. Thomas (23.20%), H. L. Dibble (18.10%), Ordner T. Bundlie Sr. (14.79%) and others, d/b as Pipestone Radio Corp., to Robert E. Ingstad (56 2/3%), Mary Jean Ingstad (43%) and Alfred G. Berry (1 1/3%), tr/as KLOH Inc. Mr. Ingstad is majority owner of KOVC Valley City, KBMW Breckenridge-Wahpeton & KEYD Oakes and part owner of KEYJ Jamestown, all North Dakota, and majority owner of KWAD Wadena, Minn.; Mrs. Ingstad is minority owner of KOVC, KBMW and KWAD; Mr. Berry is part owner of KOVC, KBMW, KWAD and KEYJ. Ann. Dec. 19.

KBTC Houston, Mo.—Seeks assignment of license from Maurice W. Covert, Warren R. McKnight, S. E. Ferguson, Raymond E. & William H. Duff & Nolan R. Hutcheson (each 15.625%) and A. W. Roffe (6.250%), d/b as Radio Co. of Texas County, to same persons tr/as Radio Co. of Texas County Inc. No financial consideration involved. Ann. Dec. 19.

KMMO Marshall, Mo.—Seeks transfer of control of licensee corporation, KMMO Inc., from present stockholders to MFA Security Service Co., company of which all present stockholders are officers and directors. Consideration \$1,000. Ann. Dec. 13.

KBLL-AM-TV Helena, Mont.—Seeks assignment of license from W. L. Piehl (34%) and more than 15 others, d/b as Helena TV Inc., to Bob Magness, Mr. Piehl & Paul B. McAdam (each 26.67%), A. W. Scribner (13.32%) and Darryl A. Lee (6.67%), tr/as Capital City Tv Inc. Consideration \$5,000 cash and assumption of obligations in amount of \$255,000. Mr. McAdam is 99.9% owner of KPRK Livingston, Mont., and owner of several catv systems; Mr. Scribner previously 9.68% owner of KBLL-AM-TV; Mr. Magness owns several catv systems; Mr. Lee is KBLL-AM-TV's sales manager. Ann. Dec. 18.

WAEL Mayaguez, P. R.—Seeks transfer of negative control of license of licensee corporation, WAEL Inc. from Mario Acosta and Mario Acosta Jr. (50%) to Manuel Pirallo (50%). Consideration \$50,000. Mr. Pirallo is part owner of WSIO Ponce, WMIA Arecibo and WWWW Rio Piedras, all Puerto Rico. Ann. Dec. 13.

KPNG Port Neches, Tex.—Seeks assignment of license from Joseph S. Trum, d/b as Mid-County Radio, to Mr. Trum (35.2%) and more than 15 others, tr/as Mid-County Radio Inc. Mr. Trum will hold all voting stock. Consideration is assumption of debt by corporation. Ann. Dec. 13.

WWRJ White River Junction, Vt.—Seeks assignment of license from Emily S. Storkerson (49%), Philip C. (26%) & Shirley Z. (24.5%) Smith and John M. Storkerson (.5%), d/b as White River Enterprises Inc., to Lee Nolan (74.8%), Frederick M. Daley Jr. (25%) and Jean S. Nolan & Raffaele M. Terino (each 1%), tr/as Green Mountain Radio Inc. Consideration \$10,000 cash and assumption of liabilities not to exceed \$25,000. Mr. Nolan is announcer at WITN-TV Washington, N. C.; Mr. Terino is attorney; Mrs. Nolan is housewife. Ann. Dec. 18.

WFRV (TV) Green Bay, Wis.—Seeks assignment of license from George W. Norton Jr. (100%), d/b as Valley Telecasting Co., to Mr. Norton, tr/as Valley Bestg. Inc. No financial consideration involved. Mr. Norton also owns WAVE-AM-TV Louisville, Ky., and WFIE (TV) Evansville, Ind. Ann. Dec. 13.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Basal P. Cooper issued initial decision looking toward granting application of Stuart W. Epperson for new am to operate on 1500 kc, 1 kw, DA, D, in Winston-Salem, N. C.; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Dec. 19.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Seaport Bestg. Corp. for new am to operate on 1300 kc 1 kw, DA, D, in Lancaster, N. Y., engineering condition;

and denying competing applications seeking same facilities of WEXC Inc., Depew; Leon Lawrence Sidell, Hamburg, and De-Lan Inc., Depew, all New York. Action Dec. 19.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Edgar G. Shelton Jr. for new am to operate on 1520 kc, 250 w, D, in West Chester, Pa.; conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Dec. 19.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Central Coast Tv for new tv to operate on ch. 12 in Santa Maria, Calif., and denying competing application of Santa Maria Telecasting Corp. Action Dec. 18.

DESIGNATED FOR HEARING

WAXE, R. M. Chamberlin Vero Beach, Fla.—Designated for hearing application for renewal of license on issues to determine whether, since March 21, 1960, licensee operated station contrary to 21 provisions of rules, whether he maintained adequate control and supervision over operation of station during period of most recent license renewal, whether he instructed his employees to violate rules with particular regard to maintenance of transmitter logs, and whether he possesses requisite qualifications to be commission licensee. Commissioners Hyde, Lee and Craven dissented. Action Dec. 17.

Paul Dean Ford, Casey, Ill.—Designated for hearing application for new daytime am station to operate on 800 kc, 250 w; made KREI Farmington, Mo., party to proceeding. Action Dec. 17.

OTHER ACTIONS

■ By memorandum opinion & order, commission waived rules and accepted for filing application of Capital Bestg. Inc. for new am to operate on 1270 kc, 1 kw-L, 250 w-N, in Bismarck-Mandan, N. D. (license of KBOM, which operates on these facilities, was revoked by commission effective Feb. 17, 1963). At same time, commission gave notice that Capital's application will be available for processing on Jan. 28, 1963. Action Dec. 17.

■ By letters, commission denied requests for waiver of Sec. 1.354 of rules and returned as unacceptable for filing under May 10 am partial freeze order following applications for new daytime stations: Alfred B. Dickenson (1380 kc, 500 w), Lebanon, Va., and Radio Oshkosh Inc. (690 kc, 1 kw, DA), Oshkosh, Wis. Commissioner Hyde dissented. Action Dec. 17.

KGFX Pierre, S. Dak.—Granted petition for waiver of Sec. 1.354 of rules and accepted for filing application to increase hours of operation from specified to normal daytime period of local sunrise to local sunset. (Is licensed on 630 kc, 200 w, S.H.) Action Dec. 17.

■ By memorandum opinion & order, commission (1) dismissed petition by National Association of Broadcasters to intervene in inquiry into local tv programming in Omaha but (2) permitted NAB to offer evidence relevant to three issues in inquiry during week of Jan. 28 provided it conforms to announced procedure and, further (3) to file within 30 days after taking of testimony at Omaha written statement setting forth its views. Action Dec. 17.

■ By order, commission established definite date within which competing applications for cp for new tv stations on ch. 5 in Boston, Mass., may be filed with assurance of comparative consideration with application of WHDH Inc. for renewal of license of WHDH-TV on that channel. It ordered that such applications may be filed between Jan. 26 and March 26, 1963. Such date is not cut-off date after which applications cannot be filed; date simply delineates so-called "sure" period within which prospective applicant need not fear being cut-off by prior commission action granting or designating for hearing. Commissioner Craven not participating. Action Dec. 17.

■ By order, commission denied petition by Storer Bestg. Co. for review of Review Board's Oct. 19 refusal to revise overlap issue in proceeding on its application to increase power of station WJBK Detroit, Mich. Action Dec. 17.

■ By order, commission granted petition by Potomac Bestg. Inc. and further extended

to Jan. 25, 1963, time to respond to petition by Keyser Bcstg. Corp. for reconsideration and stay of processing of Potomac's application for new am in Keyser, W. Va. Action Dec. 17.

■ By order, commission dismissed with prejudice application of United Tv Co. of New Hampshire to move trans. site and increase ant. height of station WMUR-TV (ch. 9) Manchester, N. H., and terminated proceeding in Doc. 13944. WMUR-TV failed to show good cause warranting dismissal without prejudice. Action Dec. 17.

■ Commission gives notice that Oct. 22 initial decision which looked toward granting application of Rockland Bcstrs. for new am station to operate on 910 kc, 1 kw, DA, D, in New City, N. Y., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, became effective Dec. 11 pursuant to Sec. 1.153 of rules. Action Dec. 17.

■ Commission gives notice that Oct. 22 initial decision which looked toward granting application of Elbert H. Dean & B. L. Golden for new am station to operate on 1240 kc, 250 w, un1, in Lemore, Calif., became effective Dec. 11 pursuant to Sec. 1.153 of rules. Action Dec. 17.

■ Commission gives notice that Oct. 24 initial decision which looked toward granting application of WEZY Inc. to increase daytime power of WEZY Cocoa, Fla., from 500 w to 1 kw, continued operation on 1350 kc, 1 kw-N, DA-N, conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, became effective Dec. 13 pursuant to Sec. 1.153 of rules. Action Dec. 17.

■ By order, commission granted petition by Miners Bcstg. Service Inc. (WMBAA), Ambridge-Aliquippa, Pa., and extended time to Dec. 21 to file exceptions to initial decision in proceeding on its application and Monroeville Bcstg. Co., Monroeville, Pa. Action Dec. 13.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Progress Valley Bcstrs. Co. and Shakopee Bcstg. Co., applicants for new am stations in Shakopee, Minn., and extended to Dec. 21 time to respond to Broadcast Bureau's comments on their joint petition for approval of agreement. Action Dec. 18.

■ Granted petition by Broadcast Bureau and extended to Dec. 20 time to file its exceptions to initial decision in proceeding on application of Hawkeye Bcstg. Inc. for new am in Oelwein, Iowa. Action Dec. 18.

■ Granted petition by Finley Bcstg. Co. (KSRO), Santa Rosa, Calif., and extended to Dec. 21 time to file responsive pleadings to motion for leave to file supplementary pleading and supplementary pleading of Bay Shore Bcstg. Co., both filed by Bay Shore in proceeding on its application for new am in Hayward, Calif. Action Dec. 18.

■ By memorandum opinion & order in proceeding on application of Pinellas Radio Co. for new am in Pinellas Park, Fla., (1) denied late filed motion by Cherry Bcstg. Co. (WDBO), Orlando, Fla., to enlarge issues, and (2) on own motion, enlarged issues to determine whether or not site specified by applicant is available for its proposed operation. Action Dec. 17.

■ Granted petition by Saul M. Miller, Kutztown, Pa., and extended to Dec. 27 time to file its opposition to petition by Bi-States Bcstrs., Ansville-Cleona, Pa., to enlarge issues in proceeding on their am applications, et al. Action Dec. 17.

■ Granted petition by Higson-Frank Radio Enterprises and extended to Dec. 28 time to respond to motion to enlarge issues, reopen record, and remand proceeding to examiner filed by Broadcast Bureau in proceeding on Higson-Frank application for new am in Houston, Tex. Action Dec. 14.

■ Scheduled oral argument for Jan. 14, 1963, in proceeding on applications of 1540 Radio Inc. and Ellades Broadcast Co. for new am stations in Richmond and Hopewell, both Virginia, respectively. Action Dec. 14.

■ Scheduled oral argument for Jan. 14, 1963, in proceeding on applications of Windber Community Bcstg. System and Ridge Radio Corp. for new am stations in Windber, Pa. Action Dec. 13.

■ Granted petition by Broadcast Bureau and extended to Jan. 3, 1963, time to file exceptions to initial decision in proceeding

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 19

AM FM TV	Lic.	ON AIR		CPS		TOTAL APPLICATIONS for new stations
		Cps.	Not on air	Not on air		
	3,741	60	123		551	
	1,042	36	141		159	
	511	65	75		125	

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 19

Commercial Non-Commercial	VHF	UHF	TOTAL TV
		486	90
	47	21	68 ¹

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,741	1,038	512
Cps on air (new stations)	61	40	66
Cps not on air (new stations)	122	138	74
Total authorized stations	3,924	1,216	659
Applications for new stations (not in hearing) ²	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	1	0	1
Cps deleted	1	4	1

¹ Includes 3 stations operating on unreserved channels.

² All figures for application for new stations and major changes in hearing and not in hearing are for October; November figures not yet released.

on am application of KFNF Bcstg. Corp. (KFNF), Shenandoah, Iowa. Action Dec. 13.

■ Rescheduled for 10:00 a.m. to 2:00 p.m., on Jan. 4, 1963, oral argument in proceeding on application of Pioneer States Bcstrs. Inc. for new am station in West Hartford, Conn. Action Dec. 11.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Denied motion by Mitchell Bcstg. Co. to change place of hearing in proceeding on its application for new am in Estherville, Iowa, from Washington, D. C., to Estherville, and denied applicant's request for oral argument on motion. Action Dec. 14.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Continued Dec. 12 further hearing to date to be specified in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Dec. 11.

■ Continued Dec. 12 further prehearing conference to date to be specified in proceeding on application of Hudson Valley Broadcasting Corp. (WEOK), Poughkeepsie, N. Y. Action Dec. 11.

■ Continued Dec. 12 further prehearing conference to date to be specified in proceeding on applications of Desert Bcstg. Inc. for additional time to construct and for assignment of cp of KANT-FM Lancaster, Calif. Action Dec. 11.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Bootheel Bcstg. Co. and corrected as requested record in proceeding on its application for new am in Kennett, Mo. Action Dec. 17.

■ Granted petition by Fran-Mack Bcstg. Inc. and cancelled all procedural dates and scheduled further prehearing conference for Jan. 21, 1963, in proceeding on its application and Radio Smiles Inc. for new am stations in Fayetteville and Spring Lake, both North Carolina, respectively. Action Dec. 12.

■ Formalized by order certain agreements reached at Dec. 13 prehearing conference in proceeding on application of Mitchell Bcstg. Co. for new am station in Estherville, Iowa, and scheduled certain procedural dates and continued Jan. 9 hearing to Feb. 18, 1963. Action Dec. 12.

■ Granted motion by Kennett Bcstg. Co. and continued from Dec. 14 to Dec. 21 time to file proposed findings and from Dec. 21 to Dec. 28 time to file replies in proceeding on application of Bootheel Bcstg. Co. for new am station in Kennett, Mo. Action Dec. 12.

■ Pursuant to agreements reached at Dec. 12 hearing conference in proceeding on applications of Five Cities Bcstg. Inc. and Douglas County Bcstg. Co. for new am stations in Austell and Douglasville, both Georgia, respectively, scheduled further evidentiary hearing for Jan. 8, 1963. Action Dec. 12.

By Hearing Examiner Thomas H. Donahue

■ On own motion, corrected Dec. 14 order in proceeding on application of KATV Inc. (KATV [TV]), Little Rock, Ark., for mod. of cp to change trans. location and increase ant. height. Action Dec. 14.

■ Granted motion by Star Bcstg. Corp. (WFLS), Fredericksburg, Va., and extended from Dec. 13 to Dec. 20 time to file proposed findings in proceeding on its am application. Action Dec. 12.

By Hearing Examiner Asher H. Ende

■ In proceeding on applications of Laramie Community Tv Co. and Albany Electronics Inc. for new vhf tv translator stations in Laramie, Wyo., certified matter to Review Board for appropriate consideration and action or for guidance to examiner as to what should be done with respect to certain testimony admitted in record, without objection by any party, relating to activities of applicant, Albany Electronics. Should Review Board (or commission, if board decides to refer this matter), enlarge issues to authorize examiner to consider,

evaluate and make findings with respect to matters in question, Examiner proposes, unless otherwise instructed, to afford parties reasonable opportunity to file additional or supplemental proposed findings as well as memoranda of law with respect to such matters as may be placed in issue. Action Dec. 17.

By Hearing Examiner Charles J. Frederick

■ On own motion, reopened record and scheduled further prehearing conference for Dec. 20 in proceeding on applications of The Greenwich Bcstg. Corp. for new am in Greenwich, Conn., et al. Action Dec. 13.

By Hearing Examiner Millard F. French

■ Upon request by Harry Newby, and without objection by other parties in proceeding on his application for new am in Cambridge, Minn., continued Dec. 17 hearing to Jan. 22, 1963. Action Dec. 11.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued Jan. 2 prehearing conference to Jan. 7, 1963, in proceeding on application of Western Broadcasters Inc. for new am station in Cheyenne, Wyo. Action Dec. 11.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled further hearing conference for Jan. 3, 1963, to consider further proceedings on applications of Blue Island Community Bcstg. Inc. for new fm in Blue Island, Ill., et al. Action Dec. 17.

■ By order formalized actions taken at Dec. 14 prehearing conference in proceeding on application of Verne M. Miller for am in Crystal Bay, Nev., and continued Jan. 9, 1963, hearing indefinitely pending taking of measurements by applicant; ordered direct case of applicant pertaining to engineering matters to be presented in form of written exhibits under oath, with understanding that oral testimony may be presented in connection with matters going to need for waivers; and directed applicant to file and serve by May 1, 1963, progress report, in letter form, on taking of measurements, and to propose in his communication date for further hearing conference, if one is then desirable in light of progress made. Action Dec. 17.

By Hearing Examiner Jay A. Kyle

■ Rescheduled Jan. 15 hearing for Jan. 28, 1963, in proceeding on applications of Jupiter Assoc. Inc., Somerset County Bcstg. Co. and Radio Elizabeth Inc. for new am stations in Matawan, Somerville and Elizabeth, all New Jersey, respectively. Action Dec. 17.

■ Scheduled prehearing conference for Dec. 19 in proceeding on am applications of WNOW Inc. (WNOW), York, Pa., and Radio Assoc. Inc. (WEER), Warrenton, Va. Action Dec. 14.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Suburban Bcstg. Inc. and made certain corrections, as proposed, with one exception, and further ordered various other corrections to transcript of hearing in proceeding on its application and Beacon Bcstg. System Inc. for new am stations in Jackson and Grafton-Cedarburg, both Wisconsin, respectively. Action Dec. 12.

■ Upon request by Pender Bcstg. Co. advanced Jan. 3, 1963, hearing to Dec. 17 in proceeding on its application for new am station in Burgaw, N. C. Action Dec. 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Denver Area Bcstrs. for leave to correct typographical error in its application to change facilities of KDAB Arvada, Colo. and accepted amendment; application is consolidated for hearing in Doc. 14815 et al. Action Dec. 13.

■ Granted petition by Broadcast Bureau and continued from Dec. 18 to Dec. 31 time

to file proposed findings and from Jan. 21 to Jan. 31 for replies in proceeding on applications of W.W.I.Z. Inc. for renewal of license of WWIZ Lorain, Ohio, etc. Action Dec. 13.

■ Upon request by Cannon Bcstg. Co. continued certain procedural dates and rescheduled Jan. 14 hearing for Feb. 14, 1963, in proceeding on its application for new am in Woodbury, Tenn. Action Dec. 11.

By Hearing Examiner Herbert Sharfman

■ Granted joint motion by Asbury Park Press Inc. (WJLK), Asbury Park, and City of Camden (WCAM), Camden, both New Jersey, and reopened record in proceeding on their applications and received in evidence affidavits of no paid or promised consideration in connection with amendment of application of Delaware Valley Bcstg. Co. (WAAT), Trenton and its removal from consolidated hearing, and closed record. Action Dec. 11.

By Hearing Examiner Elizabeth C. Smith

■ Continuel until further order hearing and exchange of exhibits in proceeding on applications of John A. Egle and KLFT Radio Inc. for new am stations in Golden Meadow, La., pending action by Review Board on joint request by KLFT Radio and Mr. Egle for approval of agreement, dismissal of application of KLFT Radio and immediate grant application of Mr. Egle. Action Dec. 17.

■ Granted petition by Broadcast Bureau and extended from Dec. 17 to Dec. 28 time to file proposed findings and from Jan. 4 to Jan. 18, 1963, to file replies in proceeding on applications of Seven Locks Bcstg. Co. and Tenth District Bcstg. Co. for new am stations in Potomac-Cabin John, Md., and McLean, Va., respectively. Action Dec. 17.

BROADCAST ACTIONS by Broadcast Bureau Actions of Dec. 18

WPRB (FM) Princeton, N. J.—Granted license covering change in frequency.

WTFM (FM) Lake Success, N. Y.—Granted license covering changes in ERP and ant. system.

K04AI, K06AE, K07AP Prescott, Ariz.—Rescinded Dec. 13 action which granted licenses for vhf tv translator stations. (Has discontinued operation).

■ Granted licenses for following vhf tv translator stations: K05BJ, Upper Colorado Tv Assn., rural areas between Derby, Mesa and Bond, all Colorado; K03BM, T. V. Committee, Wray, Colo.; K11EF, Town of Akron, Akron, Colo.; K10AV, K02AL, Telluride Tv Assn., Telluride, Colo.; K07BQ, K09AX, Peck Tv Club, Peck, Idaho; K02BW, KGUN-TV Inc., Casas Adobes, Ariz.; K02CQ, Yampa Valley Tv Assn. Inc., Elk River Valley, Colo.; K09BU, Parker Hill T. V. Assn., Del Norte, Colo.; K10DV, K10EF, Moffat County, Hamilton, Colo.; K09DY, Art Hibbs, Westcliffe, Colo., and specify type trans.; K09CA, Devil Mountain Tv Assn., Dyke and rural area, Colo.; K07BV, City of Ouray, Ouray, Colo.; K11EU, City of Otis, Otis, Colo.; K09BV, Cotopaxi Community T. V. Club, Cotopaxi, Colo.; K10DO, Chromo Tv Assn., Chromo rural area, Colo.; K13DK, Bond-McCoy Tv Assn., Bond and McCoy, both Colorado.

■ Following stations were granted extensions of completion dates as shown: WTTM-FM Trenton, N. J., to April 1, 1963; KACE-FM Riverside, Calif., to Feb. 1, 1963; KBLA Burbank, Calif., to June 19, 1963; KCEE Tucson, Ariz., to March 2, 1963; WTMB-FM Tomah, Wis., to June 1, 1963; WCMR-FM Elkhart, Ind., to June 1, 1963; WEAU Evanston, Ill., to Feb. 23, 1963; WFRL Freeport, Ill., to Feb. 26, 1963; WROK Rockford, Ill., to May 29, 1963; WBZE Wheeling, W. Va., to Feb. 15, 1963; WIZE Springfield, Ohio, to April 28, 1963; WPAG Ann Arbor, Mich., to March 19, 1963; KZOO Honolulu, Hawaii, to June 15, 1963.

Actions of Dec. 17

Cow County Tv Boosters Club, Four Rural Miles City areas, Mont.—Granted cp for new vhf tv translator station on ch. 10 to

translate programs of KDIX-TV (ch. 2) Dickinson, N. D.

KNOP-TV North Platte, Neb.—Granted cp to change ERP to vis. 57.0 kw, aur. 29.0 kw, change type trans. and make other equipment changes.

K09CW Usibelli and Suntrana, Alaska—Granted cp to change type trans. and make changes in ant. system of vhf tv translator station.

K10CG Aztec and Cedar Hill, N. Mex.—Granted cp to replace expired permit for vhf tv translator station.

KGON Oregon City, Ore.—Granted cp to install trans. as aux. trans. at main trans. location.

WIGM Medford, Wis.—Granted cp to install aux. trans. day, and alternate main nighttime at main trans. location.

KUNO Corpus Christi, Tex.—Granted cp to change studio and ant.-trans. location; condition.

KTBS-TV Shreveport, La.—Granted mod. of cp to change ant. height to 1,780 ft., and make changes in ant. system and equipment.

K11EY, K13EP Ephrata, Soap Lake, Moses Lake, Larson AFB, Wash.—Granted mod. of cps to change type trans., and make changes in ant. system of vhf tv translator station.

WBAA West Lafayette, Ind.—Granted authority to remain silent Christmas Day, Dec. 25, and New Year's Day, Jan. 1, 1963.

■ Following stations were granted extensions of completion dates as shown: WHPL-FM Winchester, Va., to May 15, 1963; KKOK Lompoc, Calif., to Feb. 15, 1963; WJMR New Orleans, La., to Feb. 15, 1963; WDCX(FM) Buffalo, N. Y., to Jan. 31, 1963; WHIM-FM Providence, R. I., to June 15, 1963; WCTM(FM) Eaton, Ohio, to Jan. 15, 1963; WRKB-FM Kannapolis, N. C., to June 27, 1963; KJSB (FM) Houston, Tex., to Jan. 31, 1963; WBCI-FM Williamsburg, Va., to June 7, 1963; WFTL-FM Fort Lauderdale, Fla., to Jan. 31, 1963; WSAM Saginaw, Mich., to May 15, 1963; KJAY Sacramento, Calif., to May 12, 1963; WMTS-FM Murfreesboro, Tenn., to May 1, 1963; and WHOA San Juan, P. R., to April 1, 1963.

WCAO, WCAO-FM, WJJD, WJJD-FM, Plough Bcstg. Co. Inc., Baltimore, Md., and Chicago, Ill.—Granted mod. of licenses to change name to Plough Bcstg. Company Inc.

Actions of Dec. 14

K74BD, K80AW, K82AL Dubuque, Iowa—Granted licenses for uhf tv translator stations.

KIDO Boise, Idaho—Granted license covering installation of new trans. at main trans. location as aux. trans.

WOLE-TV Aguadilla, P. R.—Granted cp to make changes in ant. system and describe studio location as 17 Progreso St., Aguadilla.

Sunbeam Television Corp., Miami, Fla.—Granted cp to install aux. trans. at main trans. site.

WHHY Montgomery, Ala.—Granted cp to change aux. trans. location.

WPEN Philadelphia, Pa.—Granted cp to install old main trans. as alternate main at same location.

KAPS Mount Vernon, Wash.—Granted mod. of cp to change type trans. and change name to Totem Bcstrs. Inc.

KPOI-FM Honolulu, Hawaii — Granted mod. of cp to decrease ERP to 35 kw; change ant. height to minus 185 ft.; and make changes in ant. system (move ant.); conditions.

KMAH (FM) Hutchinson, Kan.—Granted request and cancelled cp for new fm station, including SCA.

KGPO (FM) Grants Pass, Ore.—Granted request and cancelled license for fm station; call letters deleted.

■ Granted following stations extension of authority to remain silent for periods shown: WTSV-FM Claremont, N. H., to Jan. 20, 1963; WTHR Panama City Beach, Fla., to Jan. 20, 1963; WWRJ White River Junction, Vt., to Dec. 31; KRPM(FM) San Jose, Calif., to Jan. 31, 1963; WETT Ocean City, Md., to Jan. 2, 1963.

■ Following stations granted extensions of completion dates as shown: KAPS Mt. Ver-

non, Wash., to Feb. 1, 1963, and WKOK Sunbury, Pa., to April 1, 1963.

Actions of Dec. 13

KFNF Shenandoah, Iowa—Granted extension of authority to Feb. 28, 1963, to sign-off at 7:15 p.m., Mon. through Sat., and 7:30 p.m. Sun., except for special events.

WSAJ Grove City, Pa.—Granted authority to remain silent for period beginning Dec. 15 and ending Jan. 2, 1963.

KBRK Leadville, Colo.—Granted authority to move sign-off to 4 p.m. beginning Jan. 2, 1963, through Feb. 28, 1963.

KAAB Hot Springs, Ark.—Granted request and cancelled authorization for operation of main trans.

Mineral Television District No. 1, Hawthorne, Nev.—Granted cp for new uhf tv translator station on ch. 73 to translate programs of KPIX (ch. 5) San Francisco, Calif.

K70CS, K72BT Columbus, Neb.—Granted mod. of cps to change frequency to chs. 70 and 72; trans. location; and make changes in ant. system of uhf tv translator stations.

K04AI, K06AE, K07AP Prescott, Ariz.—Granted licenses for vhf tv translator stations.

W07AC Pennington Gap, Va.—Granted license for vhf tv translator station.

License renewal

SHORT TERM RENEWAL

■ Commission granted Loyola Univ. short-term license for WWL-TV New Orleans, La., for 12-month period to Dec. 1, 1963. Commissioner Hyde voted for grant or regular renewal of license. Action Dec. 17.

Revocation

■ By order, commission (1) vacated its July 18 stay of effective date of initial decision in Doc. 13855, (2) without specifically adopting Examiner's findings or rationale, made effective immediately his April 3

initial decision and revoked license of Mandan Radio Assn. for KBOM (1270 kc, 1 kw-LS, 250 w-N) Bismarck-Mandan, N. Dak., for unauthorized transfer of control and other violations, and (3) ordered licensee to cease operation on Feb. 17, 1963, and surrender its license to commission. Action Dec. 17.

Fine

■ By order, commission directed Dover Bestg. Co. to forfeit \$5,000 for willful and repeated violations by WDOV-AM-FM Dover, Del., by broadcasting commercial programs and commercial announcements during Hurricane Esther emergency operations on Sept. 19, 1961, submitting false program logs and false information concerning same to mislead commission, and engaging in practice of "double billing" certain local merchants to deceive national advertisers. Chmn. Minow did not participate; Comrs. Hyde and Craven dissented. Action Dec. 12.

Rulemakings

PROPOSED

■ By notices of proposed rulemaking, commission invites comments to following proposals affecting educational tv channel reservations: 1. by Board of Education of Ogden City, permittee of KVOG-TV on commercial ch. 9 in Ogden City, Utah, to shift reservation from ch. *24 to ch. 9 in that city; and 2. by board of regents of Eastern New Mexico Univ. at Portales, N. Mex., in cooperation with State Department of Education, to shift educational tv ch. *3 from Roswell to Portales. Action Dec. 17.

FINALIZED

■ By memorandum opinion & order, commission adopted limited revisions to its annual financial report form (FCC form 324) for commercial broadcast stations to re-

quire additional information concerning (1) payments to owners and close relatives; (2) revenues received from political broadcasting; (3) breakdown of salaries by departments (technical, program, etc.) and, for stations with 15 or more employees, similar breakdown of employment; and (4) breakdown of fm revenues of am-fm operations to differentiate between time sales and incidental broadcast revenues. Action Dec. 17.

PETITION FOR RULEMAKING FILED
Gaithersburg, Md.—Dixon Industries Inc. Request amendment of table of assignments (Sec. 3.606 of rules) so as to allocate ch. 18 to Gaithersburg. Received Dec. 12.

Processing line

■ In accordance with commission's action of Dec. 12, 1962, granting waiver of Sec. 1.354(c) and note to Sec. 1.354 of commission's rules, allowing below described applications to be placed at top of the processing line, notice is hereby given that on Jan. 21, 1963, following applications: Clifton, Ariz., Carleton W. Morris, req.: 1400 kc, 250 w, unli.; Coolidge, Ariz., Carleton W. Morris, req.: 1150 kc, 1 kw, DA-N, unli.; Globe, Ariz., Carleton W. Morris, req.: 1240 kc, 250 w, unli. will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of commission's rules, application, in order to be considered with this application or with any other application on file by close of business on Jan. 18, 1963, which involves conflict necessitating hearing with this application, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on Jan. 18, 1963, or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Action Dec. 14.

How fm channels are to be assigned

See story in GOVERNMENT section; following listing by city with channel number.

<p>ALABAMA</p> <p>Abbeville, 249 Albertville, 286* Alexander City, 291* Andalusia, 251*, 293 Anniston, 263* Athens, 282* Bay Minette, 288 Birmingham, 229*, 233, 243*, 248, 258*, 284*, 295*, 299 Brewton, 296 Butler, 232 Carrollton, 224 Clanton, 265* Cullman, 266* Decatur, 245, 271* Demopolis, 252 Dothan, 238, 259 Eufaula, 224 Evergreen, 280 Fairhope, 221 Florence, 297* Gadsden, 279 Huntsville, 236*, 256* Jackson, 285 Jasper, 275* Mobile, 225, 235, 241, 248*, 260* Monroeville, 257 Montgomery, 222, 255*, 270*, 277* Muscle Shoals, 288 Opelika, 265 Ozark, 285 Phenix City, 261 Prichard, 276 Roanoke, 237 Scottsboro, 252 Selma, 261 Sheffield, 224 Sylacauga, 252* Thomasville, 237 Troy, 245, 289 Tuscaloosa, 239*, 288 Tuscumbia, 262*</p>	<p>ARIZONA</p> <p>Apache Junction, 296 Bisbee, 221 Casa Grande, 288 Clifton, 237 Cottonwood, 240 Douglas, 237 Flagstaff, 225, 230 Glendale, 222 Globe, 262* Holbrook, 221 Kingman, 224 Mesa, 284* Miami, 276 Nogales, 252 Page, 228 Phoenix, 227, 233*, 238*, 245*, 254*, 268, 273* Prescott, 252 Safford, 231, 256 Show Low, 228 Sierra Vista, 261 Sun City, 278, 292* Tempe, 250* Tolleson, 264 Tucson, 221*, 225, 229, 235, 241*, 258* Wickenburg, 261 Willcox, 244 Winslow, 236, 247 Yuma, 226, 236</p>	<p>DeQueen, 224 El Dorado, 257, 276 Fayetteville, 221, 280 Forrest City, 228* Fort Smith, 229, 256, 260, 265 Harrison, 275* Helena, 298 Hope, 285 Hot Springs, 244, 292 Jonesboro, 270* Little Rock, 226, 231*, 239, 248, 253, 279* Malvern, 269 Mammoth Spring, 236* McGehee, 272 Mena, 249 Monticello, 228 Mountain Home, 252 Nashville, 288 Newport, 288 Osceola, 251* Paragould, 224 Paris, 237 Pine Bluff, 222*, 235 Pochontas, 280 Rogers, 232 Searcy, 257 Siloam Springs, 289* Texarkana, 261 Walnut Ridge, 292</p>	<p>Banning, 269 Barstow, 232 Berkeley, 231*, 275* Bijou, 260* Bishop, 264 Blythe, 262 Brawley, 233, 241 Calexico, 249 Carmel, 269 Carlsbad, 240* Chico, 229, 256 Coachella, 229* Crescent City, 232 Delano, 253, 287 Dinuba, 255, 262 El Cajon, 227* El Centro, 253 Escondido, 240 Eureka, 222, 242* Fort Bragg, 224, 237 Fowler, 280 Fremont, 285* Fresno, 229*, 233*, 250*, 270, 274* Garden Grove, 232* Glendale, 270* Hanford, 266, 279 Hayward, 269* Hemet, 288 Indio, 252 Inglewood, 280* King City, 221 Lancaster, 500* Lemoore, 285</p>
<p>ARKANSAS</p> <p>Arkadelphia, 265 Benton, 296 Blytheville, 241* Camden, 246 Clarksville, 224 Conway, 262, 286 Corning, 285 Dardanelle, 272</p>	<p>CALIFORNIA</p> <p>Alameda, 224* Alturas, 233 Anaheim, 240* Anderson, 232 Apple Valley, 240 Arcata, 228 Arroyo Grande, 237 Auburn, 266* Bakersfield, 231*, 243*, 268*</p>	<p>Legend</p> <p>*Italic channels are Class A. All others are Class B or C. *Channels marked with an * are authorized stations.</p>	

FM ASSIGNMENTS continued

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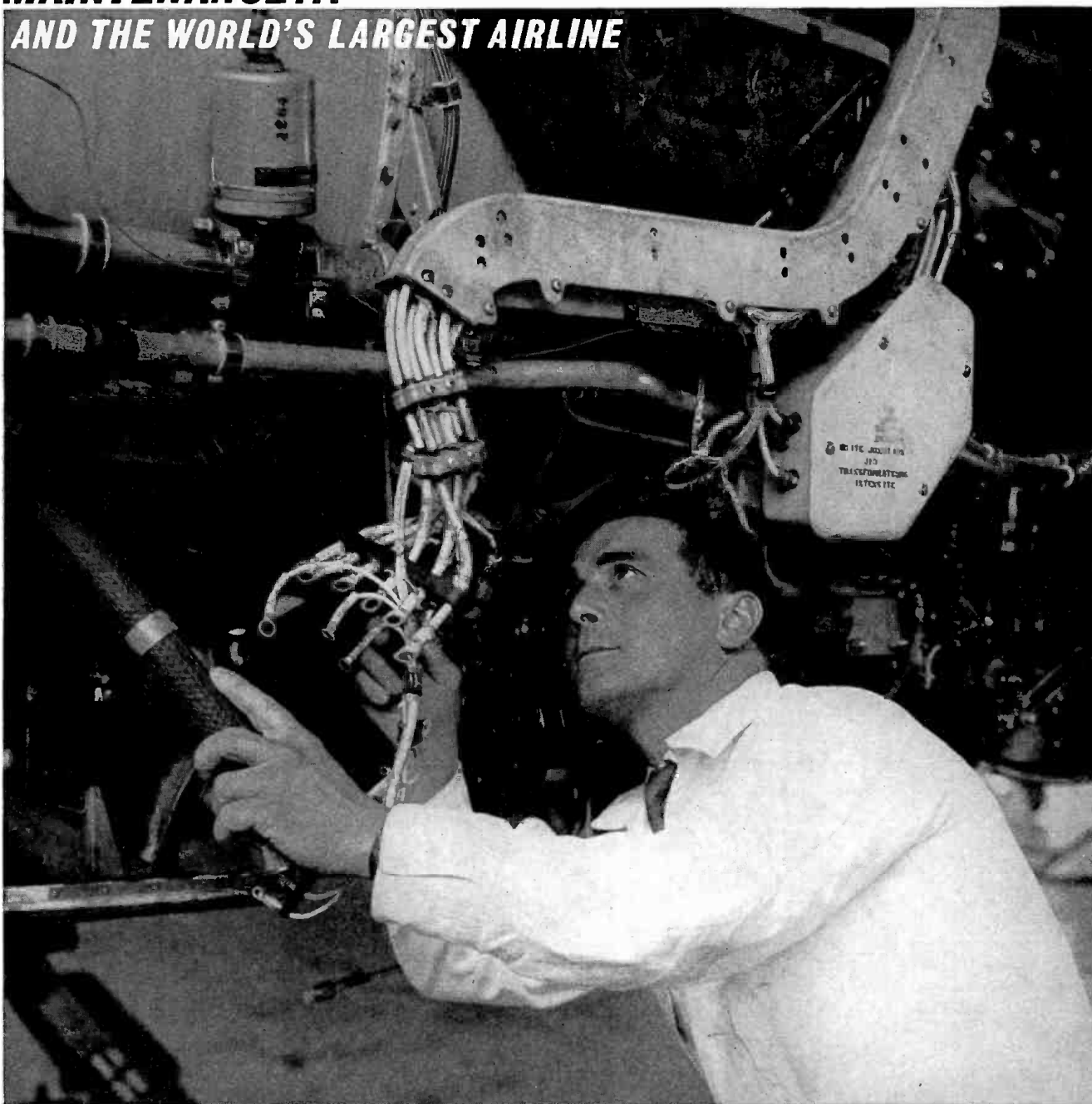
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Legend

*Italic channels are Class A.
All others are Class B or C.
*Channels marked with * are authorized stations.

MAINTENANCE... **AND THE WORLD'S LARGEST AIRLINE**



The jet inspection that never ends

Jet inspection is a continuous process at Air France. It starts before a jet takes off. Continues in the air. Begins again after it lands. Gets progressively more extensive during regular checkups after every 50, 200 and 2000 hours of flight. By the time an Air France Jet has flown 5,000 hours, an incredible 200,000 man-hours will have been spent on its care.

During this time, every part has been rigorously tested by expert technicians, using the most delicate equipment. Accurate records, showing the complete life history of every part, are constantly examined. Replacements are made automatically, long before the need for such maintenance is ever apparent.

Continuous inspections and scientific

maintenance are always there behind the scenes. Smoothing the way every moment for your greater enjoyment of that world-famous service that is France aloft—Air France!

If you'd like to find out more about Air France maintenance, and the painstaking way each crew is trained, a comprehensive booklet is yours for the asking.

AIR FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE
Public relations personnel ready to serve you in New York, Chicago, Atlanta, Los Angeles, Montreal and Mexico City.

OUR RESPECTS to Sigurd Stanton Larmon

Advertising—a 'useful function' in modern society

A tale of two Presidents' tribute to an elder statesman of the advertising business who formally retires from his agency on January 1, 1963, was enacted Tuesday (Dec. 11).

The occasion was the final Christmas meeting of Sigurd S. Larmon with employees of the New York office of Young & Rubicam when President Eisenhower, in a specially prepared five-minute film, paid tribute to Mr. Larmon. President Kennedy sent a personal telegram.

Though retiring as chairman of the board at Young & Rubicam, he'll still be active in public life. The 71-year-old executive intends to maintain actively his concern of many years with public and community service.

Long distinguished on the advertising scene, Mr. Larmon in a personal sketch was once described as "Iowa-born... trim, round-faced (with the map of Sweden on it..."). He also was credited in that piece as the man who conceived and developed the *Primer for Americans*.

Widely reprinted and in plain prose, the primer defines what being an American means, especially the rights and individual responsibilities. The statement originated with a speech Mr. Larmon made in Chicago in 1949 at an Audit Bureau of Circulations' meeting. It eventually was put into printed form and distributed by Y & R.

A Philosophy ■ On the eve of retirement, Mr. Larmon answered inquiries about himself and his plans. But naturally the discussion drifted toward his ideals and philosophy on advertising. Advertising, Mr. Larmon says, is a useful function in the modern economic society and one he considers a necessity in the democratic way of life, and essential in the normal flow of trade and economic goods.

Mr. Larmon said while advertising may be the subject of considerable criticism, he is proud to have been in it. He speaks of clients as investing in advertising rather than just spending money. He notes the new sophistication of clients for whom the testing of ideas has taken on an added importance. Mr. Larmon explains that a belief in thoroughness typifies Young & Rubicam. The agency was one of the first to establish a merchandising department and a research department and in recognition of the increasingly important role of research, at least 10% of Y & R's personnel is now in full-time research.

The relationship of employer and employee is of special interest to Mr. Larmon, under whose aegis pensions,

profit sharing and bonus plans were effected.

Mr. Larmon can be homespun: he says an agency really has only two assets—people and ideas.

A Slice of Americana ■ The Larmon career takes in a grand-sized chunk of Americana. It encompasses growing up in a small town (Stanton, Iowa, with 1,100 population), an early move to Omaha, enrollment in Dartmouth and a blind date with Katherine Steen (a student at Rogers Hall, a finishing school) to whom he was married in June 1916. Upon graduation in 1914, "Sig" Larmon sold and managed for Western Clock Co., and later managed its office in the United Kingdom. In 1925 he joined N. W. Ayer as an account executive. In 1929, he came to Y & R, then a new agency operated by John Orr Young and Raymond Rubicam.

In 1942 Mr. Larmon was named president and chief executive officer and in 1944 added the post of board chairman. Earlier this year, he designated George H. Gribbin as chief executive officer, the latter having been picked as president by Mr. Larmon in 1959.

Broadcast Leader ■ The leadership imprint of a Larmon in broadcasting is difficult to closely define. In the year of the quiz scandal, Mr. Larmon sought a possible path of united action by the tv networks and in November 1959, privately called together the network presidents to talk things over.



Y&R's Larmon
Proud to be an adman

As he recalls the radio era, Young & Rubicam played a pioneering role. Many of today's top names in media, programming and networking were developed by Y & R—"We got top-notch young men and trained them."

As for tv, right from the beginning he believed in it, that it would become important. Consequently Y & R early placed money and facilities in the medium—initially operating in the red. But, as tv progressed, the agency went along with it, producing programs in tv's flowering years and continuing today to keep abreast of tv's development.

Mr. Larmon, though conservative in his manner, has contributed over the years to something of a "Larmon Legend."

Each day Mr. Larmon wears a fresh carnation, a habit he formed many years ago.

A good golfer, Mr. Larmon has the distinction of having scored a hole-in-one that received more than usual attention in the press as one of the four-some was President Eisenhower, then in the White House.

He's a close friend of Ike's and often a golfing companion.

Mr. Larmon will continue actively in public service in such organizations as the U. S. Advisory Commission on Information; a trustee and member of the executive committee, U. S. Council of the International Chamber of Commerce; trustee of the Committee for Economic Development, a member of the advisory council of the Graduate School of Business, Columbia U., and a trustee of New York U. Medical Center.

Governmental Activities ■ He was Mr. Eisenhower's representative (with rank of Ambassador) in 1957 at the inauguration of the President of Honduras; member of the President's Committee on International Information Activities in 1953.

He is a past chairman of the American Assn. of Advertising Agencies (in 1946-47).

The Larmons have a son and a daughter and are grandparents. The son, Jay Stanton Larmon, is president of the Ka-Bar-Company of Olean, N.Y.

The Larmons' homes are in Cape Cod, Mass., and at Sutton Place in New York City.

As a climax to an active career in advertising, he was recently named recipient of the advertising Gold Medal Award by *Printers' Ink* as the outstanding advertising man of 1962. Formal presentation will be made at a dinner on Feb. 14, 1963.

Filling the gap

THE newspapers in New York and Cleveland have been closed by strikes—a fact to which we must add, in the interests of complete reporting, is that they are missed.

We hope, however, that agency and advertiser executives, many of whom are among the paperless millions, will not magnify the loss or ascribe to it unjustified significance. The real wrench is less in the absence of any particular paper than in the fact there is no paper at all to read on the train in from Westport or Shaker Heights. Unless all previous experience means nothing, New Yorkers and Clevelanders will spend no more time reading newspapers after the strikes are over than they did before they started.

Television and radio stations have expanded their news coverage almost without exception (in many cases hiring temporarily displaced newspapermen at salaries higher than their newspaper pay). Newscasts are both longer and more frequent, and in many cases include new features as diverse as death notices and job opportunities.

It is still too early to say with any certainty what effect, if any, the strikes have had on retail sales. Official figures must be compiled and analyzed and reconciled with sales trends that were in motion before the strikes started. The early expectation was that they would have little effect, at least until after the holiday shopping season.

The final results and implications for advertising may not be clear for a long time. Last week officials in New York were speculating that the strike there might last into March. Thus far the clearest conclusion to emerge is that radio and television are proving once again that they not only are major news media but, when necessary, can serve with equal distinction as the *only* daily news media.

The President and the eye

PRESIDENT John F. Kennedy, possibly the most articulate chief executive in our history and certainly the most exposed, established another journalistic precedent last week.

Conversation with the President, the hour-long tv-radio presentation over all networks, introduced a new technique in journalism. Broadcast in prime time, the program unquestionably reached a larger audience than any non-emergency presidential appearance.

What Mr. Kennedy devised was an amalgam of the fire-side chat of the FDR era, the news conference and the Great Debates of 1960—without, however, facing an adversary. In responding to questions from the White House correspondents of the three tv networks, the President made international news in a relaxed, informal, forthright manner.

Mr. Kennedy is using to the fullest his mastery of broadcast journalism and his expertise in the give-and-take of the news conference. With the obvious success of his first *Conversation*, it is logical to suppose he will want to use this new technique again, properly timed. He had a reason last week: he was winding up his second year in office.

Mr. Kennedy and his advisers are aware of the pitfalls of overexposure. Will the third anniversary of his Presidency become opportune for a second *Conversation*? That would be just months before the new presidential election year.

Last week the Republicans demanded "equal time." Certainly there can be no justification for such a request. Mr. Kennedy was reporting to the nation as the President, not the Democratic standard bearer. The GOP has no presidential candidate and no single spokesman.

But what about late 1963 or 1964?

There can be no doubt about the tremendous advantages that accrue to Mr. Kennedy and his fellow Democratic officeholders from such exposure as *Conversation*.

Names of the past

IN the waning days of 1962 two people who enlivened radio's earlier days figured in the news. James C. Petrillo, former president of the American Federation of Musicians, who once battled Presidents and potentates as well as broadcasters, suffered his first defeat in a union election and was nudged out of office as president of the Chicago Federation of Musicians.

Father Charles E. Coughlin, the "cleric of controversy" in the 1930's, emerged from a quarter century of obscurity to admit that he was wrong in attacking individuals like President Franklin D. Roosevelt and others in public life over a tailor-made radio network.

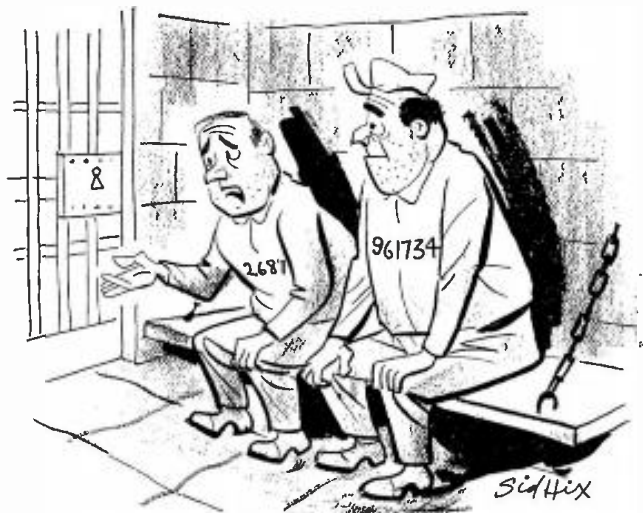
Time and public opinion terminated the reigns of Father Coughlin and "Little Caesar" Petrillo. No questions were raised in their time about freedom of speech or equal time or "fairness."

In today's climate we wonder how long the FCC would have kept its hands off a Father Coughlin? If you have any doubts, observe the FCC action last week ordering an investigation of loud commercials.

'Tis the season

A cheery secretary with a sprig of mistletoe pinned to a strategic fold of her admirable sweater has just left our office with our contribution to the Christmas party fund. This is an annual visitation of fixed tradition. If it ever were suspended, we are sure that Christmas would not come that year. Now that the rite has been performed on schedule, we are at last released to utter a hearty "ho, ho" and turn from the bile that editorialists must feed on to the wassail bowl that makes us think all men, including Newton Minow, are our friends.

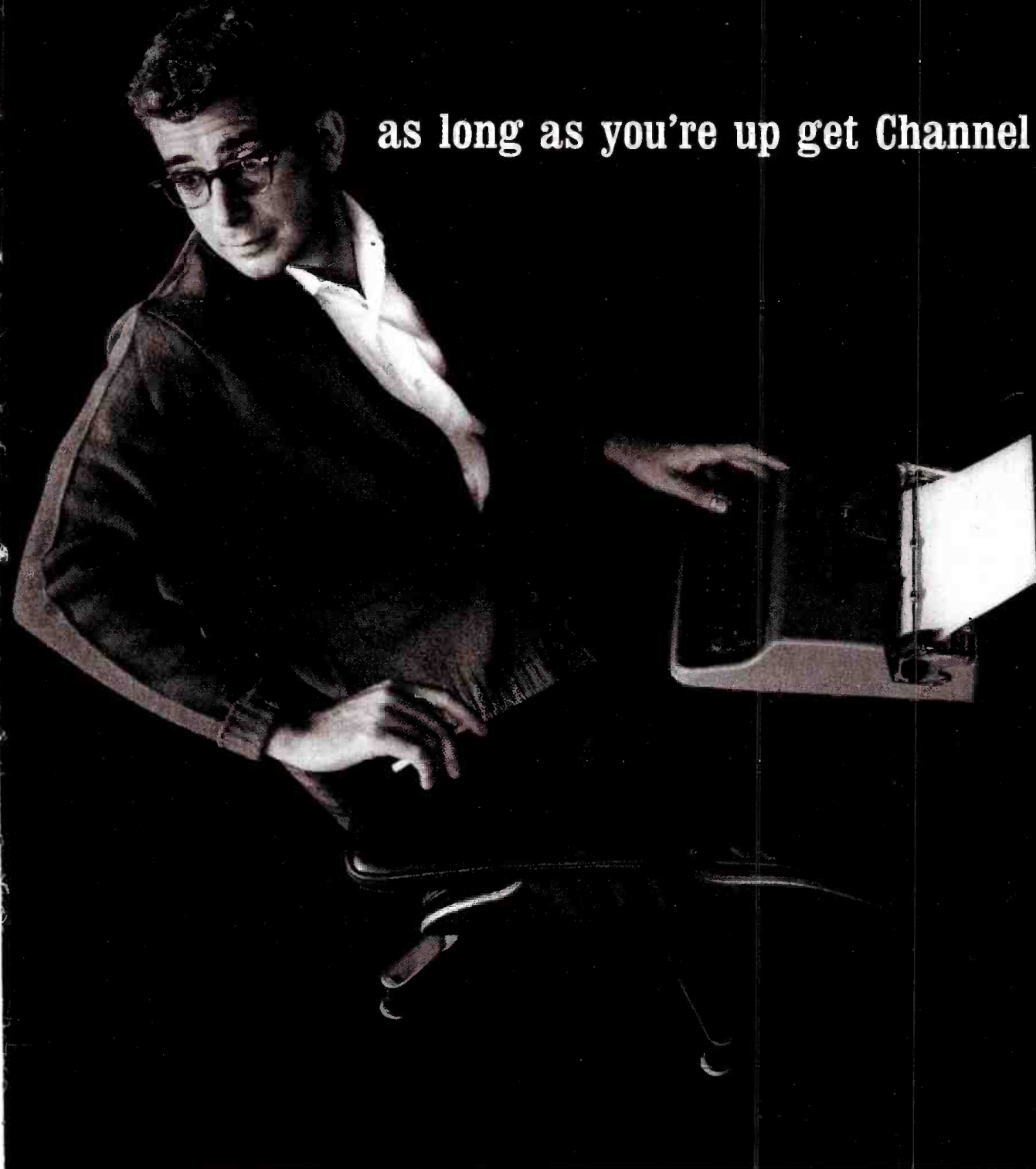
The confirmation of another Christmas came just in time. Against a rapidly approaching deadline we were about to use this space to beat another drum, hoist another flag and march against another of broadcasting's many enemies. Now that our pocketbook is lighter, our heart somehow is lighter too. Next week we may revert to type, but for the moment those who have been used both well and ill on these pages through the year are equally in mind when we say: "God bless you, every one."



Drawn for BROADCASTING by Sid Hix

"I couldn't find a good lawyer . . . they're all on tv!"

as long as you're up get Channel 2



Please. It's the Television with the 2 on it. Under the Dufy. Why do they call it Channel 2? That's where you find it. KPRC-TV is over 12 years old, smooth and mellow. It really takes that long to smooth out a station. Water? A little. Thank you, darling.

The light and legendary blended Texas Television. Proved for sales results. Imported to the United States from Houston, Texas by Edward Petry & Co., National Representatives.



courtesy of Grant's

If you lived in San Francisco...



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