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NEWSPAPER

TING

ON AND RADIO

JANUARY 14, 1963

NAB rejects idea of government limitation
on radio population 29

Simulmatics says its pre-testing technique
will benefit radio 42

That FCC radio freeze: how it is affecting
equipment manufacturers 56

Hope growing for radio-tv access in House;
McCormack willing to discuss it 64

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DERING OF THE WORLD OF FOOD BUILDING FOR THE 1964-1965 NEW YORK WORLD'S FAIR



SPOT TV

MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Today's successful national advertisers use Spot Television to match message to market. With Spot TV they can vary their schedules according to product usage and brand acceptance. These quality stations offer the best of Spot Television in their markets.

KOB-TV	Albuquerque	WVUE	New Orleans
WSB-TV	Atlanta	WTAR-TV	Norfolk-Newport News
KERO-TV	Bakersfield	KWTV	Oklahoma City
WBAL-TV	Baltimore	KMTV	Omaha
WGR-TV	Buffalo	KPTV	Portland, Ore.
WGN-TV	Chicago	WJAR-TV	Providence
WFAA-TV	Dallas	WTVD	Raleigh-Durham
KDAL-TV	Duluth-Superior	WROC-TV	Rochester
WNEM-TV	Flint-Bay City	KCRA-TV	Sacramento
KPRC-TV	Houston	KUTV	Salt Lake City
WDAF-TV	Kansas City	WOAI-TV	San Antonio
KARK-TV	Little Rock	KFMB-TV	San Diego
KCOP	Los Angeles	WNEP-TV	Scranton-Wilkes Barre
WISN-TV	Milwaukee	KREM-TV	Spokane
KSTP-TV	Minneapolis-St. Paul	WTHI-TV	Terre Haute
WSM-TV	Nashville	KVOO-TV	Tulsa

SIOUX CITY'S AWARD WINNING KVTV NEWS STAFF



**KVTV NEWSMAN
 CHARLES POWELL**



**KVTV NEWS DIRECTOR
 HUGH SMITH**



**KVTV NEWSMAN
 LARRY RODERICK**



**KVTV SPORTS DIRECTOR
 GENE SHERMAN**



**KVTV NEWSMAN
 CHARLES HARNESS**



**KVTV WEATHER MAN
 GENE EDWARD**

**KVTV
 SIOUX CITY
 KVTV
 SIOUX CITY
 KVTV
 SIOUX CITY
 KVTV
 SIOUX CITY
 KVTV
 SIOUX CITY**

NEWS! When it HAPPENS they see it FIRST in SIOUX CITY on KVTV, Channel 9

More than 50 quarter hours of local-live news and public affairs programming is prepared and presented weekly by KVTV's on-the-scene news staff. In Sioux City and Siouxland news is important . . . because KVTV has treated it as such for over nine years, people habitually dial KVTV, Channel 9, for the **complete** news picture. Sell your product on the station in Sioux City that people look to for the news . . . and just about everything else, too. That's KVTV, Channel 9. See your KATZ man.

THE KATZ AGENCY, INC.
National Representatives

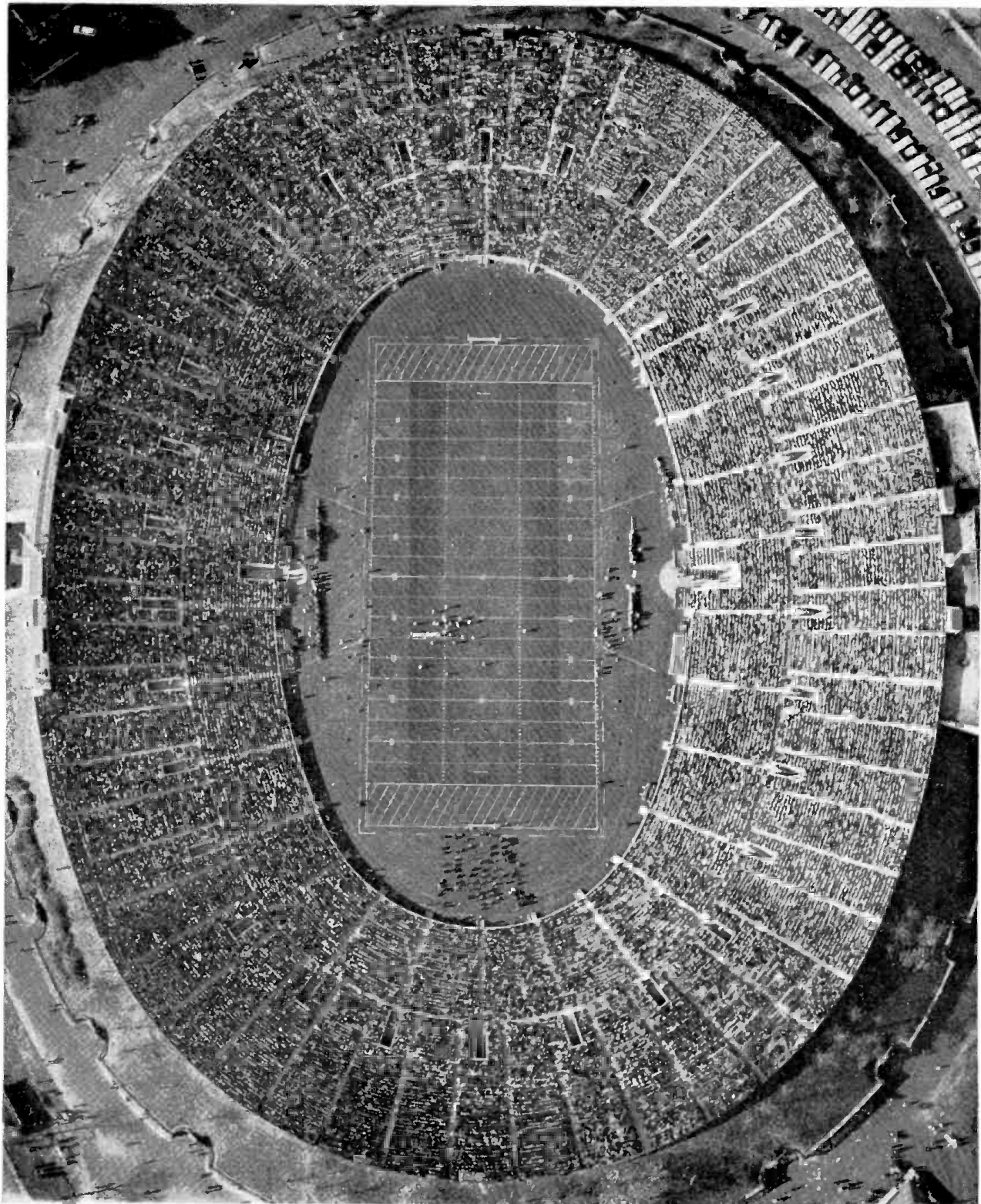


**CHANNEL 9 • SIOUX CITY, IOWA
 CBS • ABC**



PEOPLES BROADCASTING CORPORATION

KVTV	• • •	Sioux City, Iowa
WNAX	• • •	Yankton, South Dakota
WCAR	• • •	Cleveland, Ohio
WRFD	• • •	Columbus-Worthington, Ohio
WMMN	• • •	Fairmont, West Virginia



Add a bowlful of people to the readers of your ad

Suppose you take a page in Life Magazine. Circulation, 7,000,000. Readership, 31,000,000 adults. An increase in the readers of your ad by one-fifth of 1% of that audience just about fills the Yale Bowl! A small increase in readership and persuasiveness may not look impressive

BROADCASTING, January 14, 1963

on a sheet of statistics. But in flesh-and-blood people, it is. An outstanding agency doesn't settle even for a fine readership rating, but is always looking for more—a big percentage or even the little increase that still adds a bowlful of people. **Young & Rubicam, Advertising**

more
**drug
sales**
per dollar

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

WGAL-TV

Channel 8

Lancaster, Pa.

NBC-CBS
Programs

STEINMAN STATION • Clair McCollough, Pres.



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

Phoenix prelude

On eve of NAB's winter board meeting in Phoenix which begins today (Jan. 14) word was leaked that NAB President LeRoy Collins is among those under consideration for chairmanship of new Space Communications Corp. Timing apparently was key since just three weeks earlier authoritative sources said Mr. Collins definitely had not been proposed. Since NAB board will consider Gov. Collins' future this week—after two years of brinkmanship—space appointment possibility is calculated to become factor in negotiations for extension or severance of his contract.

Supporters of Gov. Collins are expected to argue that he should be given extension of his \$75,000-plus contract perhaps for three years. If space job is offered (and Gov. Collins says he is unaware of it) he then could make decision. Space chairman's duties include arranging participation of foreign governments in space program; testifying before Congress, and handling overall public relations. President would be executive experienced in business or banking with emphasis on administration rather than politics. Chairman of incorporators of space corporation is Philip L. Graham, president and chief executive officer of Washington Post Company, close friend of Gov. Collins and prime mover in latter's NAB appointment.

Vhf drop-ins

Staff-level premise at FCC seems to be that all-channel vhf-uhf receiver is only one element in push to get uhf established. Other actions talked: deintermix top 75 markets by making them all vhf, covering 90% of all tv viewers. This can be done, some say, by drop-ins even though some may involve short-separation.

FCC won full congressional assent to all-channel set legislation by promising not to carry out proposals to deintermix eight cities, but this involved replacing sole existing "v" channel with uhf. Reverse strategy—to make these and other cities all vhf—is considered by staff lawyers as not breaking faith with Congress.

Letter spree curbs

FCC, disturbed by procedural delays as well as censorship implications of letters written by staff to stations seeking license renewals, is considering procedure to limit staff's authority. Proposal would let staff lawyers write initial prototype letter seeking information under redefined instruc-

tions. But commission itself would have to okay follow-up letters. Commission hopes proposed procedure, which Broadcast Bureau has been instructed to put in draft form, would clarify situation.

Sales good despite strike

Newspapers can expect no solace from study currently in works at TvB and due for wide distribution shortly. It reportedly has found that despite strike which has shut down all major New York newspapers since early December, leading many advertisers to experiment with, or expand in, tv and radio, retail sales have been affected insignificantly, if at all.

Overpopulation aftermath

Here's curbstone opinion on what FCC will do on radio station overpopulation issue in wake of last week's proceedings (story page 29): Tighten up engineering standards where needed; closer scrutiny of financial responsibility of applicants, particularly in areas now having service; less stringent financial requirements in "white" areas where no present service exists; closer scrutiny of compliance with engineering standards, particularly where directional antennas are authorized.

Goelet revival?

Revival of National Audience Board, which suspended operations last fall for economic reasons, is being considered by its president and founder, Peter Goelet of New York. Mr. Goelet last week confirmed report that considerable support has generated from public, broadcaster-network and government sources and that he has under consideration reorganization that would permit him to resume its service in programming field, possibly with outside funds. Decision may be made within next month.

Not ready for action

While NAB's directors discuss future of Gov. LeRoy Collins at Phoenix, it's unlikely they will act on basic problems of cigarette commercials and tv, which drew nationwide publicity after Collins denunciation last November. Special three-man tv code subcommittee expected to report it doesn't feel qualified to study scientific and moral aspects of problem and isn't sure NAB itself is competent.

Basic element of cigarette problem, subcommittee feels, is fact that advertising is not directed at pre-teenage

group and that impact is purely indirect. Unusual aspect of subcommittee report is that it will be made directly to tv board and not to subordinate tv code board. Chairman is William B. Pabst, KTVU (TV) Oakland, Calif., also chairman of tv code board, who will be at Phoenix meeting.

TIO's future

Not on agenda, but expected to arise at NAB winter board meeting in Phoenix this week, is future of Television Information Office which derives its support from tv station and network members but functions in conjunction with NAB. Move has been revived for absorption of TIO functions within NAB public relations activities, but reportedly is opposed by number of tv board members, including Joint Board Chairman Clair R. McCollough. TIO's income is understood to be in excess of \$500,000 while NAB annual return is about \$1.7 million.

CBS News move

CBS has exercised option for purchase of *Army Times'* building in midtown Washington for its news operations and hopes to occupy structure after remodeling, during first half of 1964. CBS News now occupies space in Broadcast House, where *Washington Post-Newsweek* stations (WTOP-AM-FM-TV) are housed. *Army Times'* building, two-story structure plus parking area at 2020 M Street, N.W., will be designed to accommodate CBS News' long-term needs. ABC last month moved its Washington news operations from *Evening Star*-WMAL studios at upper Connecticut Avenue to its own building opposite Mayflower Hotel.

Collins there first

While NAB President LeRoy Collins will not appear at FCC hearing in Omaha on local tv programming (see page 72), he plans to beat FCC to Nebraska by five days with attack on agency's citywide programming investigations. Gov. Collins will speak to Nebraska Broadcasters Assn. in Lincoln Jan. 23 and is expected to expand on his position that such hearings are unfair to stations involved.

Cold cash cold

Insiders in financial-brokerage field report insurance companies and banks have gone "cold" on newspaper financing and ascribe it to crippling strikes in New York and Cleveland, along with track record of past few years.

4 STAR NEWS
makes Cleveland TV
the best buy in the sky

KEN ARMSTRONG

JIM DONEY

DOUG ADAIR

WALTER CRONKITE

Weekly, 88 "In Depth News reports" scoop the TV sky in Cleveland. Adair's City Camera, Walter Cronkite, Doney's Features, Armstrong's International Reports, plus CBS-TV's comprehensive coverage are more reasons why WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis, compared to the nation's top 15 markets. Want to know the facts? Call your Storer Television Salesman — WJW-TV CBS in Cleveland.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

STORER
BROADCASTING COMPANY



WEEK IN BRIEF

Though jackets weren't shed, the NAB-FCC shirtsleeve session on radio birth control helped clear the air. NAB wants no artificial limits on grants but tighter engineering, financial requirements. See lead story . . .

ENGINEERED RADIO BIRTHS . . . 29

Incidentally, this birth control crisis has been a long time developing, judging by a background review of radio's growth since World War II. A perspective on the news in which this dramatic story is narrated. See . . .

HOW CONTROL TALK BEGAN . . . 30

Will computers replace the human mind? It's hard to tell what's next as these ingenious devices are given new uses. The latest—pre-testing of radio commercials by Media-Mix method of Simulmatics Corp. See . . .

RADIO AND MEDIA-MIX . . . 42

Sam Rayburn is dead but his radio-tv ban lingers on. Now several House bills would remove the "Rayburn Rule" and make public hearings available to mike and camera coverage so the public can observe. See . . .

END TO RAYBURN BAN? . . . 64

After four years of hearings and court reviews, WLOF-TV Orlando, Fla., has been cleared by the FCC of attempts to influence former Commissioner Mack. Chairman Minow dissented and favored reopening of proceeding. See . . .

FCC CLEARS MID-FLORIDA . . . 66

From the perspective of a Federal Reserve Bank research post, a government observer points out what's wrong with media. He argues many broadcasters are victims of a numbers game and don't understand the public. See . . .

IS MASS AUDIENCE PASSING? . . . 42

More signs of sticky relations between the White House and newsmen appeared last week when Mona Lisa's formal debut was a technical flop. Now White House, unhappy at radio-tv, talks of pooled-only pickups. See . . .

MONA LISA'S GARBLED SMILE . . . 68

The year 1963 will be remembered as the era of the big spanking, judging by the FCC's annual report. The commission disciplined stations to an unprecedented degree, the report says. Complaints increased, too. See . . .

FCC'S '62 ENFORCEMENT . . . 76

Fm stereocasting is still in an early stage of development. It's profit potential is often argued. Now two youthful San Franciscans say they are making money from stereo by quality programming and engineering. See . . .

FM STEREO SUCCESS STORY . . . 54

That South Carolina radio station that lost its license renewal because of purported obscenities isn't going down without a fight to the finish. It now promises to take its case to a federal appellate court. See . . .

APPEAL IN KINGSTREE CASE . . . 70

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BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO

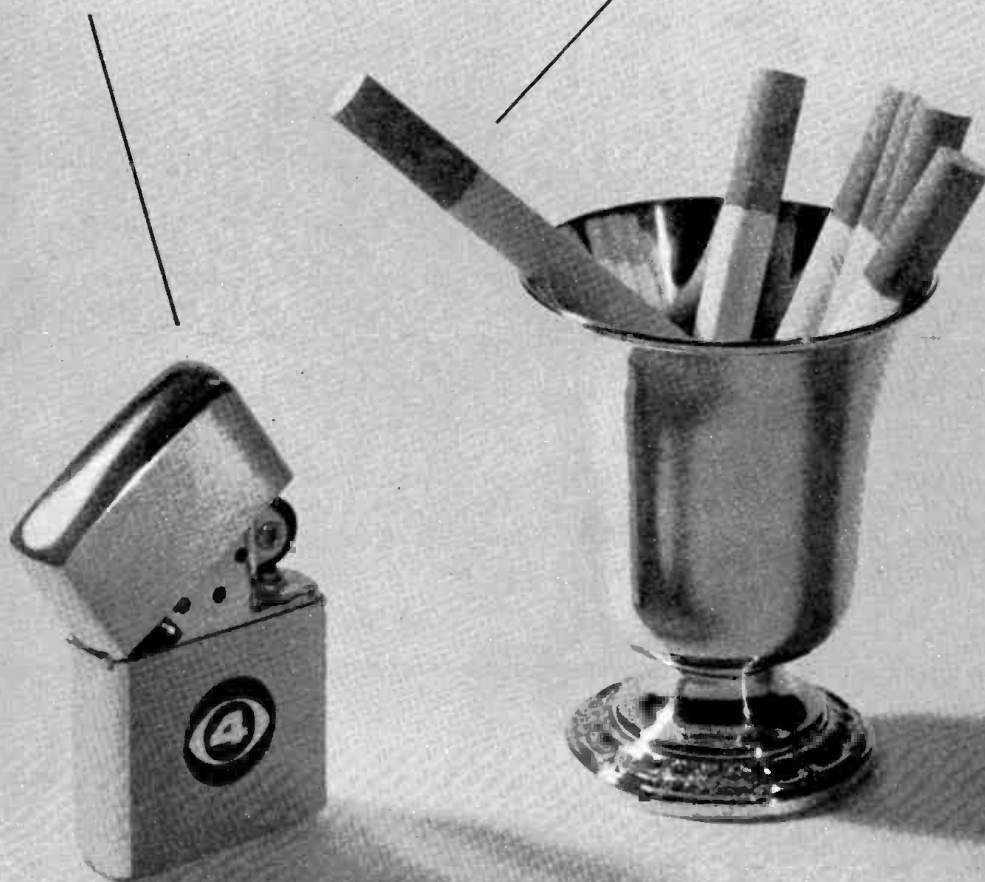
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"I don't know
what I'd do
without you."

"I'm carrying
the torch
for you."



WJXT puts your name on everyone's lips in the *total* North Florida/
South Georgia regional market. The tidy lead of 30% more homes
reached *inside* Jacksonville expands to a thundering 210% more homes
outside the metro area! More people. More efficiency. More value.

Represented by ToAR

WJXT

JACKSONVILLE, FLORIDA

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



KTTV to Metromedia for \$10 million-plus

Negotiations for sale of KTTV (TV) by *Los Angeles Times* and *Mirror* to Metromedia was on verge of consummation Friday and announcement of transaction was planned today.

Price for ch. 11 independent was believed to be in over-\$10-million area.

Upon FCC approval Los Angeles outlet will give Metromedia its seventh tv station—five vhf's and two uhf's—as well as four am and four fm outlets.

Metromedia stations: WNEW-AM-FM-TV New York, WTTG (TV) Washington, KOVR (TV) Stockton, KMBC-AM-FM-TV Kansas City, all vhf stations; WTVH (TV) Peoria and WTVP (TV) Decatur, both Illinois (uhf outlets); WHK-AM-FM Cleveland and WIP-AM-FM Philadelphia.

News of purchase negotiations came same week FCC cleared John W. Kluge, chairman and Metromedia president, of charge of participating in off-record activities in 1957 hearing for ch. 9 in Orlando, Fla. (see page 66). Mr. Kluge was principal stockholder of group which received Orlando grant, now WLOF-TV. He does not now, however, hold any interest in Florida station.

Metromedia owns Foster & Kleiser, outdoor advertising. It sold commercial international shortwave station WRUL, with transmitter at Scituate, Mass., to Mormon Church last month for over \$1.7 million.

Los Angeles Times-Mirror Co., owned by Chandler family, established KTTV in 1949. Operating on ch. 11, it uses 135 kw. Robert W. Breckner is president of Times-Mirror Broadcasting Co., KTTV licensee.

LeSueur to Voice as Swing replacement

Larry LeSueur, CBS news correspondent, New York, takes year's leave and joins U. S. Information Agency in Washington Tuesday (Jan. 15) as senior political analyst and commentator on Voice of America. Newsman with network since 1939, Mr. LeSueur fills post partially vacated in March 1962 when Raymond Gram Swing, 75, long-time commentator with networks and more recently in top VOA commentary role, reduced his schedule at Voice to concentrate on book of memoirs he is compiling.

Mr. LeSueur will be paid \$17,400 and will work under Alexander Klieforth, VOA program director.

Ribicoff for radio-tv

Connecticut's new Democratic senator, former HEW Secretary Abe Ribicoff, intends to become one of the most prolific users of broadcast media in maintaining contact with constituents.

Questions propounded by folks back home will, whenever feasible, be answered by tape recordings for radio use. Senator has tape recorder at his elbow; was schooled in techniques by his close friend, Rudy Frank, vice president of WELI New Haven and state fish and game commissioner.

Sen. Ribicoff attributes his election in large measure to judicious use of broadcast media during his vigorous campaign last fall. "They were major factors in reaching the electorate quickly and effectively," Sen. Ribicoff said, "and were singularly important because I could not launch my campaign until the eleventh hour due to my duties as a cabinet member in Washington."

NAB joint board opens sessions in Phoenix

NAB joint board opens week of committee and board sessions today (Jan. 14) at Camelback Inn, Phoenix, Ariz. After series of committee meetings, joint board convenes tomorrow afternoon followed by tv board Wednesday, radio Thursday and final joint session Friday.

Range of subjects from cigarette advertising problem and President LeRoy Collins' contract renewal to legislative, regulatory and budget problems will be considered during week (BROADCASTING, Jan. 7).

Two members of 43-man board will be unable to attend meeting because of illness, NAB headquarters said. They are Julian Haas, KAGH Crossett, Ark., and Harold Essex, WSJS-AM-TV Winston-Salem, N. C.

BBDO plans comments on FTC ratings order

BBDO, New York, in anticipation of client puzzlement over initial newspaper accounts of consent decree signed by ratings services with Federal Trade Commission (BROADCASTING, Jan. 7), reportedly has prepared commentary

on ratings in hope of putting issue in perspective.

Commentary, of media policy nature, notes BBDO, has never overemphasized ratings and that agency uses them for trends information. Agency says, moreover, it has always questioned adequacy of sample among all ratings services and has been pushing for enlargement of sample. Implication is that individual ratings themselves cannot be end-all to media problems.

BBDO's comment is expected to be circulated this week to all of its clients.

Authorities checking shortwave's programs

Authorities are investigating operation of international shortwave station, transmitting with 50 kw power from Red Lion, Pa., in both English and Russian, and espousing extreme right-wing philosophies in tempo with John Birch Society.

Station, transmitting since November, has reported its shortwave broadcasts are being used domestically by upward of 300 broadcast stations.

According to FCC, international shortwave station, WINB, was granted in May 1960 to Rev. John M. Norris, to operate with 50 kw power, assigned to various frequencies in the international band (6-25 mc) depending on seasons. FCC public files on station were stripped, presumably because of investigation. Rev. Norris is also licensee of WGCB-AM-FM Red Lion.

FCC holds up renewals for Pacifica outlets

Pacifica Foundation licenses for fm stations in California and New York are being held up by FCC because of complaints about programming, FCC staff said Friday (Jan. 11).

Senate Internal Security Subcommittee concluded two days of secret hearings on Pacifica stations Friday in which it followed up "information indicating that there may have been communist efforts to infiltrate a radio chain" (see page 72).

Sen. Thomas J. Dodd (D-Conn.), vice chairman, conducted probe, which he said was held in executive session "to protect innocent persons from unfavorable publicity," had not gone into program content.

When investigation would continue Sen. Dodd could not say, but he revealed other persons have been subpoenaed.

WEEK'S HEADLINERS



Mr. O'Brien

George K. Killion. Mr. O'Brien joined MGM in August 1957 as vp and treasurer. He was elected executive vp in December 1961. Prior to joining MGM, Mr. O'Brien served as financial vp and member of board and executive committee of American Broadcasting-Paramount Theatres and executive vp of ABC. Mr. Vogel was president of Loew's Theatres prior to his election as MGM president in 1956. Mr. Killion, who was elected to MGM execu-

Robert H. O'Brien, executive vp and treasurer of Metro-Goldwyn-Mayer, New York, elected president and chief executive officer, succeeding **Joseph R. Vogel**. Mr. Vogel was elected chairman succeeding

tive committee replacing Mr. Vogel, served as chairman since February 1958. He is president of American President Lines and member of board of Space Satellite Corp. Changes in administration were expected as result of MGM's earnings decline in fiscal '62.



Mr. Johnson

1947 and senior vp in 1959. Mr. Johnson is filling post left vacant since October 1961 when Chester T. Birch became agency's president and Clifford L. Fitzgerald, chairman.

Gordon H. Johnson, senior vp and member of executive committee of Dancer-Fitzgerald-Sample, New York, elected executive vp. Mr. Johnson joined D-F-S in 1944 as account supervisor. He was elected vp in

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

Alabamans unmollified by NBC-TV's apology

Exchange of telegrams between Rep. Kenneth A. Roberts (D-Ala.) in Washington and NBC in New York Friday (Jan. 11) followed congressman's earlier complaint that NBC wouldn't let Alabama Gov.-elect George Wallace appear at half-time on network's Dec. 29 telecast of Blue-Gray football game because of objections by NBC's legal department.

Rep. Roberts said reply from Tom S. Gallery, NBC director of sports, is unsatisfactory. He wants names of persons involved, despite NBC's apology, letters of explanation and expression of regret.

NBC said refusal to let Mr. Wallace make tv appearance "apparently arose because of a misunderstanding on the part of NBC's production personnel at the game." Who invited Mr. Wallace was unclear Friday.

Rep. Roberts also was irked because on same day of Blue-Gray game, California Gov. Pat Brown appeared on East-West game telecast.

FCC refuses to protect catv from interference

Catv systems may not claim protection from interference by translator stations, commission ruled last week in granting four applications for translator facilities.

Commission granted applications of

Claremont Tv Inc. for new vhf translator stations on chs. 2, 6, 10 and 12 in Claremont, N. H., to translate programs of WENH-TV Durham, WMUR-TV Manchester, both New Hampshire, WRLP (TV) Greenfield, Mass., and WCAX-TV Burlington, Vt. In making grant agency dismissed petition by Belows Falls Cable Corp., area catv system which claimed that grant of translators in area would cause interference.

Commission ruled that catv operators are not viewers, and are not entitled to interference protection given viewers, because they receive tv signals for purpose of redistributing them for fee, as opposed to free service provided by translators. Catv can alleviate interference, commission said, by changing antenna site or use of microwave relay. Commission warned, however, that it will not condone deliberate attempts by translators to create interference to catv.

3,298 uhf stations possible, study finds

Present 1,500 uhf assignments can be more than doubled, to 3,298, according to report expected this week.

Prepared by National Assn. of Educational Broadcasters, report is based on computer study done with aid from Jansky and Bailey, Washington, D. C., consulting engineers, and FCC.

Project was financed with \$55,258 grant from Dept. of Health, Education and Welfare under statute providing funds for development of new educational media. NAEB officials, however,

say possible assignments uncovered by study would be available for commercial as well as educational television.

NAEB will present report to U. S. Office of Education and FCC with recommendation that study be basis for new uhf allocation table. Present assignments wouldn't be disturbed under proposal.

FCC staff is doing similar study without computer assistance; it is expected to be completed next month. It reportedly will roughly parallel conclusions in NAEB report.

Senators get copies of delinquency report

Senate Juvenile Delinquency Subcommittee report on television is now in "final form" and was circulated to subcommittee members Friday (Jan. 11), said Sen. Thomas J. Dodd (D-Conn.), chairman.

Senator would not reveal whether report, awaited since hearings concluded last spring (BROADCASTING, May 21, 1962), includes proposals for legislation, nor would he say whether he has law-making ideas of his own on subject. But Sen. Dodd made it clear he is not closing door on possibility legislation could come from hearings.

Report draft was reviewed by chairman late last year and sent back for revision, mainly to add "recently uncovered evidence" of effects sex and violence on tv have on children (CLOSED CIRCUIT, Dec. 24, 1962).

Kemper defends stand in ABC breach suit

ABC's \$452,000 breach of contract suit against Kemper insurance companies was challenged Friday (Jan. 11) and network was charged by defendant with failure to provide sponsor protection.

James S. Kemper, board chairman, said his company was within its rights when it canceled out of *ABC Evening Report* after furor aroused by Nationwide Insurance's *Howard K. Smith News and Comment* show about Richard M. Nixon on which Alger Hiss appeared.

Public confused show as Kemper's because announcement at end of *Evening Report* plugged Mr. Smith's program, Mr. Kemper argued. Therefore ABC violated sponsor protection clause of contract by putting announcement inside Kemper news program, he said.

Jack Beall Jr., 64 dies

Jack Beall Jr., 64, retired ABC correspondent, died in Washington hospital Friday (Jan. 11) of respiratory failure before surgery. Mr. Beall was born Dec. 6, 1898 in Waxahachie, Tex. He also had served at WLW Cincinnati, NBC in New York and on newspapers.

SUPERCAR
featuring Mike Mercury



THE JO STAFFORD SHOW
starring Jo Stafford



MAN OF THE WORLD
starring Craig Stevens



SIR FRANCIS DRAKE
starring Terence Morgan



**THIS YEAR
AS IN
EVERY YEAR
ITC OFFERS EXCITING
NEW TV PROGRAMMING
FOR WORLDWIDE
DISTRIBUTION**

MR. PIPER
starring Alan Crofoot



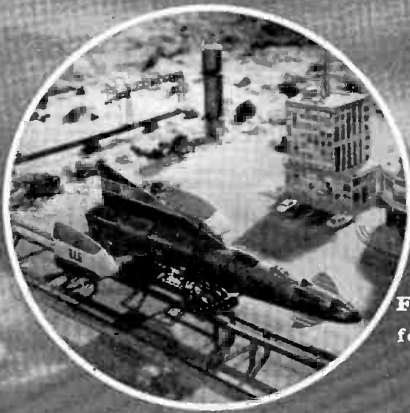
ROADWAY GOES LATIN
starring Edmundo Ros



THE SAINT
starring Roger Moore



FIREBALL XL 5
featuring Steve Zodiac



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"BUY MOST"
AUDIENCE?**

**MORE
KABC
LISTENERS
ARE 2-CAR
OWNERS***

(Households owning 2
or more cars)

**KABC LISTENERS
41.4%**

**L.A. AVERAGE
35.6%**

*Source: our recent Pulse
Audience Profile Study of Los
Angeles. A free copy is available
upon request.

Represented Nationally
by the Katz Agency

**KABC
conversation
RADIO 79**

Owned & Operated by American Broadcasting-Paramount Theatres, Inc.

DATEBOOK

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

*Indicates first or revised listing

JANUARY

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

Jan. 14—Academy of Television Arts &
Sciences; BBC documentary film, "Televisi-
on and the World." Collier Young, co-
ordinator. Hollywood Palladium, Hollywood.

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

Jan. 15 — Deadline for foreign entries for
third International Broadcasting Awards
competition of Hollywood Ad Club. Entries
should be sent to IBA, P.O. Box 38909, Hol-
lywood 38, Calif.

*Jan. 15—Junior Advertising Club of Los
Angeles, dinner meeting at Encore Restau-
rant. Robert Sutton, vice president and
general manager, KNX Los Angeles, will
speak on "Broadcast Editorials."

*Jan. 16—New England Media Evaluators
Assn. meeting. Karl Kritz, general man-
ager of WXCN-FM Providence, will speak
on "Fm Radio, Let's Accentuate The Posi-
tive." Nick's Restaurant, 100 Warrington St.,
Boston.

Jan. 17-19—Sixteenth annual winter con-
vention of South Carolina Broadcasters
Assn., Wade Hampton Hotel, Columbia.
S. C. H. Moody McElveen Jr., vp and gen-
eral manager of WNOK-AM-FM-TV Col-
umbia, 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 air 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 Com-
mittee.

Jan. 18—Comments on FCC proposed rule-
making to require applicants, permittees
and licensees to keep file for public
inspection of all broadcast applications.

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

Jan. 20 — Iowa AP Radio & Television
Assn. annual winter workshop meeting in
Des Moines. Governor-elect Harold Hughes
will address the luncheon session. Awards
will be presented to members contributing
the most to the Iowa AP report during 1962.

*Jan. 21—Hollywood Ad Club luncheon meet-
ing. Jack Izard, advertising manager,
Chevrolet Div., General Motors, will receive
plaque in recognition of the company's
long history as a radio-tv advertiser. David
Dortort, production head of *Bonanza*, spon-
sored by Chevrolet on NBC-TV and Thomas
W. Sarnoff, NBC's west coast vice president
will speak, Hollywood Hotel.

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 Sand-

ers; Stephen Labunski, WMCA New York;
Maurie Webster, CBS Radio Spot Sales;
Stephen Riddleberger, ABC owned radio
stations; Edmund C. Bunker, president-
elect, RAB; and John Mooney, WKGK
Knoxville, are among participants.

Jan. 23—Winter meeting of Colorado
Broadcasters Assn., Hilton Hotel, Denver.
Meeting includes a cocktail party and din-
ner for members of the Colorado legislature.

Jan. 23—Colorado AP Broadcasters Assn.,
meeting. Hilton Hotel, Denver. AP assistant
general manager Lou Kramp will address
the session. Members will firm up plans for
a news clinic for radio and tv newsmen.

Jan. 23-24—Nebraska Broadcasters Assn.
convention. Hotel Cornhusker, Lincoln, Neb.
NAB President LeRoy Collins will be prin-
cipal speaker.

Jan. 23-25—Association Public Affairs Con-
ference, 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 Busi-
nessman and Politics."

*Jan. 24—Wisconsin Broadcasters Assn. an-
nual meeting. Pfister Hotel, Milwaukee.

*Jan. 24—Academy of Television Arts &
Sciences, Hollywood chapter, meeting at 8
p.m. at theatre of the Directors Guild of
America. "Meet the Creative Team" session
with the producers of *Bonanza* on deck.

Jan. 25—Annual banquet of the Federal
Communications Bar Assn., Cotillion Room,
Sheraton-Park Hotel, Washington, D. C.

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 in Omaha,
Neb. Commissioner E. William Henry pre-
siding.

Jan. 29-March 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 Con-
vention on Military Electronics, Ambassador
Hotel, Los Angeles. The convention is co-
sponsored by the Los Angeles section of
Institute of Radio Engineers and the Na-
tional Professional Group on Military Elec-
tronics. General Bernard A. Schriever, com-
mander of the U. S. Air Force Systems
Command, and Major General Stuart S.
Hoff, commander of U. S. Army Electronics
Command, will be principal speakers.

Jan. 31—Deadline for nominations to
Radio Hall of Fame by those in broadcast-
ing 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).

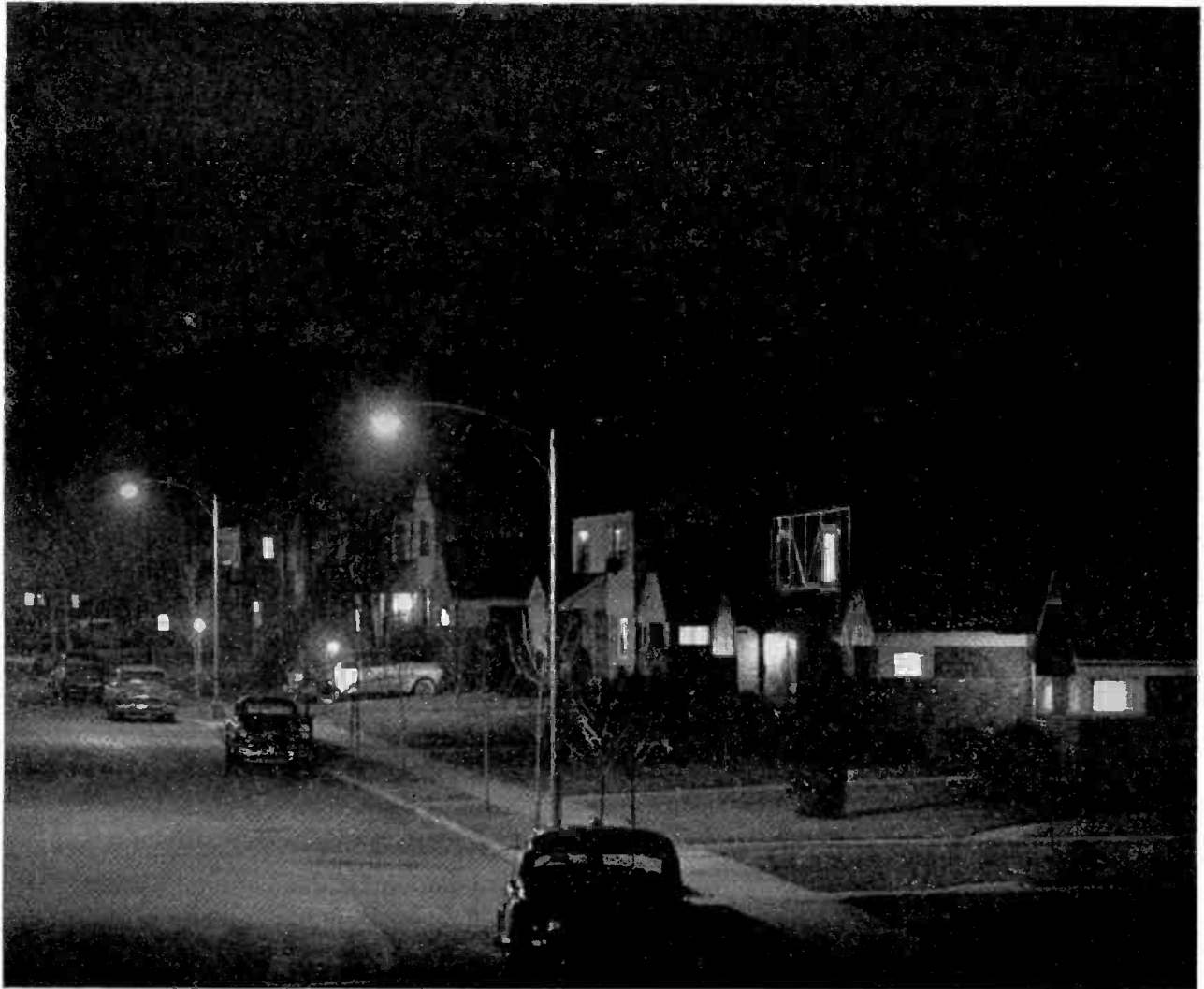
*Jan. 31—Minnesota AP Broadcasters Assn.
annual meeting, Minnesota Press Club, Min-
neapolis. Chairmen of Minnesota Demo-
cratic and Republican parties will speak on
the 1962 gubernatorial election and its news
coverage, and will answer questions in an
open forum.

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.

BROADCASTING, January 14, 1963

COURT IS IN SESSION



Your product stands trial tonight—on the TV screens of America.

Will it be represented by topflight counsel?

Your case rests upon the commercial. In one minute it must present the evidence imaginatively, persuasively, believably. Only then can you expect the public to buy your product.

Our product is ideas, seasoned with experience.

This combination has helped us win many a verdict for our clients—expressed in gratifying sales and profits.

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

Intriguing! "The Key"... A suspenseful, war-time romance starring two of the most exciting screen personalities of our day — Academy Award-winners William Holden and Sophia Loren! The director: Carol Reed. The writer and producer: Carl Foreman. It's another of the 73 great box-office hits, newly released for television, that have been added to the roster of the **COLUMBIA POST-48's**.

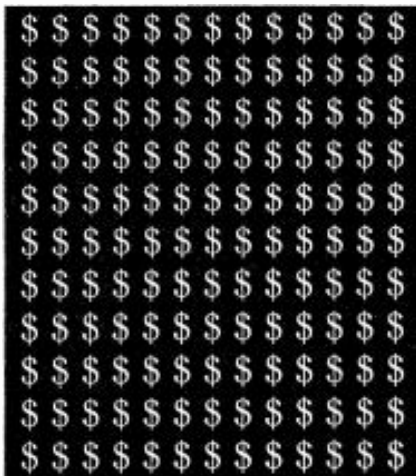
Already sold to: WCBS-TV New York, WTPA Harrisburg-Lancaster, WGAN-TV Portland, Maine, WCAU-TV Philadelphia, WBBM-TV Chicago, WOOD-TV Grand Rapids-Kalamazoo, KENS-TV San Antonio, WJHG-TV Mobile-Pensacola-Panama City, WAPI-TV Birmingham, WALB-TV Albany, Ga., WSYR-TV Syracuse, WBAY-TV Green Bay-Marquette, KHSL-TV Chico-Redding, KGMB-TV Honolulu, KLAS-TV Las Vegas, KPHO-TV Phoenix, KGW-TV Portland, Oregon, WRGB Albany-Schenectady and KMOX-TV St. Louis.

The **COLUMBIA POST-48's** are distributed exclusively by

SCREEN  GEMS, INC.







Largest audience of affluent adults

Among Southern California radio stations, KPOL delivers the biggest audience of affluent adults at the lowest cost—47¢ per thousand. The size of the KPOL audience always ranks near the top among all radio stations in the area...and is by far the largest compared to the four Los Angeles good music stations. Pulse data shows KPOL's audience 80% bigger than the second good music station...larger than the second and third stations combined...and seven times larger than the fourth station. This big audience is affluent, with family income substantially higher than the Los Angeles county average. Advertising addressed to this high concentration of responsive prospects produces outstanding results. For details call Fred Custer at WE 8-2345.

KPOL

AM/FM LOS ANGELES

represented by Paul Raymer Company

OPEN MIKE

The 1963 Yearbook

EDITOR: . . . BROADCASTING YEARBOOK is, as usual, a superb job and absolutely invaluable as a source of all information. . . .—Bernard L. Yudain, *Time Inc., Washington.*

EDITOR: . . . I have grown used to having this for daily use . . . so much so that it would be very difficult to get along without it.—Thomas C. McCray, *vice president & general manager, KNBC-TV Los Angeles.*

[The 1963 BROADCASTING YEARBOOK issue, the one-book library of television and radio information, is now being distributed. Copies of this 632-page reference work are available at \$5 each.]

Toys on tv

EDITOR: Has BROADCASTING published anything in the past few years regarding the advertising of toys on television?

Anything of a general nature would be helpful, but I'm particularly interested in getting some idea of the frequency that a specific toy is exposed in a market during the pre-Christmas season.—Keith Olson, *Colle & McVoy Advertising Agency Inc., Minneapolis.* [Copies of pertinent articles have been forwarded to Mr. Olson.]

Radio help to retailers

EDITOR: . . . Your article on the New York strike hardship hurting radio [AT DEADLINE, Dec. 31, 1962] reports that "major radio stations appear to be turning a pretty profit. . . . Yet they feel that they're apt to make enemies, because if strike drags on into January they'll have to start dumping strike accounts to make way for returning national business. They're concerned, too, lest new-to-radio retailers get poor results because they don't know how to use radio and hence become permanently—and needlessly—sour on radio medium."

Although too many of America's radio stations are in the hands of inexperienced, immature managements, I hope that the majority of New York's radio men are professionals who will grasp the newspapers' unfortunate dilemma as an opportunity to be of service to every commercial prospect. . . .

Despite the fact that national business might impart more prestige and provide heftier profits, I urge that no local sponsor be kicked around for the big boys with fancier (though often sporadic) budgets. In the successful years that I managed radio stations, I never regarded a local merchant's dollar as being any less valuable than a national advertiser's. . . .

It is a radio station's job to *insist* that retailers use its facilities properly

and with sufficient planning and exposure to insure success. Otherwise . . . radio does a disservice to its clients and the industry. Like any advertising medium, radio deserves only the status it earns for itself.—Howard Stanley, *Cavalier Advertising Agency, Norfolk, Va.*

Elephant size

EDITOR: KIJ received a call from a Walla Walla Valley grower that he had a head of cauliflower weighing over 20 pounds and measuring 14 inches in diameter. He also said he bought the fertilizer, Elephant Brand, from one



of our KIJ advertisers. So we picked it up and took the picture with one of our salesmen (the cauliflower is the one without the glasses). The picture is not only proof-of-purchase, but is mighty LARGE proof of results.—Ken Brooks, *KIJ Walla Walla, Wash.*

'Challenge to Americans' ad

EDITOR: Three cheers for you! We are, of course, delighted that you ran the "Challenge to Americans" ad, and everybody is most grateful to you.—Theodore S. Repplier, *president, The Advertising Council, Washington.*

FTC & ratings

EDITOR: IS THERE ANY CHANCE OF GETTING A DOZEN COPIES OF THE JAN. 7 ISSUE OF BROADCASTING? PARTICULARLY INTERESTED IN THE ARTICLE ON FTC AND RATINGS.—GRACE MCELVEEN, *PROMOTION DIRECTOR, WAFB-TV BATON ROUGE, LA.*

On stereo monitoring

EDITOR: In your article, "EIA group to monitor stereo fm stations" [EQUIPMENT & ENGINEERING, Dec. 3], it is stated that EIA is forming a nation-

A FISTFUL OF FIRSTS IN ATLANTA FOR WAGA-TV!

FIRST IN PRIME TIME!
NOV./62 ARB, 7:30 PM - 11 PM, MON. - SUN., METRO AND TOTAL HOMES

FIRST IN DAYTIME
NOV./62 NIELSEN, 6 AM - 5 PM, MON. - FRI. METRO, AND TOTAL HOMES.

FIRST WITH ADULTS
DELIVERS 5.8% MORE ADULTS THAN 2nd STA. NOV./62 ARB, 9 AM - MID-NIGHT, MON. - SUN.

FIRST WITH 6 OUT OF 10 TOP SHOWS
NOV./62 ARB RANK BY TOTAL HOMES DELIVERED.

WAGA-TV HEADED FOR THE TOP!

	WAGA-TV	STATION "B"	STATION "C"
METRO SHARES*	40	41	19

*NOVEMBER 1962 ARB 9:00 AM TO MIDNIGHT, MONDAY THRU SUNDAY

5 Atlanta waga-tv

Represented by Storer Television Sales, Inc.

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

STORER
BROADCASTING COMPANY

Trendex asked.*

Which station
are you
listening to/
have
listened to?

Washington answered:

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

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

WWDC RADIO
WASHINGTON, D.C.

represented nationally
by John Blair & Co.



wide monitoring group to check the transmissions of all fm stations broadcasting in stereo. . . .

It would seem to me that the proper thing [for EIA] to do would be to report any deviations from the standards to the stations. The technical parameters such as separation, frequency response and signal-to-noise, cannot be measured during program periods in any case. It would take a qualified engineer with the proper instruments and with the cooperation of the station in transmitting the necessary tone signals to determine whether technical standards of . . . the FCC's rules were being violated.

About all that could result from a listener report would be . . . correspondence . . . which would prove nothing. I would suggest that the gentlemen of the EIA report anything they think is irregular to the stations, since they are the only ones in a position to check with any degree of accuracy to see if deviations are occurring.

. . . The policing functions of the FCC should be left to its trained engineers rather than to a manufacturers' group such as EIA, whose qualifications to do this are doubtful at best.—Parker H. Vincent, chief engineer, WMTW-FM-TV Poland Spring, Me.

Look ma, no cigarette!

EDITOR: NAB President Collins . . . has commented that we . . . should abolish tobacco advertising because cigarette smoking "provides a serious hazard to health of our teen-agers."

In good conscience we must agree.

However, should we not go a step further and abolish all automobile advertising, since more teen-agers are killed by automobiles than by smoking? And, since California Welfare Department statistics show that more teen-age unwed mothers conceive in automobiles at drive-in movies than anyplace else, perhaps we should eliminate movie advertising.

Or perhaps we can only accept automobile advertising for sports cars in which it would be impossible to become pregnant—especially when smoking a cigarette.

Then, again, sports cars might increase the teen-age death rate.

Obviously, we have a problem.—Joe Klaas, KYA San Francisco.

Showsheet correction

EDITOR: Your quarterly network showsheet (TV NETWORK SHOWSHEETS, Jan. 7), lists *Wild Kingdom* (Sun. 3:30 p.m., NBC-TV) as having participating sponsorship. The show is sponsored in full by Mutual of Omaha health insurance. It is produced by Don Meier Productions Inc., Chicago.—Pat Collins, Don Meier Productions, Chicago.

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BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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Sol Talshoff

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5-8354.

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Toronto: 11 Burton Road, Zone 10, Hudson
9-2694. CORRESPONDENT: James Montagnes.

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the Fifth Estate. Broadcast Advertising*
was acquired in 1932, Broadcast Reporter in
1933 and Telecast* in 1953. BROADCASTING-
TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

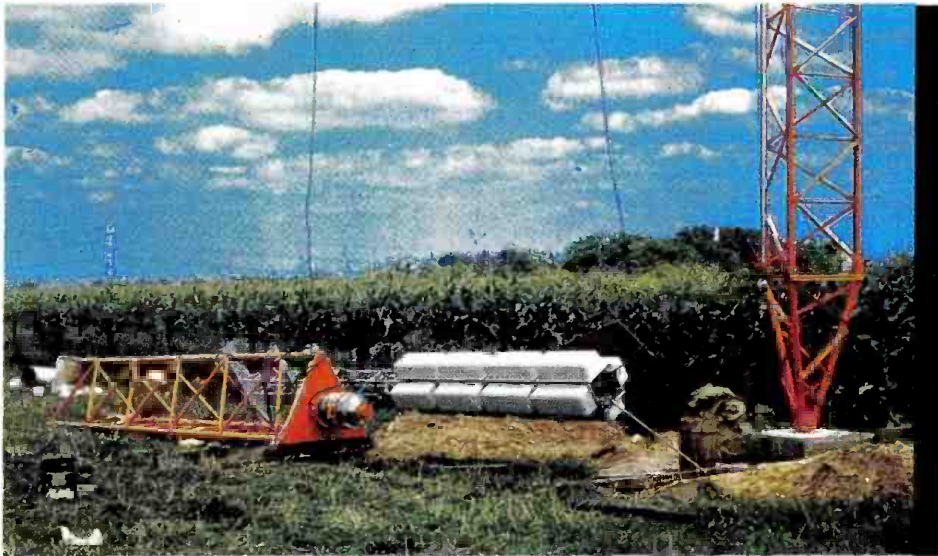
Copyright 1963: Broadcasting Publications Inc.

ROHN 500 foot DD-H TV Broadcast Tower Installation*

The following series of pictures present a dramatic story of the "Precision Planned" installation of a 16 Bay TV Antenna being mounted on a rugged ROHN 485' DD-H Broadcast Tower. Careful planning, engineering and years of experience of the ROHN manufacturing and installation teams are yours whenever you call ROHN for your requirements.



1 Unmounted 16 Bay Antenna ready for mounting.



2 Assembled antenna, and beacon mounted on top section of 485' ROHN tower now ready for installation at top.



3 ROHN tower is shown erected and ready for antenna installation.

*WMBD-TV, Peoria, Illinois translator installation at LaSalle, Illinois — Channel 71.



4 Antenna, mounted atop the top tower section, begins journey — up.



5 Midway point of this "Precision Planned" Installation.

*Complete Engineering
Specifications, Tower Erection
Service and Costs
Available on Request.*

WRITE — PHONE — WIRE



6 Destination? Atop the giant already erected ROHN 485' DD-H TV Broadcast Tower!

ROHN manufacturing company

Box 2000, PEORIA, ILLINOIS, U.S.A. — Phone: Area Code 309 - 637-8416

Qualified and trained representatives
available to serve you — WORLD-WIDE!
"World's Largest EXCLUSIVE Manufacturer
of Towers and Accessories"

BOOK NOTES

"Clearing the Air," by Edward P. Morgan. Robert B. Luce Inc., 119 W. 40th St., New York 18, N. Y. 267 pp. \$4.95.

Mr. Morgan is a commentator on the ABC Radio network and this book, to be on sale next Monday, is a selection of his "essays" carried on that network since he joined ABC from CBS in 1955.

The ABC commentator, it has been said, enjoys the right to broadcast what he pleases on his program with no interference, and the essays in fact attest to Mr. Morgan's subjective treatment of his material and illuminate the undeniable success he has had with this form of presentation. They also make it immediately evident that he has had little hesitation in advocating the unpopular view in his zeal to get at what he considers to be injustice, falsity or a point that others have minimized or overlooked.

Mr. Morgan's scripts are well-written, considering that he prepared them under a newsman's deadline pressure. They are made more adaptable for book form by added title headings and by footnotes where the author feels further explanations are needed in the light of later developments.

Taken together, the broadcast essays show a man who feels almost compelled to expose fakery, inhumanity, foolishness and error; who can become emotional about people and things and successfully convey his feelings to listeners; who once stood up under the strain of covering a disaster (the sinking of the *Andrea Doria* in 1956) in which his own teen-age daughter was believed lost but was found later to have been saved by a seeming miracle.

Mr. Morgan's essays range over the "American scene," the Eisenhower and Kennedy administrations in Washington, people in and out of the news, labor and management relations, censorship, civil rights, overseas happenings and his personal experiences. They make a convincing case for non-interference in "personal" broadcast journalism.

"The Madison Avenue Handbook," by Peter Glenn Publications Inc., 444 East 52d St., New York 22, N. Y.; \$4.95; 328 pp.

This is the 1963 edition of the combined diary-directory Peter Glenn has published for the past five years. More than 100 pages are devoted to helpful directories covering talent agencies, advertising agencies, producers and the like. The directory, this year in hard cover with plastic binding and tabbed indexed pages separating sections, is written for people who are involved in tv commercials or advertisements.

BROADCASTING, January 14, 1963

THEY GAVE THE MESSAGE:



DR. ALBERT E. BURKE

"...a mind like a barracuda!" (*Newsweek*)

"One of TV's most provocative half hours." (*Los Angeles Times*)

"A keen mind, a pencil and the most annoying public-affairs program in TV today." (*Look Magazine*)

"...provocative, sensible and challenging...made video's usual run of commentary seem like a bedtime story." (*New York Times*)

THEY HAD A MESSAGE:

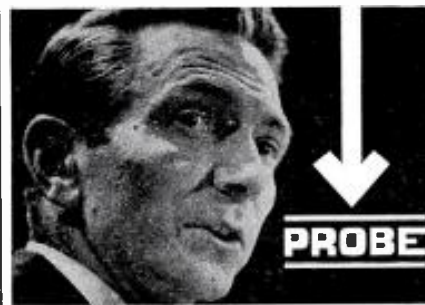


DR. ALBERT E. BURKE

"Signing a blank check for Al Burke's unblank mind is the best investment we have ever made." (*Hartford National Bank*)

"It is conversant, as illustrated by the fact that this is currently one of the most talked about shows on local TV." (*Glen-dale Federal Savings*)

THEY GOT THE MESSAGE:



DR. ALBERT E. BURKE

STATIONS

WSB-TV Atlanta, Georgia
KERO-TV Bakersfield, California
KBOI-TV Boise, Idaho
WMT-TV Cedar Rapids, Iowa
KHSL-TV Chico, California
KLZ-TV Denver, Colorado
WWJ-TV Detroit, Michigan
KIEM-TV Eureka, California
KMJ-TV Fresno, California

WTIC-TV Hartford, Connecticut
KID-TV Idaho Falls, Idaho
WFGA-TV Jacksonville, Florida
KCOP-TV Los Angeles, California
WTMJ-TV Milwaukee, Wisconsin
WSFA-TV Montgomery, Alabama
WSM-TV Nashville, Tennessee
WPIX-TV New York, N.Y.
WTAR-TV Norfolk, Virginia
WDBO-TV Orlando, Florida
WEAR-TV Pensacola, Florida
WMBD-TV Peoria, Illinois
WGAN-TV Portland, Maine
WHBF-TV Rock Island, Illinois
KQVR-TV Sacramento, California
KSBW-TV Salinas, California
KONO-TV San Antonio, Texas
XETV-TV San Diego, California
KRON-TV San Francisco, California
KEY-TV Santa Barbara, California
KSBY-TV San Luis Obispo, California
KOMO-TV Seattle, Washington
KVTI-TV Sioux City, Iowa
KXLY-TV Spokane, Washington
KQVR-TV Stockton, California
WFLA-TV Tampa, Florida
WKST-TV Youngstown, Ohio

WITH MORE BEING ADDED EVERY DAY...

NTA

8530 WILSHIRE, BEVERLY HILLS OL. 5-7701
NEW YORK: 444 MADISON AVE. PL. 3-6106
CHICAGO: 612 N. MICHIGAN AVE. MI. 2-5561

THE CLEAR DOPE

Here is the clear dope about a good broadcasting operation.

Although most guys and gals our age who are in the advertising business know almost everything about us, we are often reminded that time flies and each day new people are joining the ranks of agencies of the country. Some of them sit in judgment on us, and so they need to know all about us.

Well—We operate KRNT Radio, KRNT Television, and KRNT Theater out here in Des Moines, Iowa. All under the same roof. All run by the same people. Many of the personnel are up to their necks in all three all the time.

Our radio station has led in service and adult audience most of its 27 years. The television station reflects credit on its parent and generally leads in ratings, and in every one of its seven years, it has done around 80% of the local business! Both stations are affiliated with CBS. The CBS know-how together with the KRNT “know-how and go-now” keeps us out in front. The theater is the largest legitimate theater in the U.S.A. Everything from the Grand Opera to the Grand Ole Opry is shown in it. It truly is the “Show Place for All Iowa.”

So what happens? Well, the stations promote the theater and the theater promotes the stations, and we learn show business from running all three. We learn about people, too. Nothing will straighten out a person's thinking about what appeals to people as well as the box office. 'Tis the till that tells the tale. People either put their money where their mouth is at the box office or they don't—they kid you not.

Out of this baptism of fire comes some pretty hep people in programming and promotion and market knowledge.

Few organizations, if any, know this market as well as the KRNT organizations knows it.

Few organizations know more about program appeals—

Few organizations know more about promotion and publicity—

Few organizations are held in as high esteem by its public.

Few organizations of our kind in the U.S.A. have the track record that KRNT Radio and KRNT Television post year after year.

The KRNT name means leadership and has for a long time.

What about right now, today?

Well, take KRNT-TV:

The **hot** CBS-TV schedule is **hotter** here.

The **hot** Steve Allen Show is **hotter** here.

The **hottest** movie package is here.

The **hottest** news outfit is here. In fact, one of the top daily nighttime news programs in a multiple station market in America is here on KRNT-TV.

The hottest sports programs are here. The football coaches of the three largest universities in Iowa are seen exclusively in this market on KRNT-TV.

The most and the best and the best-known local personalities are on this station.

Civic, cultural and religious groups know from long experience that they can count on our eager cooperation and support. They know we do operate in the public interest, convenience, and necessity.

And—this is the station, in this three-station market, that carries around 80% of the local television advertising and has since the station's inception. Yes—where the cash register has to ring today to make today's profits, this is the station the local merchants depend on for sales—some of them selling products your agency represents.

Then about radio:

Every Des Moines survey a fellow can find shows KRNT Radio leading in total audience, total adults . . . leading in believability, too. KRNT "Total Radio" has the solid sound of success you like. You're proud to be associated with it. It, too, is a great news station, a great sports station, and it has the most and best known local personalities. It, too, is an outstanding public service station.

Our KRNT Radio personalities appear regularly on KRNT Television. This is a big advantage. Radio listeners know what KRNT personalities look like. Likewise, television viewers are constantly reminded of their local KRNT-TV favorites because of their frequent exposure on KRNT Radio. One medium helps the other in our operation. And personalities are pictured in heavy newspaper promotion, too. Our personalities are "old friends" to Central Iowa people—an important plus in their merchandising and sales effectiveness.

These stations of ours provide the proper climate for responsible advertisers—a climate of leadership, believability and responsibility. It is said that Lord Chesterfield once invited his young friend thusly: "Come walk down the street with me. It will make your fortune!"

We invite responsible advertisers to come walk down the street with us. It will go a long way toward making your fortune.

KRNT RADIO—KRNT TELEVISION

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by the Katz Agency, Inc.

Find how you're different, then tell it—in a different way

Broadcast media today are in the clutches of that old devil, conformity, in advertising their wares.

Most stations hold rigidly to a few hackneyed formula claims, and no one seems willing to be the first to break away. I'm thinking of such well-worn slogans as "First in the market," "Delivers bigger audiences"—or that pathetic plea, "You need *both* to cover the Skinny Gulch Market." No matter how differently they're expressed, they're still the same time-eroded ideas.

It seems ironical that so much station advertising is still creatively dull and unconvincing. The irony, of course, is that stations are in the business of advertising. More than anyone else (except perhaps the agencies) they should sell on a highly inventive level. The fact that they don't, as a rule, is the old story of the shoemaker's child going barefoot. Most stations have neglected to keep up with the changing trends in all advertising.

A lot of station advertising, I fear, is simply handed over to the local ad agency that buys the most time on the station. This arrangement doesn't always lead to the best creative work. Good advertising is more apt to evolve (1) when there is the stimulation of an active client-agency relationship and (2) when campaigns are questioned and weighed critically.

Now, since I seem to know so many answers, what do I recommend to make the break with tradition? I'm certainly not suggesting some of the bizarre advertising attempts I've seen lately, chestnuts appearing to have no relevancy to the subject. Naked ladies, for instance, are enticing—but not as a means of unveiling rating figures. I also have a hunch that the double-entendre in ads (especially when it snickers) has to be very, very clever to be good.

Straight And Clean ■ So let's play it straight and clean and direct—the way really good advertising is anyway.

What I am suggesting is a fresh look at station advertising and a disregard for all the things that have been done. I would like for some station manager to be the Mr. Volkswagen of media advertising; to be realistic enough to recognize that what he really has to sell is a product—his; enough to admit there are no sacred cows; that his problem is simply to find the single, selling-point he has in his favor.

And this, as he might suspect, is the hardest part of the job. It takes blood, sweat and fears-overcome to hang his image on one basic point. But when

he's found it, tested it, pot-shotted at it, and it still comes up shining, his battle will be half won.

I say half because now that the point of difference is established, it must be presented differently. Here is where I hope our friend, the station manager, would start to discard any dusty clichés which may be still around. To be on the safe side, he'd throw out every old rating chart, every picture of a pretty girl, every picture of the local mountain with its tv tower, every picture of Main Street, every picture of dear and faithful media buyers, and especially every picture of himself (which takes iron self-discipline).

Now, with the decks cleared, I would like the station manager and his agency to sit down and think up 10 fresh new ways to present this point of difference. This is an even harder job, and just as critical as the soul-searching which went before. Out of the first 10 ideas, if he gets one good ad he will be lucky. But this is the beginning of his campaign, and (I hope) the beginning of the kind of advertising that makes a product or a service famous. If this station manager and his agency are typical of the kind of people who make great selling ads, it will be a long process. And dozens of embryo campaigns will never see the light of day as the final one is put into action.

A Station's Story ■ Now if all this sounds like a nice theory—but just a nice theory—I'd like to tell you a story about a station that had the courage to assert its individuality. And because my agency is part of the story, I know how it all happened.

About three years ago, an independent television station in a large metropolitan market found it had grown up into a thriving, respected medium. But it lacked an identification—a theme—

one basic point of difference.

This metropolitan independent and the agency's creative staff took a long, hard look at the station's assets. These boiled down to six or seven points, all of which were unusual for an independent in a metropolitan market. Each point contributed to an overall picture of quality and prestige that could not be matched by any other independent. Thus, a theme was developed, stressing the prestige of this non-network outlet.

A comprehensive campaign followed (after many were created and discarded for various reasons), calculated to alert the industry to the very real advantages of the station and to back the "prestige" claim with solid points.

The campaign utilized dramatic photographs of objects, which, when seen in association with the headlines, dramatized the six selling points in unusual and arresting ways. And always, the emphasis in the look and tone of the individual ads was on prestige.

The effect was memorable. There is evidence that this campaign has done an enormous service for the station.

Now it stands to reason that no media buyer can memorize 500 tv station call letters. The competition for the buyer's recognition is enormous. The call letters remembered outside the immediate market must be impressed and impressed hard—and the job must be done by advertising.

Large metropolitan markets, of course, present special problems for advertising. But in every smaller city, the same principles govern. Ended is the era in which a tv station could cry vaguely "first" or "me too" and get away with it. Today, if the tv station is to be the identification maker for products, it must show first that it knows how to create a strong identification of its own.



Al Zakin is a partner in The Zakin Co., an advertising agency in New York with broadcast industry clients on its account roster. Mr. Zakin is a native New Yorker and a graduate of Syracuse U. He also studied marketing at the Columbia U. School of Business, New York. His executive posts in 15 years of activity with advertising firms and advertising agencies have included those of account supervisor, marketing director and vice president and plans board member.

YOU CAN'T COVER INDIANAPOLIS* FROM INDIANAPOLIS

**The Indianapolis market, we mean!*

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE'S WHY:

1. Terre Haute is closely linked to Indianapolis for its distribution.
2. Two of the Leading Supermarket Chains in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. Indianapolis Television, even when extensively used, misses 80% of the Terre Haute metro area.
4. Combining WTHI-TV with any Indianapolis television develops sizeable, additional penetration without additional cost.
5. The combination of WTHI-TV with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. The Terre Haute-Indianapolis media approach does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*
(November 1962 ARB)

*except Indianapolis

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

*AN AFFILIATE OF
WTHI AM & FM



FOCAL POINT

A LONG-RANGE COMMITMENT TO THE USE OF RADIO & TELEVISION TO SPUR PUBLIC ACTION ON VITAL ISSUES

Focal Point is a year-long project that attempts to harness the power of broadcasting to the forces at work on community and statewide issues and problems. The function of Focal Point is to overcome citizen apathy and to encourage action.

Focal Point in Baltimore

In Baltimore, on WJZ-TV, Focal Point is tackling the varied and complex problems of metropolitan expansion as they apply to education, transportation, urban renewal, police administration, roads and highways, and other areas. The project was started with a leadership conference, which included among its participants Senator Harrison A. Williams, Jr., Federal Housing Administrator, Dr. Robert Weaver, FCC Commissioner, Frederick W.

Ford and former Mayor J. Harold Grady of Baltimore.

Focal Point in Boston

Most recently, in Boston, Focal Point is taking a penetrating look at the state, its government and its problems. The project began with three 90-minute forums given prime time on three successive week nights over WBZ-TV and Radio. Participants included Attorney General Robert Kennedy, Governor LeRoy Collins, Archibald MacLeish, Moderator Erwin D. Canham and Paul C. Reardon, Associate Justice Supreme Judicial Court.

Discussion areas—as related to government—were “Morality” (can it be legislated?), “Modernization” (can statutory and constitutional law be changed to keep pace with the

**WBZ • WBZ-TV • BOSTON WINS • NEW YORK WJZ-TV • BALTIMORE KYW • KYW-TV • CLEVELAND
KDKA • KDKA-TV • PITTSBURGH WIND • CHICAGO WOWO • FORT WAYNE KPIX • SAN FRANCISCO**

times?), and "Manpower" (how can political parties be revitalized?).

Two audiences were involved: those present in New England Life Hall, where the programs took place; listeners and viewers at home (estimated at 500,000), including members of audience action groups.

"New and Better Directions"

These programs represent the kick-off to a year-long project, but already their effect is being felt. Focal Point has fired the imaginations of critics, columnists, and viewers. "The phrase 'focal point' is likely to be one that Massachusetts citizens will remember for a long while...it may mark the turning of a corner that leads to new and better directions," said the Pilot, official organ of the Archdiocese

of Boston. The Boston Herald called it "...the most interesting, but more important, informative, program of a local nature...this season."

Its success ultimately will be measured by the public's involvement. In Baltimore and Boston, additional programs on specific issues of state and local significance are being contemplated. Other WBC stations are already applying the Focal Point concept in their particular areas.

The Power of Broadcasting

The Westinghouse Broadcasting Company has long believed that the power of broadcasting can successfully be brought to bear in the practical area of community improvement as a constructive force in the solution of social and political problems.

WESTINGHOUSE BROADCASTING COMPANY, INC. 

W K R G • T V

MOBILE CHANNEL 5 PENSACOLA



Each NIELSEN Published—from the very first—
Dec. 1959 to Nov. 1962—Proves WKRG-TV

"THE EXCEPTION TO THE RULE"

Represented by H-R Television, Inc.



or call



C. P. PERSONS, Jr., General Manager

ENGINEERED BIRTHS FOR RADIO

- NAB says technical standards can control station growth
- It rejects economic protection though profits shrink
- It and other witnesses urge FCC to lift radio freeze

The adoption of a government policy of economic protection for radio stations was headed off last week.

The NAB went on record in opposition to government regulation of radio competition, except by the application of engineering standards. The association's strong stand against economic regulation, taken during a two-day FCC Washington hearing on radio station population control, put an end to speculation that it would join with some FCC officials in a plan to create limited monopolies in radio.

"I want to make it clear," said the NAB's chief spokesman at the hearing, "that NAB is opposed to and cannot subscribe to any proposal which would

arbitrarily place a limitation on the number of radio stations in a given market." The spokesman, George Hatch, president of KALL Salt Lake City and chairman of the NAB's Radio Development Committee, added: "Stated in reverse, given an application for a facility which meets all proposed sound engineering standards, the commission should grant a license for that facility."

The NAB said, however, that the FCC ought to quit granting stations indiscriminately. It advanced these three recommendations to keep the station population from outgrowing the capacity of the radio spectrum and to discourage inadequately financed applicants

from entering radio:

- A general overhaul of am engineering standards including the elimination of the 10% rule (whereby an application can be granted if no more than 10% of his normally protected contour will receive objectionable interference), a more precise definition of a "first service," the use of intermediate powers for the improvement of existing services to serve urban areas rather than granting of new stations and a review of directional antenna standards and methods of calculating skywave interference.

- A re-examination of FCC policies on the authentication of financial responsibility to construct and operate a



The NAB talks (above) and the FCC listens (below) in last week's conference on the problems of am radio broadcasting. Association representatives at the "head table" are (l to r) consulting engineer George C. Davis; Carl Lee, executive vice president of the Fetzer stations and chairman of the special NAB radio engineering subcommittee; George Hatch, president of KALL Salt Lake City and

chairman of the NAB Radio Development Committee; NAB President LeRoy Collins; Doug Anello, NAB general counsel, and George Bartlett, NAB manager of engineering. An interested audience (below) includes all seven FCC commissioners (l to r) Frederick W. Ford, Robert E. Lee, Rosel H. Hyde, Chairman Newton N. Minow, Robert T. Bartley, T. A. M. Craven and E. William Henry.



How the birth control talk started

A RADIO STATION POPULATION EXPLOSION TROUBLES NAB AND FCC

The postwar surge of new radio station grants, stalled now by the current FCC-imposed freeze, finds broadcasters and government alike faced by a dilemma—how to meet the demands of would-be station operators without crucial damage to the present radio structure or the public interest.

Some of the problems of station population growth were brought into the open last week as the FCC and the NAB held a two-day hearing (see story beginning on page 29).

This conference came after a series of developments that started at the end of World War II when there were roughly 900 radio stations on the air. After the FCC came out from under the impact of wartime equipment shortages and a freeze on new grants, it began playing midwife to new facilities—am radio, fm radio and tv—at an unprecedented rate.

Cps Tough to Get ■ Before the war the process of wringing a construction permit from the commission had been long and expensive, often involving unrecorded political nuances, as the existing station operators utilized numerous ways of contesting applications that might cut a station's service area, cause interference or limit its econom-

ic potential.

After World War II the FCC began satisfying demands for expansion that had been pent up during the war years. Longtime operators whose stations had served areas many miles from their transmitters now were worried because their distant signals were being drowned out by new stations in outlying communities. These population figures on authorized stations at five-year intervals (as compiled by the *BROADCASTING YEARBOOK*) trace the explosion:

1925—571, 1930—612, 1935—665, 1940—814, 1945—956, 1950—2,234, 1955—2,774, 1960—3,527.

As of Nov. 30, 1962, there were 3,924 authorized am stations plus applications for another 499, according to the latest FCC compilation. *BROADCASTING*'s weekly compilation showed 3,803 am stations on the air on Jan. 2, 1963.

By 1960, with some 3,500 stations on the air, total radio revenues of \$600 million were being split so fine that about one-third of all stations reported losses. This financial record had just been compiled before LeRoy Collins took office as NAB president in January 1961.

Collins on Overpopulation ■ Gov. Collins took notice of the radio situation in his first address to an NAB convention (*BROADCASTING*, May 15, 1961).

"Where do we go from here in radio?" Gov. Collins asked. "Perhaps we should start by seeking to develop some plan for effective birth control in this business."

The next October FCC Commissioner Frederick W. Ford raised the sticky question of regulating station population according to economic criteria. In a speech to the Kentucky Broadcasters Assn., Mr. Ford recalled that during the 1930's the FCC had taken into account the nature and extent of economic injury when it considered new grants (*BROADCASTING*, Oct. 23, 1961).

Then the commission's perspective had been influenced—to a limited extent, at least—by a U. S. Supreme Court decision in 1940. This had held that radio stations are distinguished from common carriers by the element of unrestrained free enterprise and that free competition should determine which station stands or fails. Commissioner Ford told the Kentucky group that it was time the FCC re-

radio station. It was suggested that an applicant be required to be prepared to operate for one year without revenue instead of the present three months.

■ Encouragement by the commission of mergers of existing stations, particularly where substandard engineering facilities are involved. This, the NAB said, would permit a substandard facility abandoned by merger to be withdrawn from its original location and possibly reassigned to an area that needed it.

Economics, Programs Passed ■ Singularly lacking from most of the testimony during the two days of hearing were statements on finances and programming. Both were mentioned at times, but neither was given the weight that some had expected—particularly the subject of economics.

Mr. Hatch said that "all of us are aware of the declining average revenue per radio station." He said the subject is worthy of most serious study even if there appeared no available and acceptable solution to the problems that might be uncovered.

The NAB witnesses testified last Monday (Jan. 7) with 10 "public witnesses" appearing Tuesday. NAB President LeRoy Collins was present for the association testimony but did not participate except to introduce NAB witnesses.

"There have been so many funeral dirges sounded and written," Gov. Collins said, "that it is good to know that at last we have an opportunity to come here to praise radio broadcasting and not to bury it."

In an opening statement, FCC Chairman Newton N. Minow pointed out that radio today bears little resemblance to the same medium immediately after World War II. He said that the number of stations has increased from 955 to nearly 4,000 and that revenues per station have decreased from \$238,000 in 1945 to \$145,000 in 1961. Average profits per station went down over the same period from \$72,000 to \$8,900, he said.

Among other points made at the hearing:

■ All witnesses agreed that the am freeze should be lifted immediately. The

NAB did not specifically mention the freeze in its prepared statements but in answer to a question, Mr. Hatch said the association's recommendations could be carried out without a freeze and that it should be lifted.

■ Rate cutting and double billing are the true evils of broadcasting and the FCC should do something about both.

■ The reason so many stations do not show a corporate profit is because owners pay themselves large salaries. This is perfectly legitimate, the witnesses felt, and the practice will show up in future financial statements filed with the FCC which will require a listing of total salaries paid executives, owners and their families.

No Transfusion Wanted ■ In a concluding statement, Mr. Hatch said that "radio does not need any transfusion, nor is it as sick as some would have us believe. It is our belief that with greater reliance placed in am allocations upon sound engineering practice and adequate financial qualifications, the radio industry will reach new heights in prosperity and will continue to provide

examined its thinking on the question because bad programming might drive out good since it costs less to produce. He showed how revenues of individual stations had been dropping.

As a counter to Mr. Ford's remarks FCC Commissioner Rosel H. Hyde warned that utility-type regulation was being considered. He suggested, in an oblique reference to broadcasters who were talking about seeking economic protection: "This may be another instance where preoccupation with matters of immediate concern may obscure interest in basic principles." He said that radio could not attain stature by leaning on government protection.

But some influential NAB members were beginning to side with Mr. Ford's views. The 1961 Salt Lake City NAB fall conference, in the homeland of George Hatch, operator of KALL Salt Lake City and NAB radio board chairman at the time, adopted a resolution calling on the association to consider the situation. A few days later at the fall conference in Jacksonville, Fla., John F. Meagher, NAB radio vice president, proposed a study of new radio station grants and the impact of FCC policies on stations.

Gov. Collins, reviewing a conference he had held at the commission, sent a memo to the radio board on the subject. When the board met Jan. 31, 1962, it looked over a staff study and directed Gov. Collins to name a special study committee.

A number of informal conversations were held by NAB and FCC spokesmen during the spring of 1962 in an effort to see each other's views.

Action Begins ■ All the talk and research were transacted into action at the April 1962 NAB convention when Gov. Collins said "there is no more important work before us" than to find remedies for radio's overpopulation. FCC Chairman Newton N. Minow came back a day later with the suggestion that the industry and commission meet in "an informal, face-to-face shirtsleeves working conference" to discuss the state of radio, adding that the search for answers was overdue.

That did it. Gov. Collins set up a nine-man committee headed by Mr. Hatch and the FCC declared an am freeze May 10 "as a first step toward re-examination of the rules governing am broadcast assignments." It termed the freeze "a partial halt to accepting new am applications."

NAB's committee and its subcommittees met several times and conferred with commissioners and staffers. Frequent alarm was expressed in the industry lest the NAB get involved in utility-type discussions that could threaten free broadcasting. NAB pointed out it was emphasizing engineering aspects in its studies preparatory to the Jan. 7-8 conference.

Now the conference is over. NAB has stated its case in depth. It's up to the FCC.

outstanding broadcasting service."

Without these tighter standards, Mr. Hatch said that he would not feel so optimistic about the future of radio.

NAB conducted extensive engineering studies of radio coverage and interference in the southeastern U. S. and asked the commission to continue the study to include coverage of all the country. The association also presented a nationwide situation report on the use of two specific frequencies, 600 and 1300 kc.

Serious Concern ■ In his opening remarks, Mr. Hatch said that am radio has reached the point where interference is of "serious concern." He cited the "Topsy-like" growth that has seen the number of am stations increase from 765 in 1940 to 3,451 by 1960.

"This explosion in the number of stations is the result of the understandable desire of the commission to provide as many local services as could be fitted into a limited spectrum," he continued. "However, as the nation has reached a saturation point in the number of am

radio stations, there have been increasing complaints from the public."

The special NAB committee concluded that the necessary climate for a sound and orderly development of am radio can be provided without making any basic changes in the competitive, free enterprise system, Mr. Hatch said. The association's study indicated that the objective of the FCC in providing am service "has been achieved to a remarkable extent," he said. "From here on, it would appear that the objectives of the commission and of the radio industry over the next two decades should be the improvement of existing facilities and the extension of interference-free service."

Open Minds ■ The NAB approached its engineering study with "open minds, without preconceived ideas . . . letting the facts fall where they may and speak for themselves," Carl E. Lee, executive vice president of the Fetzer Broadcasting Co. and chairman of the engineering subcommittee, told the FCC.

He said the study was made from the following standpoints: (1) During

the past 20 years, how has engineering (or the lack of it) contributed to the interference or degradation to the radio service the public receives? (2) How has engineering contributed to the overall development of a nationwide radio system as well as meeting the commission objectives for radio during the past two decades?

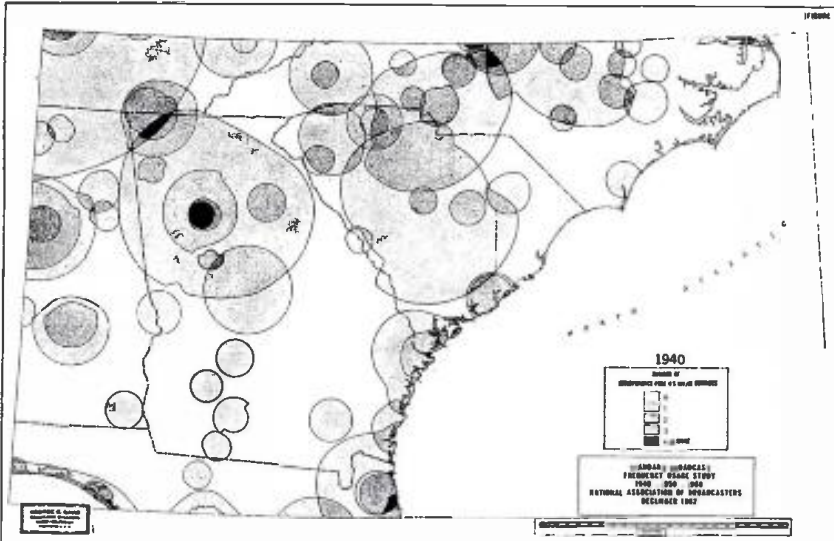
The NAB engineering studies, Mr. Lee said, show that the FCC "with all its trials and tribulations should be highly complimented" in the administration of its standards to secure a nationwide radio system. Application of the engineering standards over the past 20 years has exceeded in many cases the FCC's overall objectives, he said. Sometime between 1950 and the present, Mr. Lee said, the overall objectives for radio were reached and the new stations granted since then simply added to the multitude of signals already covering a given area.

NAB Orders Study ■ The NAB sponsored an intensive engineering study of daytime radio coverage and interference in the southeastern U. S. and of nationwide usage of 600 and 1300 kcs by George C. Davis Consulting Engineers. Results of the study were given to the FCC in a narrative, chart and slide presentation. George W. Bartlett, NAB manager of engineering, presented a separate study made to determine how well the following goals have been met by the FCC:

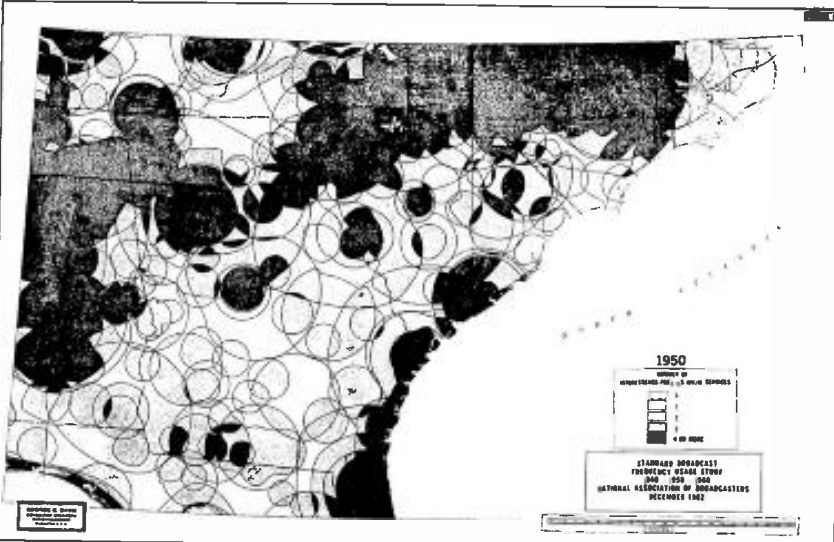
(1) Provision for some service to all or as much of the nation as possible; (2) provide each community with at least one am service; (3) a choice of at least two am services wherever possible; (4) at least two local am stations for as many communities as possible, and (5) multiple program choices to as many listeners as possible.

Both studies on daytime radio coverage in 1940, 1950 and 1960 included all of South Carolina and Georgia and parts of Tennessee, North Carolina, Alabama and Florida (north of Jacksonville). This area was selected as typical of the U. S. In 1940, according to Mr. Bartlett, 60.9% of the area received at least one primary daytime service; 96.7% in 1950 and 99.4% in 1960, the NAB study showed. For cities over 2,500 population, 38.1% had at least one daytime service in 1940; 87.4% in 1950 and for 1960 the figure was 97.3%.

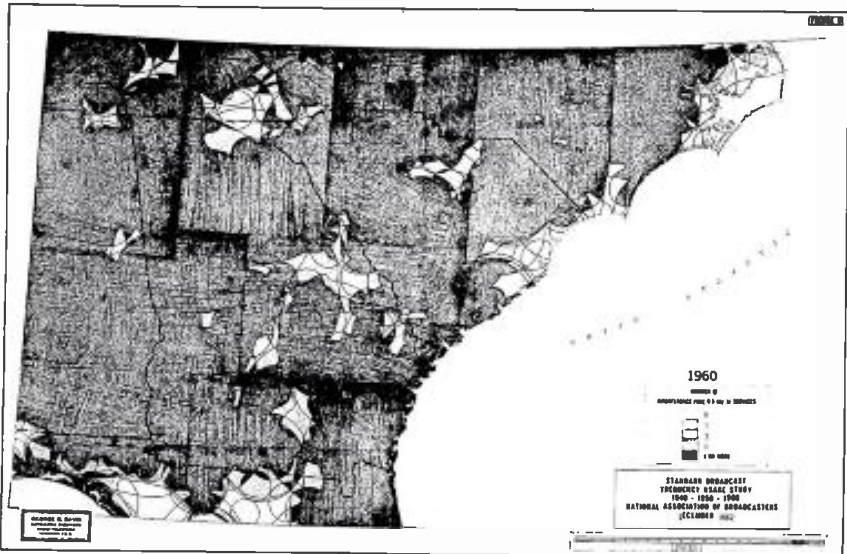
Population-wise, 33.9% received at least two interference free daytime services in 1940; 86.1% in 1950 and 96.7% received two or more stations in 1960. Within the area studied, in 1940 there were 61 cities with 5-10,000 population and none had more than one am station; by 1950 there were 110 cities in this population category and four had two or more stations and in 1960 of the



Three maps tell the story of radio's growth in the southeastern U. S. as, in 1940, there was no interference free daytime signal for 39.1% of the area.



By 1950, most areas had a choice of two or more daytime stations and only 3.3% of the land area was without an interference free signal.



Ten years later, in 1960, the coverage were available during the day to 87.1% of the area.

119 cities with less than 10,000 population, 10 had two or more stations.

Constant Gain ■ In the 10-50,000 population grouping for 1940, there were 53 such cities and only two had more than one station. In 1950, there were 66 cities in this category with 30 having two or more stations and in 1960 the figures were 96 cities with 49 having multiple daytime services.

Only one daytime service was provided to 70.2% of the people within the six states in 1940; 33.9% had at least two services; 11.3% had a choice of three or more stations and only 3.7% could receive four or more am stations. By 1950, 97.8% of the population had one service and 57.7% had a choice of four or more. In 1960, all but .03% received one primary daytime service and 81.6% had a choice of four or more stations.

Cities with a population between 5-10,000 in 1960 without a single am station totaled 22 and 9 cities with over 10,000 were without a local am station.

There were 80 am stations providing service in the southeastern states surveyed in 1940; 328 stations in 1950, and 526 by 1960.

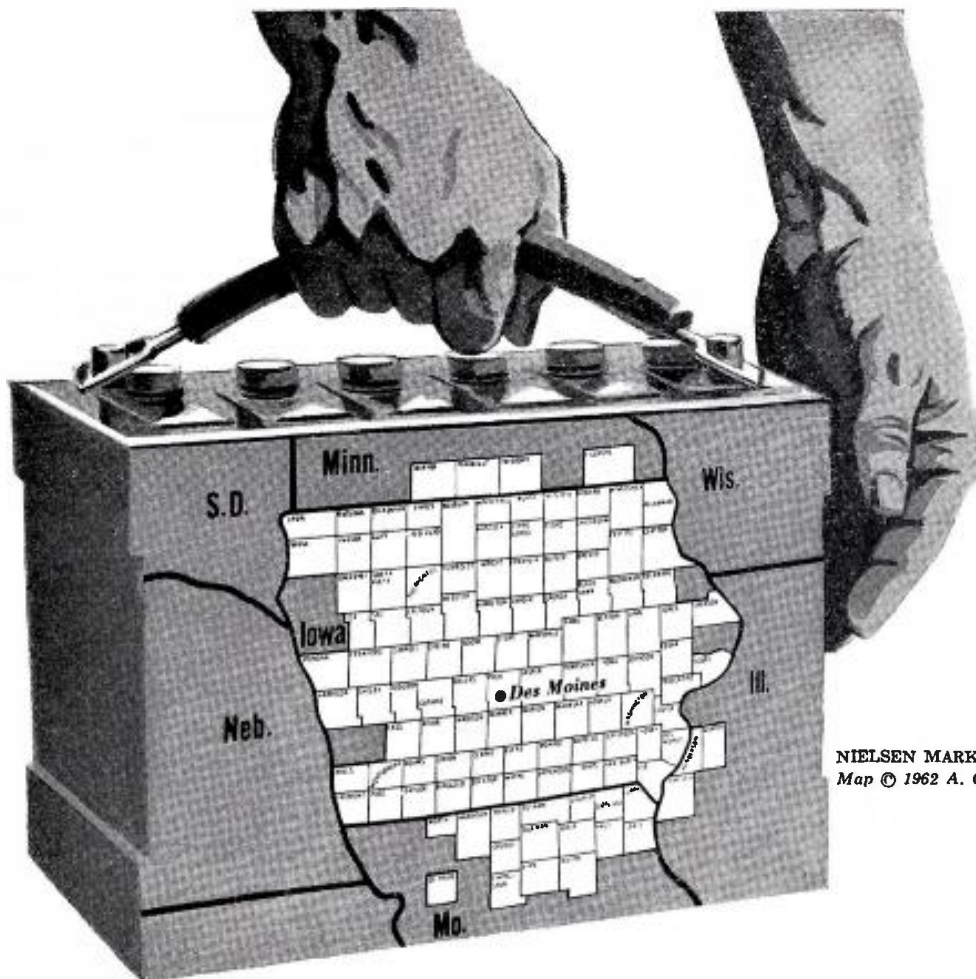
Mr. Bartlett's study did not consider interference while Mr. Davis's study was based primarily on that factor (see charts at left). Mr. Davis presented an 88-page document consisting primarily of charts and graphs covering radio development in the six states and the use of 600 and 1300 kcs across the nation. Both frequencies picked are regional channels, one in the high band, one low band, and were selected because they were considered "typical" (see page 34 for broadcast use of the two frequencies since 1940).

The Davis study shows the degradation of signals of existing stations caused by the granting of new stations as well as white areas in the southeastern states.

Further Use ■ There are 48 possibilities for new stations (daytime) assigned to the southeastern states in areas where the largest town has less than 3,000 population, Mr. Davis said. These are frequencies which are available and for which no applications are pending. In areas containing towns from 3-10,000 population, there are 45 possible new stations and there are 21 possibilities in communities with over 10,000 population, according to Mr. Davis's findings.

A preliminary study of Class 1-B channels in the six states indicates that 75 daytime stations of 5 kw or less could be granted, he said.

Mr. Davis's maps showed wide areas without primary daytime in 1940, much less in 1950 and practically none in 1960 (see at left). The remaining white areas are on the Atlantic Coast



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

Automotive sales in WHO Radio's NCS '61 area are \$581,827,000 PER YEAR!

You don't think of the sound, conservative Iowa citizen as being particularly car-happy — and he isn't. Yet people in this great station's NCS '61 area actually make over a HALF-BILLION dollars of automotive purchases annually (Sales Management, June 10, 1962).

WHO Radio's 117 counties (NCS '61) are a golden lode for manufacturers of automobiles, tires,

lubricants, fuels, batteries — and every other product that prosperous people want, and that money can buy.

How else can you cover such a market, with one medium, at truly moderate cost?

Some of America's most successful advertisers use WHO Radio as one of their "first ten" — fifteen — twenty-five market stations. *Ask PGW for the facts.*

WHO RADIO

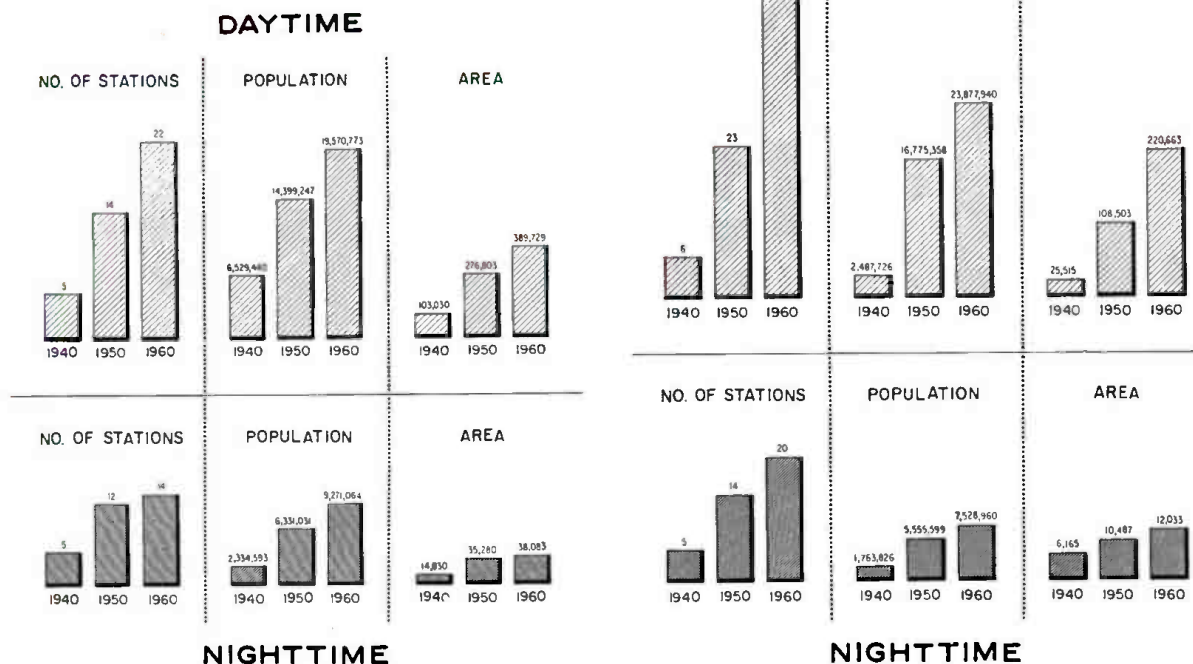
for Iowa **PLUS!**

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



Peters, Griffin, Woodward, Inc., National Representatives

20 years of growth



Serving as typical of radio's fantastic growth in the past 20 years are these two charts made by George C. Davis Consulting Engineers for the NAB. Results were given at the NAB-FCC conference last week by Mr. Davis. These charts show the number of stations, population and square miles of area covered by stations on a frequency of 600 kilocycles (l) and 1300

kilocycles (r). In 1940 there were five 600 kc daytime radio stations serving 6,529,440 people in an area covering 103,030 square miles. By 1960 there were 22,600 kc stations covering 19,570,773 people in an area of 389,729 square miles. The growth for stations on 1300 kc was similar. The two frequencies were selected as typical of the entire radio pattern.

in South Carolina and in northern Florida.

In 1940, 29.8% of the people (3.3 million) in the area under survey were without an interference free daytime service, while only 3.7% of the population had a choice of four or more interference free stations, Mr. Davis said. By 1950, only 2.2% of the population was without daytime service and 57.7% had four or more stations. The population without at least one interference free service in daytime had dropped to 0.3% in 1960 and 81.6% (11.4 million people) could tune in for four or more stations.

Qualifications, Mergers ■ NAB recommendations for a closer scrutiny of financial qualifications and the encouragement of mergers were given by Merrill Lindsay, vice president of WSOY Decatur, Ill., and chairman of the NAB's special non-engineering subcommittee.

Mr. Lindsay said the subcommittee made a number of studies pertaining to various economic facets of radio. "While several of these investigations

developed results of interest to members of the committee, it was our ultimate conclusion that none of the studies warranted conclusions upon which to pass recommendations for the purposes of this conference," he said.

It was "expressly gratifying to find unanimity of opinion" that no limit should be placed on the number of am broadcast stations, Mr. Lindsay said. He used slides to portray the population growth of the U. S., along with the increase in stations and total radio advertising revenues. He said that if radio grants continue at the past rate there will be 5,000 am stations by 1970, continuing the disproportionate growth of radio to the total U. S. population. During the last 20 years, the population has increased 38% and the number of radio stations 500%, he pointed out.

Pointing out that cities and their metropolitan areas are getting ever larger, Mr. Lindsay said the NAB hoped the FCC will bear in mind all "of this shifting in the American scene in planning for the future." Commission rules should be flexible enough to permit

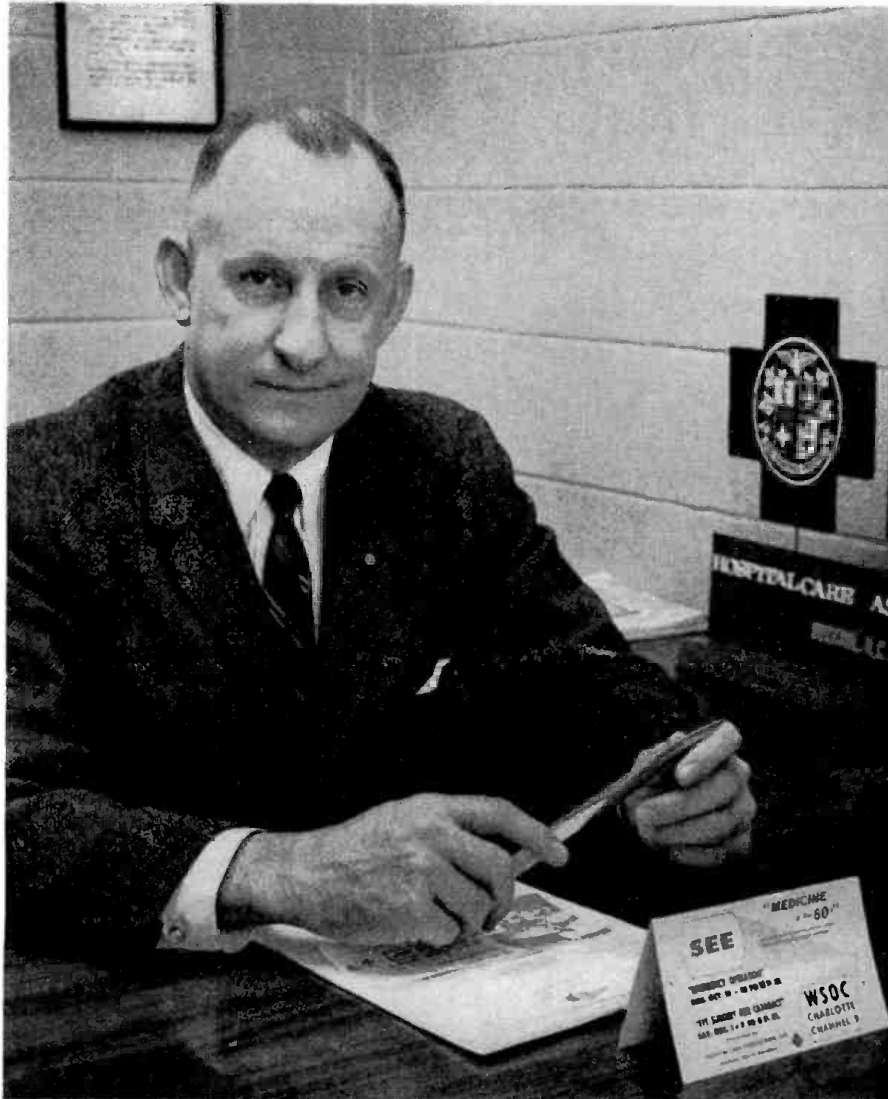
stations to improve their facilities to follow the shifts in population around urban areas, he said.

Financial Responsibility ■ In tightening financial qualifications, the NAB suggested that the FCC require the bases of an applicant's expected revenues and examine whether it is being "stringent enough" in requiring that capital be on hand for only three months operations.

To achieve greater stability, NAB asked the commission to encourage station mergers, particularly where one of the stations would vacate an assignment which does not meet existing engineering standards. "Such an action would not only remove a facility, but could well make possible the assignment of the frequency to another community in need of additional or improved service," Mr. Lindsay pointed out.

If the FCC reacts favorably to these recommendations, "the future of radio takes on a much brighter aspect," the NAB spokesman said. "With the anticipated growth in such factors as national population, gross national product, individual incomes, spendable in-

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



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

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

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

WSOC-TV

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

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

ENGINEERED BIRTHS FOR RADIO continued

come and number of households, the potential prospects for existing radio stations will rise increasingly."

Common Complaint ■ Complaints against am broadcasting are primarily motivated by "business and economic rather than engineering considerations," according to Robert M. Booth Jr., an attorney, engineer and part owner of WSAL Logansport, Pa.

"We have in this country the finest broadcast system in the world," he said. "This system has been created under the policies and practices you are now considering changing. . . . There is no mess. The commission is to be commended."

If the FCC fully implements and applies Sec. 307 (b) of the Communications Act (calling for a fair and equitable distribution of facilities among the states), "there will be far less, and possibly no, need for economic and programming controls," Mr. Booth said. He hit "artificial restrictions" which the FCC has placed on the granting of new stations in recent years. Such restrictions include the rule prohibiting the overlap of the 25 mv/m contour of one station with the 2 mv/m contour of another if the frequency separation is less than 30 kcs and the 10% rule, Mr. Booth said.

Both rules have been used to deny applications for new and much needed

services, he said. "Artificial restrictions must be removed and outdated requirements must be revised in the light of present day conditions," he said, and claimed there is no need for the current freeze. The commission or its staff must not consider a service contour as "an iron curtain" because such rigid rules are most unrealistic and it must discontinue its "numbers game" with respect to interference and other services available, he said.

Mr. Booth endorsed the NAB proposal that existing stations be encouraged to improve their facilities to serve expanded populations and that financial qualifications be tightened.

Directional Antennas ■ Jules Cohen, a Washington consulting engineer and member of the NAB radio development committee, urged the commission to tighten its standards for directional antennas. "A regrettably substantial number" of directional antennas, installed with FCC approval, were found to have less than the minimum efficiency specified, were unstable or failed to provide the calculated protection, he said.

"These failures are attributable to poor engineering," Mr. Cohen said in asking the FCC to make a "more critical examination" of the qualifications of engineers submitting data.

Another member of the special NAB committee, William S. Duttera, director

of allocations engineering for NBC, presented a paper on evolution of afternoon and evening co-channel skywave interference limitation to regional channel stations in Washington, D. C.

Haves, Have-nots ■ Everett L. Dillard, consulting engineer and owner of WASH (FM) Washington and WDON Wheaton, Md., motivated a lively discussion as to whether current FCC policies encourage program specialization by am stations.

"Specialization is possible where you have a plentitude of services," he said, "but I feel that where there are a number of stations in an area the burden of the individual station to provide highly diversified programming has been overemphasized. . . . Under present policies, the individual station is principally judged by the diversity of its own programming only."

Commissioner Frederick W. Ford maintained the present FCC policy encourages specialization in areas covered by many different am signals and Chairman Minow agreed that specialization is desirable.

Pointing to the increase in the number of am stations over the past 15 years, Mr. Dillard said that facilities have been granted which were necessary "but which competitively are inadequate, not because of the program service they render but because of unequal facilities. The broadcast band today is comprised of a far greater number of "have-nots than haves."

Public Benefit ■ What has happened is not bad but has been for the public good, he said. The Communications Act does not concern itself as to whether any individual broadcaster makes a profit, he pointed out.

The real crux of the problem, Mr. Dillard said, is that radio has changed over the past 15 years and the regulatory concept has not kept up. FCC activities and requirements often add that "extra little burden" which makes it harder for a station to show a profit, he said.

Only two alternatives face the FCC today, Mr. Dillard added: "First, rough as it may be, is nevertheless free competition with minimum regulation. The second, a highly regulated semi-monopoly based upon scarcity of services to the public. . . . Any system which limits the number of stations to a community on an economic basis is the opening wedge to the public utility concept of control of the broadcasters."

The public, he said, has not been hurt by the increasing number of radio stations.

Colby vs. NAB ■ Washington attorney Lauren A. Colby, who represents a half-dozen prospective am applicants, attacked the NAB position and was in turn answered by both the association and Commissioner Ford. Mr. Colby

Shreveport merger would solve overpopulation

The FCC has been asked to do something concrete about overpopulation of radio stations in Shreveport, La.

Filed last week was a request asking commission approval of a merger between two daytimers in Shreveport. To be merged are KREB (on 980 kc with 5 kw) and KCIJ (on 1050 kc with 250 w). The resulting station would operate on 980 kc. Surrendered to the FCC would be 1050 kc, with the hope that it would never be used in Shreveport again.

One reason the principals of the two stations feel 1050 kc won't be used in Shreveport is that a new applicant for that frequency would find it almost impossible to satisfy engineering standards. It seems that since KCIJ began operating on 1050 kc other grants on that frequency and co-channels have pretty well "boxed in" the wavelength for Shreveport.

Both KREB and KCIJ were not doing too well, the application says, particularly in the light of competition with seven other Shreveport am stations (not to mention four fms

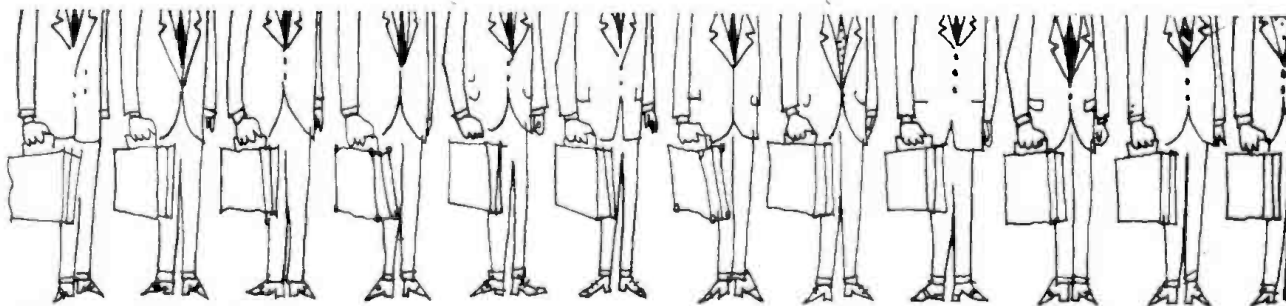
and three tvs). The lion's share of business has been going to two or three stations, the application recites, "and the others are carrying on a dogfight for the scraps."

KREB is 50% owned by Lawrence Brandon and 50% by Upstate Small Business Investment Co. They bought the station in 1961 with an investment of \$180,000. Last year, because of losses, they switched from 1550 kc fulltime to its present 980 kc daytime only, in an exchange of licenses with KOKA also of Shreveport.

KCIJ is owned by Marvin Burton, who bought the facility last November for assumption of obligations totalling \$71,589.

Because both stations have been owned less than three years, a waiver of the three-year rule has been requested.

The transaction proposed will result in the ownership of the new KCIJ by both the Brandon-Upstate SBIC group and Mr. Burton. The present KREB owners will suffer a net book loss of \$65,250, the application says.



Meet The Selling Power Behind U.A.'s "Showcase For The 60's"



TONY CURTIS

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Starring in "MAN IN THE NET"

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Starring in "NOT AS A STRANGER"

● one of the 33 UA "Showcase For The 60's" ●



ROBERT RYAN

Starring in "ODDS AGAINST TOMORROW"

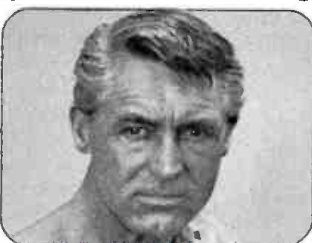
● one of the 33 UA "Showcase For The 60's" ●



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Starring in "SHAKE HANDS WITH THE DEVIL"

● one of the 33 UA "Showcase For The 60's" ●



CARY GRANT

Starring in "THE PRIDE AND THE PASSION"

● one of the 33 UA "Showcase For The 60's" ●



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Starring in "MARTY"

● one of the 33 UA "Showcase For The 60's" ●



ANTHONY QUINN

Starring in "MAN FROM DEL RIO"

● one of the 33 UA "Showcase For The 60's" ●

This is a selling force with power behind it...and it's selling U.A.'s "SHOWCASE FOR THE 60's", with an unprecedented entertainment line-up. With 33 top features...and scores of stars. You have pulling power that's untapped...sales potential unequalled. Have a look at U.A.'s "SHOWCASE FOR THE 60's". It's the easiest way we know to dazzle both audiences and sponsors. Today...call your U.A. representative. He'll show you how U.A.'s "SHOWCASE FOR THE 60's" can be your Showcase for profits.



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BROADCASTING, January 14, 1963

said the NAB plea for tighter engineering standards reminds him of an explanation of the Daughters of the American Revolution: The Daughters had their revolution and now they do not want anybody else to have one.

"The NAB is for free enterprise for those that have enterprises," he said. The NAB statement that it was against any limitation on the number of stations is inconsistent with its engineering proposal for abolition of the 10% rule, he declared. The NAB, Mr. Colby charged, advocates a "double standard" for broadcasting in the association's request that existing stations in suburban areas be given better facilities rather than the granting of new stations. He said the NAB approach is an "insult to human intelligence."

NAB Executive Vice President Vincent Wasilewski and other association witnesses replied in kind. "I hope you understand your policy better than you understand us," Mr. Wasilewski told Mr. Colby. Commissioner Ford said that he interpreted the NAB's position as just opposite to the characterization given by Mr. Colby.

Urges Two-Station Rule ■ Mr. Colby made a plea for FCC encouragement of specialized programming and a new rule which would permit one licensee to own two am stations in the same city if the second outlet programmed to minority tastes. He said "blanket restrictions" should not be placed on the granting of new stations. Such blanket restrictions are "inherently undemocratic because they deprive newcomers to the broadcasting field the opportunity to compete on equal terms with established interests," he said.

In using "blanket restrictions," Mr. Colby said he was referring to "rule changes and other devices which seek to limit the number of radio stations by imposing difficult or impossible conditions . . . without regard to individual conditions in individual markets." The commission, he stressed, should not tamper with engineering standards for the purpose of relieving economic distress in certain markets.

Current engineering standards are "remarkably stringent," the attorney said. They prohibit a grant that is not 90% efficient in terms of population served and interference received while such efficiency is not attainable in other fields of engineering. "Engineering standards should have an engineering purpose and should not be gimmicked to accomplish some other, unrelated objective," he said.

In any case, the FCC freeze should be lifted, Mr. Colby said.

Rash of Fines ■ Rogan Jones, president of two am and seven fm stations

on the West Coast and manufacturer of automation equipment, told the FCC that a "rash of fines . . . will end the supply of foolish investors and could put from 20-40% of all stations out of business." In a one-page statement labeled "very refreshing" by Chairman Minow, Mr. Jones said proper enforcement of two FCC "rules" will reduce the number of stations "quickly."

"Enforce the rule against double billing and at least one station in Bellingham [Washington] will go out of business. Possibly three. This probably is true everywhere," he said.

"Enforce the rules about logging and many stations will go out of business. They won't be able to afford either enough people or the machines to do the proper work."

Mr. Jones's companies, International Good Music Inc. and Wescoast Broadcasting Co., own KPQ Wenatchee, Wash.; KGMI-AM-TV Bellingham; KGMJ (FM) Seattle; KGMG (FM) Portland, Ore.; KBAY-FM San Francisco; KFMW (FM) San Bernardino, Calif.; KFMU (FM) Los Angeles and KTSD (FM) San Diego. He said "we stopped" double billing when the FCC issued its policy statement against the

practice a year ago but "competitors did not."

"Rule enforcement will mean better broadcasting," Mr. Jones told the FCC. "It will do away with poorly managed and under-financed stations. Time will do the rest. . . . Lay it on (the violators), that's all I ask."

Stop Rate Cutting ■ Rate cutting and poor salesmen are the main problems of am radio, according to Washington attorney Harry J. Daly. He said stations selling below their rates constitute a "specific evil" worse than double billing and that it should be stopped by the FCC. Mr. Daly agreed he did not know just what the FCC could do in this area legally but thought that a strong policy statement against the practice might help rectify matters.

"To those in the industry who cry most, I might say . . . it is not less radio stations that we need but better salesmen and better managers," Mr. Daly said. "Radio, a great medium, doesn't sell itself well. Not to its advertisers, its listeners or even the FCC."

He urged the commission not to "build an economic shelter for radio and tv stations. This . . . inevitably brings on us the sin of monopoly . . . and so we would bury the free enterprise of the radio industry." He pointed out that the NAB's presentation well represented the "haves" but argued that it will be a disservice to the public and the industry if the FCC "reserves the time and the space" to increase the facilities of those stations already on the air while at the same time refusing to accept applications for new stations.

"The problem is not the restriction of new stations, but rather in bad markets with poor management," he said. "Let the law of economics dissolve the station whose poor selection of market or personnel have made it a marginal operation."

At one point, Mr. Daly said that he is against the FCC's promise vs. performance comparisons. When Commissioner Ford asked what that had to do with the purpose of the hearing, Mr. Daly said: "I have just withdrawn that statement."

Novel Suggestion ■ The best way to "attack" the problems of radio is for competing am stations in the same market to "unite in certain limited fashions so as to reduce operating and overhead costs." This is the view expressed to the FCC last week by E. M. Johnson, president of WCAW Charleston, W. Va.

Citing combined printing plants of competing newspapers, Mr. Johnson said the FCC should "undertake promptly to foster and approve" similar co-operative arrangements among am stations. Much of this could be done, he said, without rules changes. However, Mr. Johnson said, he would be reluctant to approach a competitor with a

FCC reaffirms freeze

The FCC reaffirmed a former decision to return 13 applications for major changes and new ams (BROADCASTING, Oct. 15, 1962) and denied last week petitions for reconsideration of or partial relief from that agency's am freeze. The commission instituted the freeze on application for new stations and major changes in existing stations May 10, 1962 (see story page 29).

The 13 applications refused were by the following: Abbeville Radio Inc. (WARI) Abbeville, Ala.; Altavista Broadcasting Corp. (WKDE), Altavista, Va.; James D. Brownyard, North East, Pa.; Triangle Electronics, Selma, N. C.; Capitol Broadcasting Corp., Barnesville, Ohio; Arthur Greiner and G. W. Winter, Palmyra, Pa.; Heart of Georgia Broadcasting Co., Gordon, Ga.; Raymond I. Kandel (an intended applicant); KVOR Inc. (KVOR), Colorado Springs, Colo.; Lake Broadcasters, St. Ignace, Mich.; Radio Orange County (KEZY), Anaheim, Calif.; Taft Broadcasting Co. (KODA), Houston, Tex.; and 560 Broadcasting Corp. (WQTE), Monroe, Mich.

In the fabulous Texas Panhandle . . .

3 great stations sell 750,000 prosperous Texans

Amarillo and Lubbock enjoy the highest per capita income in Texas. Amarillo is #1 and Lubbock is #2 among Texas metro areas. It comes from oil, gas, chemicals, rich agricultural yields and diversified industry.

KGNC-TV AMARILLO

Channel 4, 100,000 watts, NBC—Amarillo's pioneer Television Station. Solid #1 throughout the day (Nielsen, ARB), providing the Panhandle with outstanding local programming and NBC.

KGNC-TV, for example, has the only registered TV meteorologist, fully equipped with his own long-range radar weather gear . . . sweeping a 250-mile area from Amarillo through Texas and into Oklahoma, Kansas, Colorado and New Mexico.

KGNC-TV has 9 out of the top 10 daytime shows and 16 out of the top 20 nighttime programs (total homes, NSI).

KGNC-AM, FM

10,000 watts, 710 kc, NBC—established 40 years.

Blanketing the "Fabulous Golden Spread," KGNC Radio is #1 by a large margin in 17 out of 18 hours—6:00 AM-12 Midnight (Pulse 37-county Amarillo Report, March 1962), serving 97,000 regular listening families (NCS '61).

KGNC-AM is heard regularly by more families than all other Amarillo stations combined!

KFYO LUBBOCK

5000 watts Day, 1000 watts Night, 790 kc CBS—established 35 years. With 5000 watts at 790, KFYO is powered and programmed for the most complete radio service in Lubbock.

CBS news and features, outstanding local news coverage, good music format, complete sports dominance, complete farm and special services—Programming leadership for the rich Lubbock area.

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ENGINEERED BIRTHS FOR RADIO continued

suggestion for cooperative arrangements without the specific blessing of the FCC.

His plan, Mr. Johnson added, would preserve the benefits of competition and at the same time help stations to compete more effectively in the public interest. Stations might use the same chief engineer, a single accounting department, joint production and promotion and a joint sales department "which might very well, in addition to cutting costs, increase radio sales to would-be purchasers," he said. The stations might even be sold in combination, he suggested. He agreed there would be an inherent antitrust problem.

Like other witnesses, Mr. Johnson told the FCC it should not place a limit on the number of stations which would be authorized any given area.

Urban Expansion ■ Rapid growth of metropolitan areas, encompassing individual communities which need and are entitled to local service makes it unrealistic to rely on power increases by existing stations to provide such service, Joseph Kessler, a Washington attorney, told the commission at the Washington hearing.

Mr. Kessler, also a prospective applicant for a new am in Springfield, Va. (Washington metropolitan area), maintained that central city stations cannot provide a program service which will meet the needs of audiences in both the city and the suburban area. And, he said, "there is no convincing evidence to indicate that economic, rather than purely engineering considerations," should be considered by the commission in making future grants.

Mr. Kessler urged the commission to lift the am freeze to the extent of allowing applications for cities of over

10,000 population which do not have an existing am or fm station or daily newspaper and which would not cause interference to existing stations. He has appealed to the court the FCC's refusal to accept the Springfield application for a station.

No Guarantee ■ Thomas C. Fleet, prospective applicant for a new am station in Greenville, S. C., maintained that the marked increase in the number of stations has been a "healthy trend." He urged the FCC to thaw its freeze on new am applications.

"We and other prospective applicants do not seek a guarantee of profit or a guarantee of success—only an opportunity to compete for these things . . ." he said. "This opportunity is no more than the opportunity which has already been afforded to existing stations throughout the country."

Specialization in major markets and local radio stations in smaller towns are two trends the FCC should encourage, Mr. Fleet said. Fleet Enterprises Inc. has appealed the FCC's am freeze to the court and at one point asked for a court order stopping last week's conference (BROADCASTING, Dec. 10, 1962).

Engineers Speak ■ The Assn. of Federal Communications Consulting Engineers, through President David L. Steel Sr., urged the FCC to terminate the am freeze "at once." Engineering and efficient frequency allocation is and will continue to be much more of an art than a science, he said.

The U. S. today has the finest and most efficient broadcasting system anywhere in the world, Mr. Steel said. "We would like to see radio continue to grow under a free democratic system as the need and desire of the public and

the economy continues to grow and not be frozen by indecision or unnecessary federal rules and regulations," he said.

AFCCE asked the FCC to terminate the clear channel rulemaking and to give no further consideration to powers above 50 kw for commercial am stations. Also, the association asked the commission to open all clear channels for further development of new stations in underserved areas and for the improvement of existing stations where a need is shown due to population growth or competitive inequality.

Special consideration should be given to permitting daytime-only stations to operate fulltime whenever possible, Mr. Steel said. The 10% rule is "inadequate and inappropriate" for determining what constitutes an efficient use of a frequency, he said.

Through Mr. Steel, the association offered several recommendations to the FCC designed to (1) expedite processing of applications and (2) help existing stations.

Russell Eagan, attorney for the Clear Channel Broadcasting Service, replied to Mr. Steel's recommendations on the clear channels. Mr. Eagan said CCBS plans to file a petition with the FCC for rulemaking to permit powers in excess of 50 kw. The FCC has relied for over 20 years on a Senate resolution limiting powers to 50 kw in refusing to authorize powers above 50 kw. Also outstanding is a House resolution of last summer urging the FCC to approve powers above 50 kw.

Several clear channel stations sought to apply for 750 kw last fall but the FCC refused to accept the applications (BROADCASTING, Dec. 3, 1962). Two of the stations have appealed the FCC's refusal to the courts.

BROADCAST ADVERTISING

4A OFFERS 'PRE-EMPTION' FORMULA

Committee plan suggested to cut down on spots paperwork

An effort is being made by the broadcast committee of the American Assn. of Advertising Agencies to reduce paperwork caused by insufficient notice of pre-emptible-spot schedule changes.

The term pre-emptible spot is used in this context: a spot purchased by an advertiser at a package or other lower rate but subject contractually to "pre-emption" by another advertiser who might place an order for the spot at the higher, regular rate.

Suggestions for a uniform practice to hold down unnecessary paperwork and possible conflicts involving the agency, its client and the station are being released today (Jan. 14) by the AAAA's committee on broadcast media.

The committee proposes:

"(1) No pre-emption during the initial two weeks of the schedule, and (2) at least seven days notice of pre-emption at any time during the schedule (unless specifically waived by agency at time of purchase)."

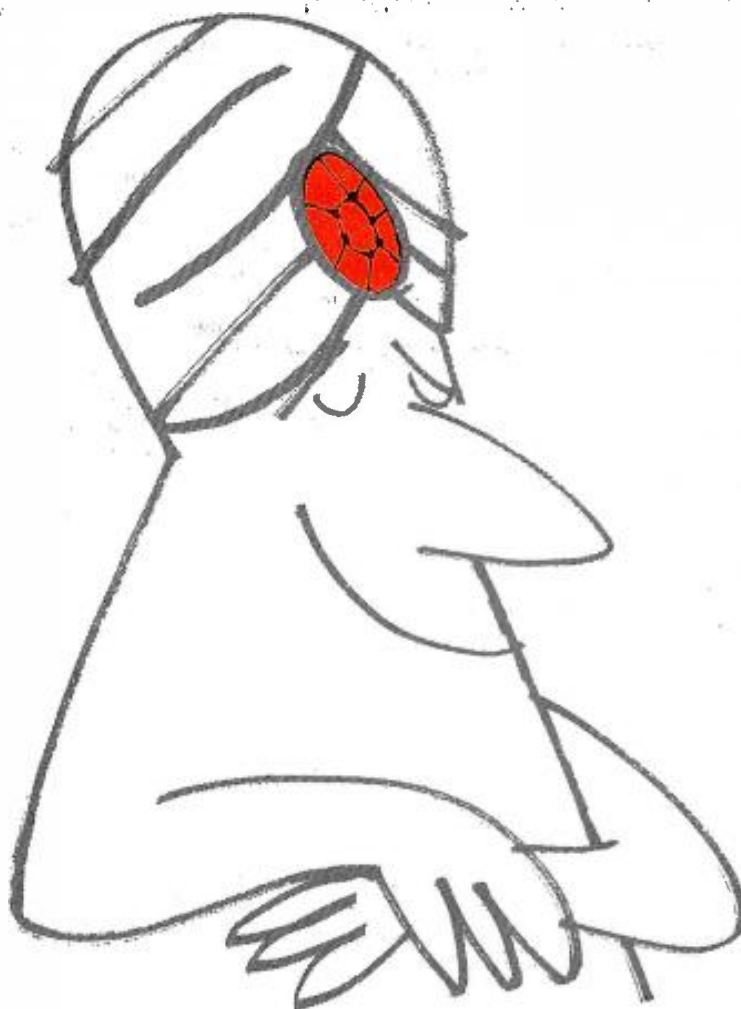
The committee said the purposes of the recommendations are to "avoid waste to advertisers, representatives and stations in making preparations for schedules which may be pre-empted after only a few spots have been run—or none at all," and to "give agencies and advertisers time to compensate for the loss of the pre-empted spots."

It was noted by broadcast sources that the recommendations may also be

aimed at some station misuse of the pre-emptible spot which has contributed to the paper load.

Station representatives said the suggestion called for nothing that is not already general practice. Some suggested, however, that the AAAA group ought to reciprocate by urging clients to give at least the same consideration to stations when the advertisers want to cancel campaigns.

They noted that the AAAA standard contract calls for the client to give 14 days' notice of cancellation of spot announcements and 28 days' notice for cancellation of programs. Despite these provisions, they said, agencies often call representatives to report that the client wants to cancel a campaign on shorter notice—and they are allowed to do so by the stations.



Good news from a Great Medium

... and we think that both advertisers and audiences will be as pleased with this good news as we are. Such famous CBS Radio stars as Garry Moore, Arthur Godfrey, Leonard Bernstein and Art Linkletter have just joined company with our regular WJR personalities. Which makes our Complete Range Programming *more* complete than ever before! And it enhances our position as the dominant station in America's 5th richest market!

And the millions of loyal WJR listeners drawn from

the over 17 million folks in our primary coverage area? They become *more* loyal when they hear these famous personalities as well as their favorite WJR programs . . . *all on the same station!*

Yes, indeed, listeners—and advertisers—have cause for celebration in the increased scope and variety of WJR's Complete Range Programming. If you'd like to learn how this can affect your future . . . ask your Henry I. Christal representative to explain. It's bound to raise your spirits.

WJR DETROIT
760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada
Atlanta • Boston • Chicago • Detroit • Los Angeles
New York • San Francisco

Radio to benefit from 'Media-Mix'?

SIMULMATICS SAYS SYSTEM WILL PINPOINT MEDIA EFFECTIVENESS

The Simulmatics Corp.'s Media-Mix system for pre-testing advertising campaigns by simulation in computers will be offered shortly as a means of pinpointing radio's effectiveness.

This use is a component of the system's functions in evaluating actual and proposed advertising campaigns (BROADCASTING, May 28, 1962). For these broader uses Simulmatics officials say they already have signed Benton & Bowles and the Du Pont Co., plus two major agencies and a major magazine whose identities cannot yet be revealed.

The possibilities of Media-Mix in helping radio to sell itself were described last week by Dr. Ithiel de Sola Pool, director of the international communications program of the Massachusetts Institute of Technology, who developed the Media-Mix system and is research board chairman of Simulmatics, and Edward L. Greenfield, opinion researcher, research consultant and Simulmatics' president.

"One of radio's problems," Dr. Pool said in an interview, is its inability to show exactly how much it contributes to an advertising campaign. The same

is true of all media, of course, but the other media, especially television, usually start out being considered essential. They are not required to prove their point as much as radio is called upon to do.

"The most that conventional media research can do in this respect is to determine the extent to which exposure obtained by one medium overlaps the exposure obtained in others. It does not show how much a given campaign will provide the frequency which is desired.

"Media-Mix can do that because it provides a picture of the repeated stream of exposures that radio—or any other medium—can give. For radio it can show what an advertiser will get by adding a radio schedule to his present campaign, or what he's getting from an existing campaign. If the campaign isn't delivering as many exposures as he needs, radio may provide repeat exposures at low cost."

Banks of Data ■ As explained by Dr. Pool and Mr. Greenfield, Media-Mix stores two banks of data in the computer. One is a simulation of the

U. S. population. The other assigns to this "population" media habits which are typical of the media habits of the actual population.

When details of an advertising campaign are fed into the computer, the simulated population responds in keeping with the assigned media habits (half-hour by half-hour in the case of radio listening). The computer thus tallies the number of people—by age, occupation, education and other socioeconomic characteristics if desired—who have been "exposed" to each medium and to two or more of the media during any given period from a day to a year.

Exposures made outside the home, including listening in automobiles and at work in the case of radio, are tallied with those achieved within the home.

The "people" in Media-Mix total 2,944 and "reside" in 98 actual counties. These counties contain about 500 radio stations, or seven per county.

Ratings Base ■ Each "person" in the model is assigned preferences covering four stations—a first choice and second, third and fourth choices. This assign-

Is the mass audience a thing of the past?

The diversification of interests among the public is having a more drastic effect on mass media than most people realize.

Such is the premise of an article, "Mass Media and the Gulliver Fallacy," in the October 1962 issue of *Business Review*, published by the Federal Reserve Bank of Philadelphia.

The article, prepared by Lawrence C. Murdoch Jr. and others in the bank's research department, says that many publishers and broadcasters look upon the public as a sort of Gulliver, "a naive, unimaginative giant, a single entity with one set of tastes, interests and desires." The truth is that the public more and more has come to resemble the Lilliputians—a host of individuals and each one different—on whose island Gulliver found himself a captive, the article says.

The article notes that magazine and newspaper circulation since 1956 have not increased as fast as households and that A. C. Nielsen figures

show radio and tv listening and viewing are down; that newspaper and magazine ad lineage is declining; that magazines and newspapers are fewer in number; that there are widespread losses among magazines and radio broadcasters; and that radio and tv have had trouble with government regulation. The culprit? The "numbers game," says the article. A splintering of public tastes that had been fairly homogenous left mass media with the problem of audiences and circulations that were expensive and difficult to maintain, let alone increase.

The article then turned to the individual media.

Although lineage in mass magazines dropped 8% in 1961, special interest magazines are running counter to this trend and more than two dozen of these were started in 1961, publications where an advertiser can find a special type of reader for his message.

The move to the suburbs has hurt city newspapers, though specialized

newspapers are thriving, it's noted.

Radio all but died in the early 1950s with the advent of television competition and amid the growing disenchantment with the lack of variety in network radio programming. But radio eventually realized it couldn't compete with television and radio started to specialize in the various types of music, and with community news and editorials.

Advertising has followed this local emphasis and local radio advertising has increased almost 200% since 1946 while national advertising has declined slightly, the article continued. Although the profits and audience figures may not be optimistic, there's reason to believe they might be worse without the changes in radio. The decline in radio listening may have resulted from the rush to radio of new advertisers with loud-mouthed claims that alienated radio audiences, it's concluded.

Although tv has had the most success in the numbers game, the 1962 decline in viewing hours may be the

ment is made on the basis of ratings. Stations are classified by type (popular music, classical music, talk, sports, etc.), and audiences are assigned to them in relation to their standings in the ratings, with time of day and season of the year taken into consideration.

The audience information is based on actual ratings compiled by C. E. Hooper Inc., including special measurements, in 58 of the 98 counties. For the 40 other counties Media-Mix officials made estimates based on information available in the 58.

Similar information is on file in the computers to describe the audience patterns for some 270 tv stations, about 36 magazine, all newspapers in the sampling points, and Sunday supplements.

While Dr. Pool and Mr. Greenfield foresee special advantages for radio broadcasters specifically, they anticipate that the main uses of Media-Mix by advertisers and agencies will cut across all major media and seek to determine the differences in coverage effects to be achieved by different campaign plans.

The nature of work to be done by Simulmatics for Benton & Bowles has not been disclosed. For Du Pont, it is known that Simulmatics plans to experiment with the relative effectiveness of several different media combinations (CLOSED CIRCUIT, Dec. 31, 1962).

Simulmatics officials said the cost of

"harbinger of a major trend away from the television set," the article says. It notes a "growing protest against tv programming, much of which is bulldozed to suit a single set of tastes and interests." The federal government has "sensed" this disenchantment and also is "acting in several way," it continues.

The article notes the tv industry's claims that programs are improving and also that some people feel a fragmentation of audiences into smaller groups will mean inferior programs because of the expenses of good programs.

The article concludes that the four media may hurt themselves by imitating each other in trying to increase their audience or circulation capacity. It predicts the likely result of excess capacity among media will be that decimation of stations, newspapers and magazines will continue, while others appealing to selected audiences—"content themselves with a smaller, more digestible piece of the pie." Specialist media could get a "shot in the arm" from local advertising, which "may be growing faster than national advertising before long."

Hancock and Norwalk gasolines switch to radio

Switching its advertising emphasis from outdoor to radio, Signal Oil & Gas Co., Los Angeles, is starting a saturation campaign of humorous one-minute spots on some 60 stations in California, Nevada and Texas, for Hancock and Norwalk gasolines. Honig-Cooper & Harrington, Los Angeles, is the agency.

Spotmakers and Mel Blanc Assoc. created the spots, all based on the theme of seven gasolines at seven prices, giving each car the exact kind of gas its engine requires and allowing the motorist to buy the right kind without paying a premium for something he doesn't need or want.

An example is "Tailors," produced by Mel Blanc Assoc., with Mel Blanc and Herschel Nernardi voicing a script by Dick Clorfene.

When Herschel says "Hancock gasolines are tailor made" and Mel questions him about gasolines being made by tailors, he replies, "Oh, no, no, no. Hancock has seven gasolines and seven prices, tailored to fit your car. We wouldn't let tailors make our gasolines."

Now Mel becomes belligerent. "What have you got against tailors?" he asks, turning and shouting "Hey, everybody . . . Hancock gasoline doesn't like tailors!" Herschel explains: "All I said was that Hancock has seven gasolines and seven prices. One is right for your car . . . and your wallet." Mel asks: "You mean you don't hate tailors?" Herschel replies, "Of course not, I love tailors," and Mel has the last word: "Oh, let's not get sloppy about it."

Media-Mix will depend on the amount of special material and computer running time involved in each case. The current rate card calls for a maximum of \$7,000 for estimation of the reach and frequency of one schedule for one year, with provision for second and third schedules to be evaluated at the same time for an additional \$1,000 each.

President Greenfield said, however, that this rate card is currently being scaled down to reflect operating economies introduced in the last few months and that the new schedule will bring the service within reach of middle-sized and even smaller agencies.

COMPUTERS' FUTURE

BBDO executive says they allow more time to think

The electronic computers being used more and more by advertising agencies to shortcut detail drudgery and to give executives more time for decision-making will ultimately lead to the buying of broadcast media based on a cost for a delivered audience.

That is one of several specific developments foreseen by John M. Tyson, Jr., vice president, BBDO, Chicago, as agencies and advertisers live and learn with their new machines.

He told Chicago's Broadcast Advertising Club last week that "we always have played a game of Russian roulette in trying to outguess each other as to what ultimate audiences and, consequently, ultimate efficiencies will be. There is no room for this kind of gambling with the kind of money that is being committed to advertising today."

Mr. Tyson's other predictions:

- The machine is going to force more

uniform data from media. Radio and television both must provide consistent and accurate data to satisfy the operating needs of computers (BBDO's machines use "linear" programming).

- The mathematics and mechanics of linear programming of computers will force us to seek the relative values of different units in broadcasting.

"It is amazing how little is known by anyone as to the relative values of different commercial lengths, daytime versus nighttime, spot television versus program, etc.," Mr. Tyson said. "You can find almost anyone with strong opinions in this area, but you find nobody who knows."

- Linear programming will force us to learn to express the relative values of print versus television.

- More care will be taken in the design of broadcasting properties to meet specific audience requirements. "Network people, show people, tv stations will find that the XYZ Corp. wants to reach certain prospects so they will design programs to reach them," Mr. Tyson explained.

- Linear programming will greatly reduce the purchase of run-of-station spots by many advertisers. He said this will occur because they will have no knowledge of who these spots are reaching.

- Agency use of computers "will cut into long-term commitments in shows as management sees what they may lose by forcing all brands into one vehicle."

- It will increase the use of scatter-minute buys so that brands can buy precisely at the time they need advertising and can design the audience profile they want by combining different shows.

Mr. Tyson said the computer's big contribution to advertising is that "it forces us to think." He said the elec-

tronic machine demands facts instead of opinions and hence encourages a new discipline in the way of doing things. "It forces us to organize," he said, and "it encourages us to do research if we do not know the answers."

Pointing out that one of the biggest expenses in running many businesses today is the money that is spent on marketing "and particularly on advertising," Mr. Tyson said top management is paying more and more attention to the advertising function. The result is a growing demand for a more efficient and higher professional approach to every facet of the advertising and marketing process.

Will the computer throw media people out of work? "There isn't much chance that this will ever happen," Mr. Tyson said, "but if it ever does I am sure that it is far enough away that none of us have to worry about it."

The computer, Mr. Tyson said, "is merely a very efficient, fast working assistant which takes much of the detail and tiresome work away from business programs and allows people time to think and plan."

NEWSPAPERS STILL OUT

More advertisers turn to radio-tv for promotions

The Motion Picture Assn. of America, New York, began a radio spot campaign last Wednesday (Jan. 9) to inform listeners of a new central telephone number for motion picture information during the New York newspaper shutdown, which is continuing

Broadway show producer undaunted by strike

When the New York newspapers begin publishing again they "definitely" won't get as much advertising from Broadway theatre producer David Merrick.

Mr. Merrick told Sam A. Donaldson of WTOP-TV Washington in an interview for that station's *Newsnight* that the strike "hasn't hurt me at all."

He credited radio and television advertising, purchased since the

strike began, for the major part of the \$1 million advance sale for his new musical "Oliver." Mr. Merrick, who has waged a battle with the city's seven newspaper critics for several years, said radio-tv reviews of Broadway shows "seem more effective than the other kind."

Mr. Merrick said his other shows—"Tchin Tchin" and "Stop the World I Want to Get Off"—are "both selling out" despite the strike.

into its sixth week with prospects of no immediate settlement.

The campaign, in its first week ran 50 spots on WNBC; 30 on WABC; 24 on WQXR and 25 on WCBS. The promotion is in addition to special campaigns by individual movie companies during the strike. Advertising agencies represented are Monroe Greenthal, Donahue & Coe, Lennen & Newell and Charles Schleifer.

A presentation by the Television Bureau of Advertising before the National Retail Merchants Assn. on Jan. 10 pointed to the strikes in New York and Cleveland as illustrating the importance of planning retail store promotions far in advance.

A "first aid kit" for retailers, designed to help stores use tv in emergency situations such as the current strikes (AT DEADLINE, Dec. 24, 1962) was described by Howard P. Abrahams, vp in charge of retail sales, and Louis Sirota, retail sales director. While the

idea for the kit, designed to help retailers keep their costs down, originated during the strikes, TvB expects it will have general use as well.

Tourism Benefits ■ Radio and tv is also gaining increased advertising benefits from tourism.

The Florida Development Commission has diverted its newspaper advertising in New York City because of the strike, to radio and tv. Its schedule includes 40 20-second spots on two radio stations and 48 20-second spots on a third outlet from Jan. 7 through Feb. 1. On tv, the commission purchased an extensive one-minute spot campaign on NBC-TV's *Today* show from Jan. 7 through Feb. 27. Advertising agency: Louis Benito, Tampa, Fla.

WQXR introduced a half-hour weekly program featuring reviews of recent record releases by newspaper critics.

The program, called *The Weekly Record Review of the Air* will be broadcast Sundays from 12:30-1 p.m. and is being presented as a public service by RCA Victor, which will not have any commercials in the time period.

At WCBS-TV, Bill Leonard was named executive producer of the station's expanded news coverage. Mr. Leonard, who is also executive producer of the CBS News Election Unit, will be assisted by the unit's producer, William Eames, and production manager, Alvin Thaler.

WHLI Hempstead, N. Y., announced that McCrory's department stores are posting "WHLI News Headlines" in their street-level windows and distributing it at their cafeterias at lunch time.

Meanwhile, the strike itself has been taken to court by thirteen idle pressmen who charge in an antitrust suit that the Publishers Assn. of New York and the nine daily newspapers now closed, entered into a conspiracy in restraint of trade. The suit for \$6,675,000, claims the publishers agreed that a strike of one union against any newspaper would be treated as a strike against all nine newspapers. The printers struck only four of the nine, but the other five closed their New York City operations.

The suit was filed Thursday (Jan. 10)



PGW 'colonels': Jones in radio, Collins in tv

Peters, Griffin, Woodward, which annually bestows the "Colonel of the Year" awards on the PGW radio and television salesmen who have shown the most growth in their positions during the year, has honored William O. Jones, Atlanta manager for radio, and Rollin P. Collins, a Chicago tv account executive, for

their contributions in 1962. Presentation of scrolls and checks were made in New York (picture at left) to Mr. Jones (r) by R. Preston Peters, PGW president, and in Chicago (picture at right) to Mr. Collins (c) by PGW midwest sales manager W. Donald Roberts (l) and vice president, William Tynan (r).



selling people...

COMMANDER BOLT

Through the remote reaches of space, the manned spaceship Prober 10 hurtles along on strange, fascinating journeys. Commander Bolt is in charge each weekday at 5:00 PM. Loyal young South Florida viewers ride with him. Strange visitors from space dot the show with excitement. Unusual space creature hand puppets, "Hey There You" and "Iggy", are bound to make an appearance. There is a villain too — the evil "Silvan". It's a space age oriented show designed to sell your products with an array of the finest space and science themed cartoons and serials available: "Super Car", "Rocky and his Friend", the Encyclopedia Britannica film library, "The Space Explorers", "The New Adventures of the Space Explorers" and many others. Add to these exciting films a selling personality — Commander Bolt — and you have a combination designed to attract audience and sell products.

Channel 10 is the ABC station from the Palm Beaches to the Florida Keys.

Represented by

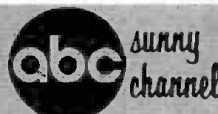


Television, Inc.



WLBW-TV MIAMI
FLORIDA

Affiliated with WCKY 50KW CINCINNATI, OHIO



and has been set for hearing tomorrow (Jan. 15) in the federal court.

The typographical union filed damage claims against the individual papers totalling \$1,409,000 earlier in the week.

A fact-finding board of three jurists has been conducting an inquiry into the strike since Sunday, Jan. 6. It was to issue a report last Friday (Jan. 11).

In Washington, D. C., Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust & Monopoly Subcommittee, explained last week that the

printers antitrust suit would tend to narrow areas of the New York strike which his subcommittee might examine in its investigation of concentration of ownership of newspapers and newspaper-owned broadcast properties. If the strike comes up, it will be only tangentially, the congressman said. The subcommittee cannot go into any phase of the suit itself and would be interested in the strike only in its effects on the possible folding of newspapers, Rep. Celler said.

CONFUSION BETWEEN AGENCY, CLIENT

K&E's Stewart says it's caused by duplication of functions

The "most dangerous" problem that faces advertising today is the misunderstanding and confusion about how advertising functions, David C. Stewart, president of Kenyon & Eckhardt, told a meeting of the Adcraft Club of Detroit last Friday (Jan. 11).

He called for a reassessment of the relationship between advertising agencies and their clients, beginning with "tossing into the ashcan the old 'partnership concept.'" To replace the partnership principle, Mr. Stewart advocated that agency and client establish ground rules, spelling out clearly the obligations and contributions of each party.

Mr. Stewart recommended that the advertiser be held responsible for overall market planning and the setting of marketing objectives, with the agency responsible for setting advertising goals and objectives, as distinct from marketing goals and objectives.

Pointing out there often is duplication of functions by the agency and

the client, Mr. Stewart asserted that "we can no longer afford" this situation in view of the rising costs of advertising. He said K & E estimates, using 1956 costs as a base, indicate that major media costs will rise 19% this year and 23% by 1965. Above and beyond these actual costs, Mr. Stewart continued, there has been a steep rise in the cost of advertising effectiveness, the amount of money it takes to register effective sales messages with the public.

K & E believes the answer to this predicament lies in the "more effective mobilization of advertising manpower and particularly in the more exact definition of advertiser and agency relationships and responsibilities in the total advertising program," Mr. Stewart declared.

Agency appointments...

- Motorola Automotive Products Inc., Franklin Park, Ill., to Waldie & Briggs Inc., Chicago, for all national advertising directed to the automotive market.

- Blistex Inc., Chicago, maker of Blistex and Blistik cold sore and lip remedies, to Welles-Morgan Inc., Chicago, for all broadcast advertising.

- Royal York Hotel, Toronto, Canada, appoints Kenyon & Eckhardt Ltd., in that city, to handle advertising and promotion. Royal York belongs to Canadian Pacific Railway Co.

- Trans-Lux Television Corp., New York, has appointed Brownstone Assoc., that city, as advertising agency for Trans-Lux and its subsidiary Television Affiliates Corp.

- Seven Arts Assoc. Corp., New York, has appointed Scope Adv. Inc., that city, as its advertising agency.

Rep appointments...

- KHAT Phoenix: Ewing/Radio, Hollywood, as its national sales representative. Ewing/Radio specializes in country-western music stations, and now represents four stations: KWOW

More research needed

It is time the advertising industry starts spending more dollars to measure the impact of advertising, Dr. Thomas E. Coffin, director of research, NBC, told a meeting of the New York Chapter of the American Marketing Assn. last Thursday (Jan. 10).

Mr. Coffin said the industry today can measure reasonably well the audience of an advertisement, and added: "Since total effectiveness is the product of both audience and impact, the greatest progress will come from raising the technology of impact measurement to a level more nearly comparable with audience measurement technology."

Pomona, KVRE, Santa Rosa, both California; and KTOO Las Vegas, in addition to KHAT.

- WFKY Frankfort and WMST Mount Sterling, both Kentucky: Grant Webb & Co., New York, as national representative.

- WHLL Wheeling, W. Va.: Ohio Stations Representatives Inc. as representative for Ohio.

- WHJB Greenburg, Pa., WLEC Sandusky, Ohio, and WTAP-TV Parkersburg, W. Va.: Penn State Reps.

- KWTZ Everett, Wash.: Grant Webb & Co. as national representative.

- KPAM Portland, Ore., KETO-FM Seattle, Wash.: Broadcast Time Sales, New York, as national representative.

- KRDO-AM-TV Colorado Springs, Colo.: Adam Young Inc., New York, as national representative.

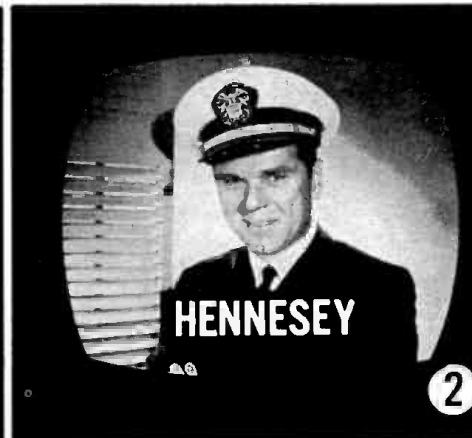
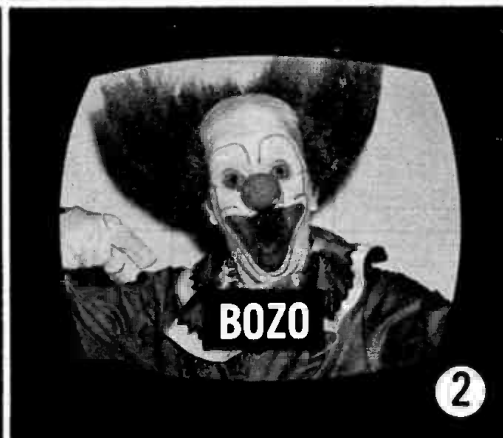
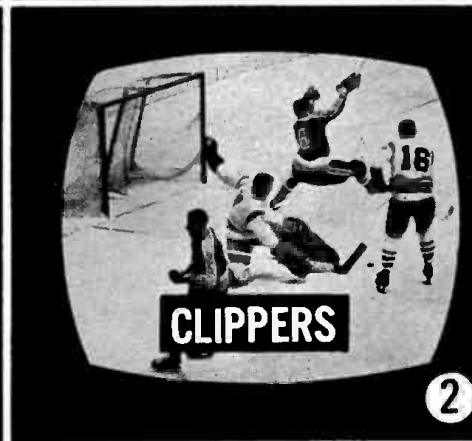
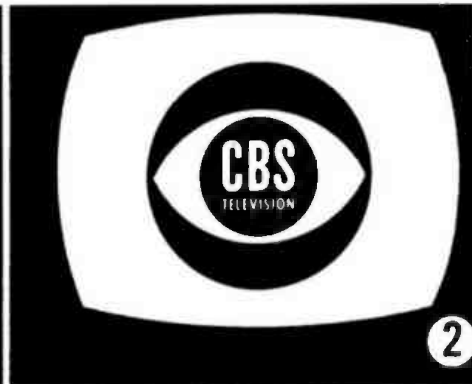
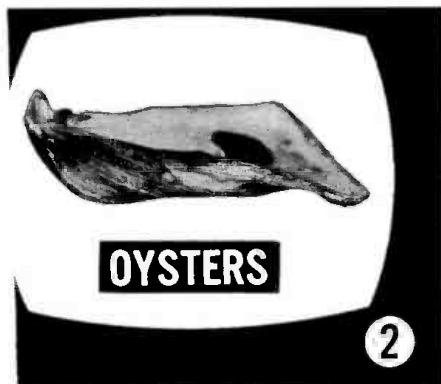
Business briefly...

Farmers Insurance Group, through Honig-Cooper & Harrington, Los Angeles, has renewed its sponsorship of *Hemingway AM West* and *Sports West* with Hank Weaver for another year on ABC Radio West. The Hemingway newscast is broadcast Mon.-Fri. at 7:15 a.m., the sportscast, Mon.-Fri., at 5:45-5:55 p.m., on ABC West's 116 stations.

Five advertisers have signed to sponsor *Sports International with Bud Palmer*, 90-minute sports series in color which started on NBC-TV Jan. 12 (3:30-5 p.m. EST). They are Georgia Pacific Corp. through McCann-Erickson; General Mills through Knox Reeves; Bristol-Myers through Doherty, Clifford, Steers & Shenfield; P. Lorillard through Grey Adv., and Colgate-Palmolive through Ted Bates.



Mr. Stewart
Put old ideas in ashcan



BALTIMORE'S WINTER FAVORITES

Baltimoreans enjoy delicious, mouth-watering oysters for which Maryland is world-famous . . . the Baltimore Clippers, the new ice hockey team, now playing in the huge new \$14,000,000.00 Baltimore Civic Center. And, of course, another winter favorite of Baltimoreans—and Marylanders—is viewing WMAR-TV, Channel 2.

WMAR-TV's wide-range programming reaches viewers of all ages. "Dialing for Dollars," (Mon. through Fri. 9:40 A. M.) Baltimore's oldest continuous telephone quiz show, leads all morning audiences . . . "Woman's Angle" (Mon. through Fri. 1:00 P. M.) is Baltimore's *only* women's TV service program . . . "Bozo the Clown" (Mon. through Fri. 5:00 P. M.) the happy live children's program, which has entertained over 16,000 studio guests . . . movie viewers see the *only* late movies in Baltimore programmed 6 nights a week (Mon. through Fri. 11:20 P. M., Saturdays 11:00 P. M.) . . . the "news" is covered thoroughly and completely

by WMAR-TV's staff of top newsmen Jack Dawson, Dave Stickle and Don Bruchey . . . and now "Hennesey" has come aboard as a winter favorite (7:00-7:30 P. M. Saturday).

Wintertime—anytime—there's more to view on Channel 2! There's more audience, too—and more opportunity to sell your product or service to more people on Channel 2 . . . soon to be telecasting from a completely new facility—Television Park, Baltimore.

No Wonder — In Maryland Most People Watch

WMAR-TV

Channel 2—Sunpapers Television—Baltimore 3, Md.

Represented Nationally by THE KATZ AGENCY, INC.

ARB testing new tv-print data comparisons

MEDIALOG USES SPECIAL DIARY TO CHECK AUDIENCES

A new technique for comparing audience exposure to television and print media is being field tested by the American Research Bureau in five major markets, ARB announced last week.

Officials said the proposed new service, called MediaLog, uses a specially developed diary to collect data on number of minutes exposed and frequency of exposure for national consumer magazines, metropolitan newspapers and major newspaper supplements, in addition to television.

Different formats are being used in current tests in Baltimore, Boston, Chicago, Miami and Washington in an effort to find the one best approach for further use. In some markets, validity checks are being run concurrently through telephone and personal interviews.

Jack Gross, ARB agency services manager, said the five-city tests would continue for about two months and that results would then be evaluated and presented to interested industry authorities. He said he hoped the new service could be marketed well within the year.

Mr. Gross said MediaLog would provide basic coverage data and basic duplication data for each medium and also provide comparisons within media and across all media.

The comparisons, he said, will all be on the same base—minutes of exposure

—so that there will be “a uniform standard of measurement of duplication and accumulation of audiences within and between media.”

The information will be compiled according to selected demographic groups which will offer identification of the audiences in more detail than ever available before, ARB asserted.

Mr. Gross expects to describe the MediaLog technique in detail in a speech at the Newspaper Advertising Executives Assn. convention in Chicago Jan. 22. An explanatory brochure is being prepared for general release at the same time.

Kemper, Texaco buy ‘Clambake’ golf

Kemper Insurance Group, through Clinton E. Frank, Chicago, and Texaco, through Benton & Bowles, New York, have signed as sponsors of two live telecasts of the National Pro-Amateur Golf Championship, better known as the “Crosby Clambake,” from the Pebble Beach Country Club at Monterey, Calif., over a special “Clambake Network” next Saturday and Sunday. As of last Thursday, 93 tv stations across the country, including affiliates of all three tv networks as well as a number of independent stations, had made firm commitments to carry the broadcasts at 12:30-1:30 p.m. Saturday (Jan. 19) and 2-2:30 p.m. Sunday (Jan. 20).

The special network was organized at the instigation of Robert Breckner, president of KTTV (TV) Los Angeles, who suggested it to Larry Crosby of Bing Crosby Enterprises as soon as ABC-TV, which had broadcast the pro-amateur finals in previous years, indicated that it would not do so this year. Working with Dick Bailey's Sports Network, Mr. Breckner and Mr. Crosby started lining up the stations and they are confident that by the time of the broadcasts more than 100 tv outlets will be connected to the “Clambake Network.”

KTTV is sending five mobile tv units to the Monterey Peninsula to pick up the proceedings. Bob Hiestand will direct the telecasts. Bing Crosby, whose Youth Fund is the recipient of all proceeds from the annual pro-amateur tournament, will be the special sports commentator, assisted by Jimmy Demaret, who won the tourney in 1952; Ralph Kiner, former outfielder of the Pittsburgh Pirates and Bill Welsh, director of sports and special events for KTTV.

Kemper and Texaco will each sponsor one-third of the two special broadcasts. It was anticipated that a third sponsor

Color ads in feature films

Seven Arts Assoc. announced last week that a survey of 35 stations which originate local telecasts of color feature films shows that various local sponsors and such companies as Wrigley, General Mills, Hershey Chocolate Co. and RCA Victor Distributors are scheduling color commercials within the feature films.

Robert Rich, vice president and general sales manager of Seven Arts Assoc. said 35 stations are carrying features distributed by Seven Arts. He noted that Hershey Chocolate, which does not use consumer advertising for its chocolate products, is sponsoring the color features on WGAL-TV Lancaster, Pa., on behalf of the company-owned hotel located in Hershey, Pa.

would join them to provide full sponsorship of the 2½ hours of golf as played by the nation's top professionals and their amateur partners from the upper ranks of the entertainment world.

GOP names Burnett as advertising agency

The Republican National Committee announced last week the appointment of Leo Burnett Co., Chicago, to handle GOP advertising for two years, beginning Jan. 1, 1963. This includes the 1964 Republican convention and the presidential campaign. The agreement includes the placement of all advertising, print, radio and television. In addition Burnett Co. research and public relations staffs will be available to the Republican National Committee during the contract period.

In the 1960 presidential campaign, the GOP spent between \$2 million and \$3 million in advertising, with BBDO handling the account.

The Democratic National Committee has not yet announced the appointment of an agency to handle its advertising for the coming campaign. In the 1960 presidential campaign, the Democrats spent over \$2 million in all media for advertising through Guild, Bascom & Bonfigli.

Equitable Life plans spot radio campaign

The Equitable Life Assurance Society of the U.S., which last year began testing the use of radio for local support to Equitable agents, will begin a widespread spot radio campaign in early

Hope-Pepsodent reunion

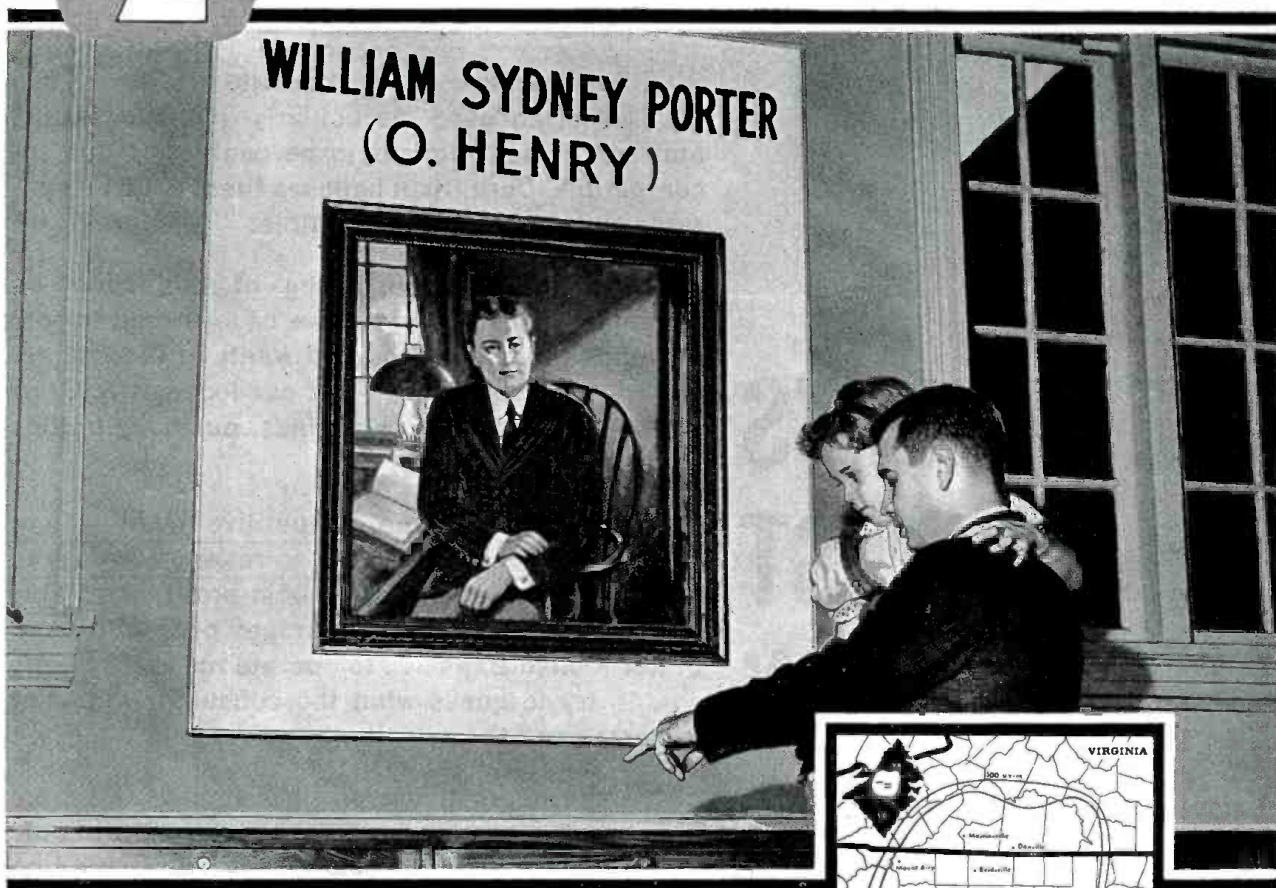
Footnote, Cone & Belding last week provided an historical footnote to the first Bob Hope special scheduled for this year (NBC-TV, Jan. 16, 9-10 p.m.). That telecast marks a “reunion” of comedian Hope with FC&B and client Pepsodent toothpaste (division of Lever Bros.), after a 15-year separation. Pepsodent is a sponsor in a series of hour Hope specials this year.

The agency noted that in 1938 Albert Lasker, head of FC&B's predecessor Lord & Thomas, had heard of a young comedian whom he thought was bright and might do well if given a chance with better scripts. The comedian, Mr. Hope, had suffered failure on several radio shows. Hope and Pepsodent became inseparable on radio until 1948, and the comedian who almost didn't make the show in '38 is celebrating his 25th year with NBC.

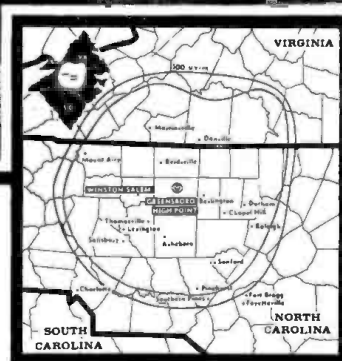


in

GREENSBORO



An O. Henry "Beginning" — on display during the O. Henry Centennial Observance in Greensboro, North Carolina, early home of the famous American storyteller. Along with other exhibits representing Greensboro in the 1880's, WFMY-TV's "Good Morning Show" host Lee Kinard and his daughter see a replica of the Porter family drug store, where William Sidney Porter worked and found experiences for his later life as O. Henry. Today, Greensboro encourages creative talent and satisfies interest in the arts within an educational and cultural climate provided by five major colleges, two symphony orchestras, an opera association, numerous choral organizations, museums, writers' clubs, community theatres, art galleries, a unique arts program for children, a summer music camp and a "built for tomorrow" auditorium-coliseum. This is part of the Greensboro story of progress and expansion . . . a story that's repeated throughout WFMY-TV's 51-county coverage area. For growing Piedmont North Carolina and Virginia, there's no end to this story.



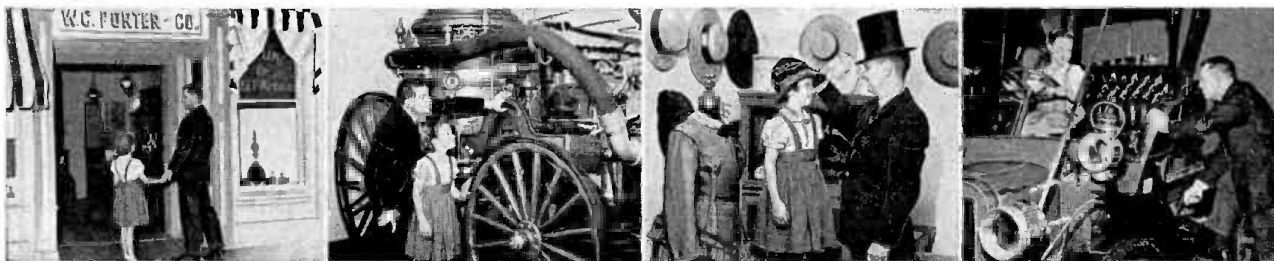
wfmy-tv

GREENSBORO, N. C.

"Now In Our 14th Year Of Service"



Represented nationally by Harrington, Righter & Parsons, Inc.



SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

THE PUBLIC'S INTEREST IN PRIVATE PROFIT

“Public interest” and “private profit” . . . two phrases often used, particularly in broadcasting, and sometimes thought to be conflicting and incompatible. Corinthian believes them to be inseparable and completely compatible.

Profit is the mainspring of this country's economic system, a system we have chosen to best serve most of the needs and wants of the people. It provides our lipsticks and our locomotives, our matchbooks and our magazines, our baby bottles and our broadcasting.

The purpose of the competitive profit system is not to enrich the few, but to responsively serve the many. Those who serve best profit most. This is the incentive which encourages people to build better mouse traps . . . to operate more efficiently . . . to try to guess what the consumer will want tomorrow and the day after tomorrow.

At the heart of the profit system is a simple idea: most needs are best met by letting the people themselves make their own decisions . . . the free choice of those who use and the competitive response of those who produce. The alternative is a master plan developed and directed by government, a solution now being questioned even within the walls of the Kremlin.

Corinthian believes that this competitive profit system, although less than perfect like every human institution, has served us all well. It has provided an unparalleled standard of living and contributed importantly to the maintenance of individual freedom.

In our judgment, “private profit” is clearly in the “public interest.”

Responsibility in Broadcasting

THE CORINTHIAN



KHOU-TV
HOUSTON

KOTV
TULSA

KXTV
SACRAMENTO

WANE-TV
FORT WAYNE

WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM & FM
INDIANAPOLIS

Represented by H-R

STATIONS

BROADCASTING, January 14, 1963

February. More than 100 markets will be used, according to Foote, Cone & Belding Inc., New York, Equitable's agency.

FC&B said a key part of the campaign will be the promotional efforts conducted jointly by Equitable's field offices in cooperation with the stations chosen for the spot schedule. Martha Sykes Murray is the agency timebuyer for the campaign.

Butter-Nut coffee makes first tv network buy

Duncan Coffee Co., Houston, Tex., through Tatham-Laird, has signed for the first network television advertising campaign for its Butter-Nut brand with a regional schedule in three ABC-TV evening programs.

The Butter-Nut campaign, which begins this month and continues through September is for ABC-TV's *Going My Way*, *The Sunday Night Movie* and *Premiere* and is set for a regional lineup of more than 65 markets from the Midwest to the West Coast.

AFA-AAW committee to polish adman's image

Formation of a national committee to promote advertising's image and explain its role in a free enterprise system has been announced jointly by the Advertising Assn. of the West and the Advertising Federation of America.

The 20-man group of media, agency and business men, with Peter Folger of J. A. Folger & Co., San Francisco, as national chairman and King Harris of Fletcher Richards, Calkins & Holden as national plans chairman, is preparing materials for all media on the theme, "Advertising is the Voice of Free Choice." Kits containing such material will be sent to 185 advertising clubs and members of the two sponsoring organizations.

All creative work for the campaign is being contributed by committee members and prices for the various media materials will represent only actual cost of the items.

THE MEDIA

Nebraska plans 6-station educational tv net

\$3 MILLION MICROWAVE SYSTEM WOULD LINK STATIONS

A plan to serve over 90% of the population of Nebraska with an etv network was revealed last week by the Nebraska State Committee on Educational Tv. The plan follows a recent action by the FCC (BROADCASTING, Nov. 12, 1962) which reserved six channels in that state for non-commercial educational use.

Proposed stations on the six reserved channels would be linked together with KUON-TV Lincoln by microwave facilities, at a cost of more than \$3 million. The etv committee, which was appointed by Gov. Frank Morrison, will request funds to start the network from the state legislature.

The project, which will be carried out in four steps, will (1) move KUON-TV's transmitting facilities to a new 1,000 ft. tower, connect the Lincoln and Omaha studios, and activate ch. 3 Lexington, connecting it with the transmitting facilities of KUON-TV; (2) activate ch. 9 North Platte and link it with Lexington station, and activate ch. 13 Alliance, connecting it with North Platte; (3) activate ch. 25 Albion connecting it with KUON-TV facilities, activate ch. 7 Bassett linked to Albion facility; (4) begin operating stations as a network and add translators where the etv network doesn't reach.

In appraising the cost to Nebraska Dr. John C. Schwarzwald, chief con-

sultant on the plan, said that about \$750,000 "might be received from the federal government" with the state paying the remainder. He also estimated that if the state operates its own microwave facilities the network would cost \$255,916 annually to operate.

The etv committee recommended that control of the network be given to a state commission, but that operation be contracted to the U. of Nebraska. The state will pay costs of the actual operation with the university supplying programming.

NAB board members to pick award winner

A recipient of the NAB's Distinguished Service Award for 1963 is expected to be picked this week at the joint meeting of the NAB boards in Phoenix. A special committee named to recommend a winner will report at that time. Last year's winner was Edward R. Murrow, chief of the USIA.

Members of the special committee include James D. Russell, KKTV (TV) Colorado Springs, Colo.; Ben Strouse, WWDC Washington; Willard Schroeder, WOOD-AM-TV Grand Rapids, Mich.; Gordon Gray, WKTV (TV) Utica, N. Y., and George T. Frechette, WFHR Wisconsin Rapids, Wis.



ABC-TV affiliates and network meet in San Juan

ABC-TV and American Broadcasting-Paramount Theatres executives met with the board of governors of the ABC-TV Affiliates Assn. at the Caribe Hilton Hotel in San Juan, P. R., Jan. 7-8.

Members of the ABC-TV Affiliates Advisory Board pictured here are: (seated, l. to r.) Thomas P. Chisman, WVEC-TV Norfolk, Va., vice-chairman; John F. Dille Jr., WSJV-TV South Bend-Elkhart, Ind.,

chairman; D. A. Noel, WHBQ-TV Memphis; Howard Maschmeier, WNHC-TV New Haven, Conn.; William W. Warren, KOMO-TV Seattle, secretary; Martin Umansky, KAKE-TV Wichita, Kan.; L. T.

Outstanding Values in Broadcast Properties

Major market fulltime operation. Good opportunity for experienced operator. Excellent real estate with studios, offices, transmitter and living quarters in large building. Liberal terms.

OREGON
\$325,000

Medium market daytime station. Excellent income for owner. Rapidly growing market. Liberal terms.

CALIFORNIA
\$69,500

Profitable daytimer. Good radio market with excellent potential. Low down payment with liberal terms.

CALIFORNIA
\$145,000

BLACKBURN & Company, Inc. RADIO • TV • CATV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
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Federal 3-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
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
G. Bennett Larson
Bank of Amer. Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

Changing hands . . .

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

■ WEET Richmond, Va.: Sold by Burton Levine to J. Olin Tice Jr. for \$300,000. Mr. Tice also owns WCAY Cayce, S. C.; WKTC Charlotte, N. C.; WBAZ Kingston, N. Y., and WFCT Knoxville, Tenn. Mr. Levine retains ownership of WROV Roanoke, Va. WEET operates on 1320 kc with 1 kw daytime only. Broker was Blackburn & Co.

WNEW strike settled

A broadcast engineers strike at WNEW New York ended Wednesday (Jan. 9) following 10 days of negotiation between the station and Local 1212 of the International Brotherhood of Electrical Workers.

A wage increase from \$213.20 to \$225 weekly to come in the last two years of a new five-year contract, during which none of the engineers can be laid off, was included in the settlement terms. The terms also involved a pension plan and increases in paid vacation time based on seniority.

Arundel buys newspaper

Arthur W. Arundel, owner of WAVA-AM-FM Arlington, Va. (Washington area), WXVA Charles Town, W. Va., and holder of a permit for WARR (FM)

Rogers, WKRC-TV Cincinnati; Mike Shapiro, WFAA-TV Dallas; and Norman Louvau, WAPA-TV San Juan; (standing) Donald Shaw, ABC-TV director of station relations; Alfred R. Schneider, ABC vp and assistant to the executive vp; Everett Erlick, vp and general counsel; James C. Hagerty, vp in charge of news, public affairs and special events; Thomas W. Moore, vp in charge of ABC-TV network; Leonard Goldenson, AB-PT president, Joseph Giaquinto, ABC-TV station relations (behind him are Simon B. Siegel, AB-PT executive vp, and Donald Foley, vp in charge of advertising and promotion); Armand Grant, vp in charge of daytime programming (behind him is Robert Coe, vp in charge of station relations); Julius Barnathan, vp and general manager of ABC-TV network; James G. Riddell, vp in charge of western div.; Michael P. Boland, vp (behind him is Henry Levinson, station relations); and Michael J. Foster, vp, press information.

Other officials from the networks and affiliates also attended.

Warrenton, Va., has bought the 164-year-old weekly *Loudoun County Times-Mirror*, published in Leesburg, Va. The price was not disclosed. Mr. Arundel bought the newspaper from Hubert Phipps. Pending FCC approval is an application for a transfer of minority interest in WEER Warrenton to Mr. Arundel.

Two Alaskan stations add six satellites

Northern Television Inc., operator of KTVA (TV) Anchorage and KTVF (TV) Fairbanks, both Alaska, last week announced completion of a six-satellite network which brings service to an estimated 15,000 additional viewers.

The parent stations in Fairbanks and Anchorage each provide signals to three translator stations. New areas served by KTVF (ch. 11) are: Clear, a ballistic missile early warning site with about 2,200 viewers; Delta, a military base and junction of the Alaska and Richardson highways, and Nenana at the convergence of the Alaska railroad and interior waterways.

Anchorage, through KTVA (ch. 11) now feeds the Kenai peninsula and 6,000 persons on the Wildwood Military Reservation, Eklutna and Sutton. An additional translator, fed from Fairbanks and scheduled for completion this spring, will serve the Suntrana-Healy area.

NAB kits available for National Radio Month

Radio's mobility and its ability "to serve a nation on the go" will be emphasized during the 1963 observance of National Radio Month next May. The month's events will be based on the theme, "Radio—the Mobile Medium."

Promotional kits for the event are being prepared by John M. Couric, NAB public relations manager. Scott-Textor Productions, New York, has been retained for the second straight year to produce jingles in varying tempos and styles to fit the wide range of American musical tastes.

Kits for radio month will include live spots, program and promotion ideas and suggestions, a speech text, filler facts and other material. Blank proclamations have been prepared. Kits and jingles will be provided free to NAB members.

Empire State Bldg. fire cuts off two stations

Two stations in New York last week temporarily suffered the effects of a series of electrical wiring fires in the Empire State Bldg., where the stations have their transmitters.

WNBC-TV and WNEW-FM were

forced off the air for a short time early Jan. 9 when water from fire hoses damaged one station's equipment, and smoke caused a delay in transmission and forced engineers from the other station to leave the building.

WNBC-TV, which normally signs on the air at 5:55 a.m., began its broadcast day a half hour late. Two engineers, on duty in the control room at 4:30 a.m., were forced to vacate the building because of dense smoke.

WNEW-FM, which maintains an automatic, remote control system on the 82nd floor of the Empire State Bldg., went off the air at 6:01 a.m., when water shorted the system. WNEW-FM went back on the air at 9:57 a.m. The station duplicates WNEW-AM's 24-hour operation.

Other New York radio and tv stations which operate from the Empire State Bldg. were not affected by the fire.

Media reports...

Corinthian agency ■ Van Brunt & Co., Advertising-Marketing Inc., New York, has been named to handle advertising and promotion for Corinthian Broadcasting Corp. Firm's stations include KHOU-TV Houston, KOTV (TV) Tulsa, KXTV (TV) Sacramento, WANE-AM-TV Fort Wayne and WISH-AM-TV Indianapolis.

EXCLUSIVE WESTERN PROPERTIES!

Daytime-only radio station with excellent coverage of one of the top 65 markets of America. This beautifully-equipped facility needs aggressive owner-operator to realize potential. Priced at \$155,000.00 with 29% down and balance out over ten years.

★ ★ ★ ★ ★

Well equipped fulltime radio station with good power. Land and building included in sale. Grossed \$90,000.00 in 1962 and returned good profit. Priced at \$175,000.00 with \$52,000.00 down.

Hamilton-Landis

& ASSOCIATES, INC.

NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

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Ray V. Hamilton
1737 DeSales St., N.W.
Executive 3-3456

CHICAGO

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

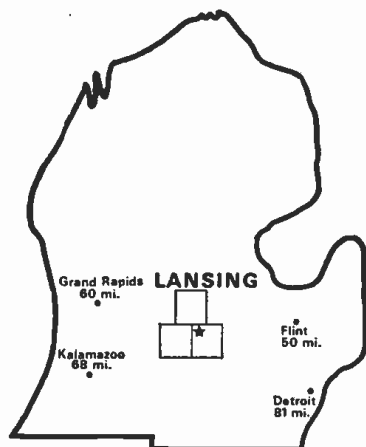
DALLAS

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

SAN FRANCISCO

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

America's Most Experienced Media Brokers



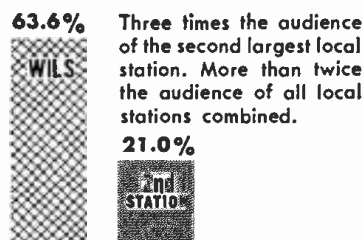
63.6

PER CENT

of the audience* in a
7-station metro market

It's true. The whopping big Hooper (*Jan. thru Mar. '62) taken in Lansing gave WILS Radio 63.6% of the 7:00 til noon audience (59.5% noon til 6:00 p.m.).

Seven stations share a third of the audience (33.2%) and "all others" took 3.2%.



LANSING Metro (3 counties)

- 14th in \$ sales per household
- State Capitol
- Michigan State University
- Oldsmobile plus other industry

**MID-MICHIGAN'S BIG
NO. 1 RADIO BUY**

RADIO

WILS

LANSING

1320 (5000 WATTS)

Representatives:

Venard, Torbet & McConnell, Inc.

An fm stereo success story: KPEN (FM)

Two young San Franciscans who have made fm stereo history lay their success to high quality programming and high quality stereo.

The two, both 27 years old, former Stamford U. campus radio operators, are Gary Gielow and James Gabbert, owners of KPEN (FM) in the Bay area (on 101.3 mc with 46 kw). They told their story last week to a luncheon gathering in Washington, sponsored by Electronic Industries Assn., and which included four of the seven FCC commissioners, staffers and newsmen.

Wonder of their story is that they have been making a profit with fm stereo; they claim they account for 55% of the gross revenues of all the fm stations in the San Francisco-Oakland market. Although they declined to indicate their profit, they did say that two months after they inaugurated stereo, in August 1961, the influx of additional advertisers paid for the outlay they incurred for additional equipment.

All this in the light of a 1961 gross of \$300,244 and an overall loss of \$156,000 by the 10 fm stations in the area, as reported by the FCC.

The young men told how they had scraped together \$11,000 to put KPEN on the air in 1957 and how after they began stereocasting the station began appearing in program rating surveys. During some seg-

ments of the broadcast day, they said, KPEN is fourth in share of audience, including am listeners. A Sunday morning religious program, the choir of Grace Church on Nob Hill, has been receiving a rating of 8, they excitedly announced.

Symphony Live ■ Latest venture, and already a cultural and commercial success, began last month when KPEN broadcast live the San Francisco Symphony Orchestra. This was hailed as a major first and a virtuoso high fidelity triumph for fm stereo. The three-hour program was jointly sponsored by Merrill, Lynch, Fenner & Smith and by Safeway Stores. Safeway has agreed to take half sponsorship of the remaining programs in the symphony series.

The next big step, now in the planning stage, is the presentation of live drama in stereo.

The key to their success, both emphasized, is "sparkling fidelity." This is accomplished, they pointed out, by a high standard of technical excellence, including maintenance that refuses to accept less than the best and the upgrading of commercial equipment until today the gear is "almost custombuilt," and program ideas. This has brought them 65 regular advertisers.

Both are energetic and enthusiastic. "Stereo has put radio back into the living room for the first time since television," Mr. Gabbert said.



Back in the 1940s, when FCC Commissioner Robert T. Bartley (c above) was a young executive with the Yankee Network in New England, he persuaded that organization to enter fm, then a new and untried method of broadcasting. Over the years fm has had rela-

tively tough sledding. Last week in Washington, and 20 years later, Commissioner Bartley welcomed two young San Franciscans who have made a startling success of fm stereo broadcasting. They are Gary Gielow (l) and James Gabbert (r). Their station is KPEN (FM).

The KINE is dead! **LONG LIVE GEMINI***



The Anatomy of PRIMACY...Part I

The GEMINI* process is an exclusive MGM Telestudios development which produces a twin high quality 16mm film simultaneously with the video tape.

Pardon the slogans, but we've been working on this for a long time and we're really excited. At MGM—and only at MGM—the kine finally is dead; not just reworked, disguised, or renamed. It's dead! The tape industry has worn this albatross for too many years. We at MGM Telestudios decided that trying to improve it further was an exercise in

futility. So we focused our energies in a completely new direction—and perfected GEMINI.

GEMINI is a direct film process, capable of producing unlimited 16mm GEMPRINTS.*

GEMINI is made as a twin product to MGM Video Tape, shot scene-by-scene, simultaneously.

With the last roadblock removed by MGM Telestudios you can now have the superiority of tape for network and major markets, and supply local markets with superb 16mm GEMPRINTS.

This is one of a series of major announcements from MGM Telestudios. Look for Part II of The Anatomy of PRIMACY.



Today, tape, more than ever before, is TV's prime production tool. For more information, call Bob Fierman, Sales Manager, LO 3-1122

*Trademark

1481 BROADWAY, N.Y. 36, N.Y.

FCC FREEZES HIT EQUIPMENT MAKERS

Hardest hit are those making only broadcast equipment

Production and sale of broadcast equipment has been slowed down by the FCC's am and fm station freeze orders. A checkup of companies engaged exclusively or primarily in broadcast equipment indicates a marked slowdown in business in the last half-year but firms with widely diversified electronic lines are not as seriously affected.

The FCC's partial freeze on new am applications was imposed last May 10. Hopes that it will be lifted this year are hinged on whatever action the commission takes as a result of its two-day hearing last week on am radio overpopulation (story page 29).

The fm freeze is of more recent origin. It was imposed last Dec. 21 but does not affect some of the northern plains and mountain states where there are few fm stations. This freeze was

imposed when the commission drew up a proposed fm allocations table similar to the tv table. The FCC's proposed fm allocations table provides about 2,730 fm assignments in the continental U. S., including the present 1,200 stations on their present channels.

Last week Continental Electronics Products Co., a subsidiary of Ling-Temco-Vought, Dallas, reorganized its original Electron Corp. line. Despite the freeze, LTV announced Continental and the top corporation are looking to expanded business. Gifford K. Johnson, president of LTV, said Continental's main sales items are the line of commercial broadcast transmitters formerly produced by Continental Mfg. Co. and purchased by almost 100 radio stations around the world. J. O. Weldon is president of Continental Elec-

tronics Products as well as Continental Electronics Mfg. Co. and Continental Electronics Systems.

Thomas B. Moseley, Continental Electronics sales director and vice president-general manager of Continental Electronics Products, said, "We expect this line of transmitters to account for the bulk of our business in 1963 and to enable us to grow rapidly in the years ahead." He predicted 1963 sales will exceed \$1 million. The tv line is concentrated on closed-circuit equipment with emphasis on new low-cost cameras. The educational tv field is described as one of the principal markets.

While official comments were not available, it's understood such major electronics corporations as RCA, Collins and General Electric Co. are placing emphasis on some of their non-broadcast lines because of the freeze and the lack of a new-station market.

On the other hand some firms producing studio and transmitter accessory items have reported fair to good business despite the freeze.

The freeze on new am stations has caused economic injury to the manufacturers of radio equipment, Parker S. Gates, president of Gates Radio Co., told the FCC last week.

In a letter read into the record at the FCC-NAB-industry radio conference last week, Mr. Gates said that "to believe that the problem is caused by overpopulation in am radio stations is, in my mind, very questionable." He said that Gates has had to release many employees since the freeze was imposed and that he was sure the same is true of other manufacturers. The opportunity to enter broadcasting, at a reasonable capital investment, should not be denied where frequencies are available, he said.

"To a growing country, limiting broadcasting is to an extent like limiting the number of telephones," Mr. Gates said. "It is retarding a vital communications medium."



ABC buys RCA color tv tape recorders

Frank Marx, president ABC Engineers (l) and Charles H. Colledge, division vice president and general manager for RCA, examine the new RCA TR-22. Purchase of 12 of these colorized tv tape recorders by ABC-TV, for use in Chicago for network feeds, was announced last week.

Reported to be the "first completely transistorized broadcast tv tape machine in the television industry," the new equipment is approximately

half the size of conventional recorders and effects a 50% reduction in power needed for operation.

Picture stability of the recorders is said to be plus or minus one tenth of a millionth of a second. Instrumentation permits servicing from front of the recorder and a signaling system indicates faulty operation during recording or playback and shows where malfunction may have occurred.

Prices raised 3%-16% on GE tv equipment

General Electric raises the prices of some of its closed circuit and broadcast television cameras, effective today (Jan. 14).

The increases, ranging from 3% to 16%, reflect the rising costs of manufacturing transistorized video equipment, according to H. E. Smith, manager of marketing, technical products operation.

The equipment affected by the increases are GE's TE-14 and 15 closed

Little Red Schoolhouse

The little red schoolhouse cliché for Eastern Iowa is as outdated as the concept that Eastern Iowa is exclusively bucolic.

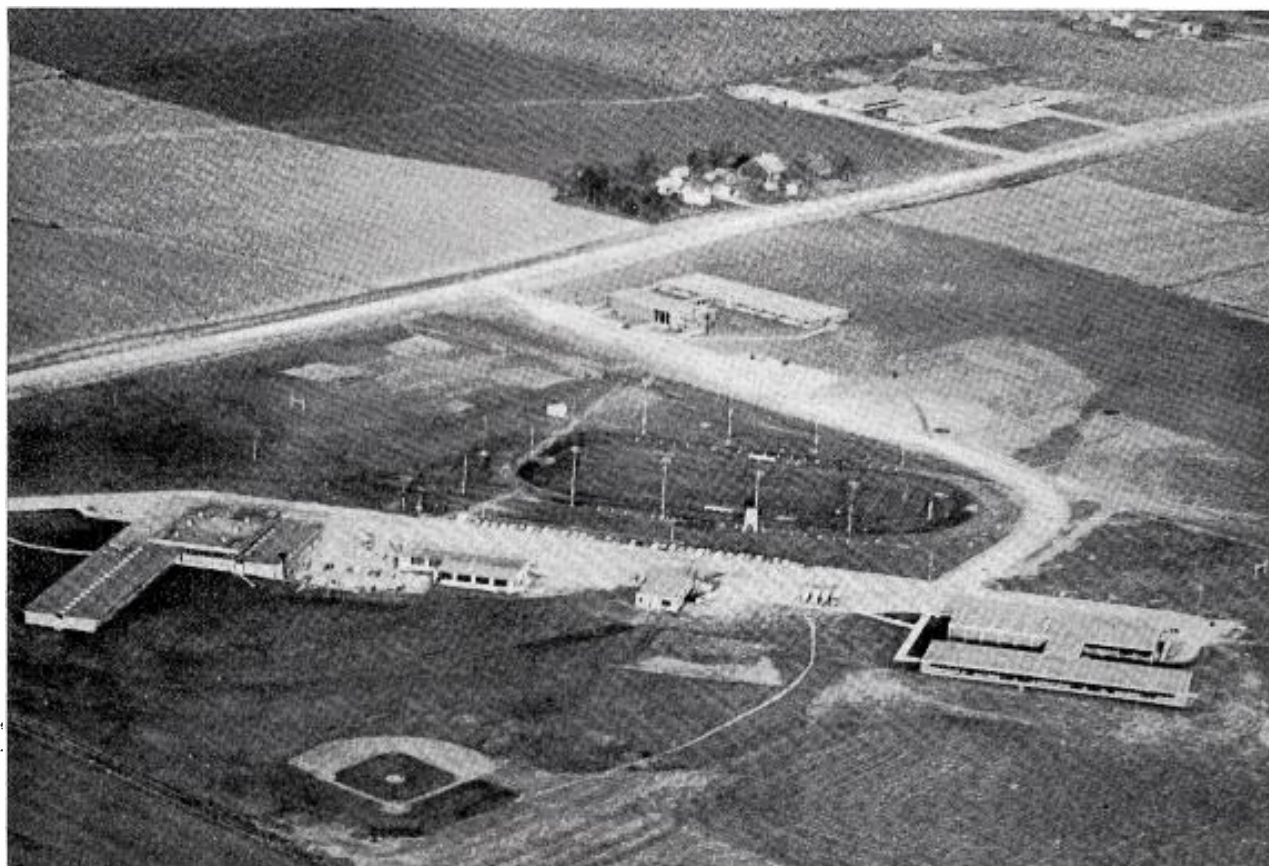
Country boys and girls—1,849 of them—attend this consolidated high school. It's down the road a piece from Cedar Rapids, towards Iowa City. It's as modern as most any modern metropolitan area school, perhaps more so. Students come from families whose standard of living surpasses most of nation's. While Iowa's 34.8 million acres of tillable soil produce about ten percent of the nation's food supply, personal income derived from agriculture in Iowa accounts for something like 25% of the total; income derived from manufacturing, trades, and services accounts for the rest.

Iowans are neither exclusively farmers nor exclusively manufacturers. They *are* exclusively people—as aware of new products and new ideas as the most sophisticated cosmopolite.

WMT-TV covers over half of the tv families in Iowa, and dominates three of Iowa's six largest cities.

WMT-TV • CBS Television for Eastern Iowa • Cedar Rapids—Waterloo

Represented by the Katz Agency. Affiliated with WMT Radio; K-WMT, Fort Dodge; WEBC, Duluth.



circuit cameras which rose in price from \$1,600 to \$1,700 and \$2,100 to \$2,450 respectively; PE-20-B camera chain, including 4½-inch image orthicon camera, from \$20,500 to \$21,500; and PC-12-B, (includes camera, viewfinder, image orthicon and three lenses of PE-20-B), from \$13,150 to \$14,150.

Kinescope eliminated in tape-to-film move

A new tape-film system, eliminating the need for a kinescope for filmed prints of taped commercials and programs, was revealed by MGM Telestudios at a news conference last Wednesday (Jan. 9). The kinescope is a "hot print" off the camera tube.

The system, dubbed "Gemini," consists of a RCA TK-60 television camera which shares its lens with a 16-mm motion picture camera mounted beside it. A device (beamsplitter) lodged behind the lens, splits the light before it enters the camera, thus allowing simultaneous operation on video-tape and 16mm film.

Production of a kinescope required that the image pass through two cameras, creating a distortion of the original picture.

"Elimination of the kinescope removes what agency people consider the last remaining obstacle to commercial production by tape," George K. Gould, president and general manager of MGM Telestudios, said.

Mr. Gould explained that film prints of tape commercials are used by advertisers in markets not equipped with tape recorders. He pointed out that



The Gemini
No more kinescopes

advertisers and their agencies, while satisfied with tape for major markets, have been unhappy about using kinescope in no-tape markets.

Mr. Gould said MGM Telestudios has acquired exclusive rights to "Gemini" for three years from Warren R. Smith Inc., Pittsburgh, a motion picture laboratory, which holds the patent on the system. Warren R. Smith, president of the firm, has joined MGM Telestudios as director of technical development.

BACK IN BUSINESS

Relay, Telstar transmitting television programs to Europe

America's two communications satellites Relay and Telstar, have proved they are alive and perking by transmitting tv programs from the United States to Europe.

Last Wednesday Relay was used to

transmit portions of the NBC *Today* show to Europe, showing ceremonies the previous night at the National Gallery of Art in Washington when President Kennedy opened the display of France's Mona Lisa.

The program was beamed to Relay from the AT&T ground station at Andover, Maine. Relay sent it on to Goonhilly Downs in England and Pleumeur-Bodou, France, where it was distributed to tv stations in those countries. Reception was termed "excellent" in France and there was "nothing wrong" in England. The transmission also was monitored by the Italian ground station at Fucino.

Also for the first time as a live U. S. program, the ceremonies were shown behind the Iron Curtain to home viewers in Czechoslovakia and Hungary via Intervention, the East bloc's tv interconnection system.

Later in the morning another first was established when scenes of New York firemen fighting the blazes in the Empire State Building were seen in England and France, also via Relay.

The first successful trans-Atlantic test for Relay, placed in orbit in mid-December but silent since then because of power drain, took place Jan. 4 when a tv test pattern was transmitted from Andover and received in France. During the afternoon pass, the ground station of the National Aeronautics & Space Administration at Nutley, N. J., transmitted and received a second tv test pattern.

Transistor Faulty ■ The power drain which Relay began experiencing immediately after its Dec. 13 launch was traced to a transistor in the No. 1 transponder. The faulty transponder was isolated, thus eliminating the power drain, and after a period during which the batteries built up a charge, the satellite was put into service by using the No. 2 transponder. All the circuits in Relay, built for NASA by RCA, are duplicated.

Telstar, silent for the last six weeks, was restored to life Jan. 4, also, when a live tv exchange took place between Andover and England and France.

In overcoming Telstar's troubles, Bell Lab engineers duplicated the faulty command circuit, pinpointed the malfunction at one of the transistors in the satellite's command decoders, and diagnosed its malady as excessive radiation. The engineers devised special command signals and voltage-removal treatment to restore normal command functions. The success of the trick command pulse, it was pointed out, may also have been due to the fact that Telstar had risen in orbit to weaker areas of the Van Allen Belt. The Van Allen Belt is a girdle of high density radiation surrounding the earth.

EIA set production and sales figures

Tv and radio distributor sales and set production edged up for the first eleven months of 1962, Electronic Industries Assn. reported last week.

Sales in November for both home entertainment units were also up as

compared to October's, with radio sales of 1,280,599 being the highest for any month in the year. Production for both devices was down from the totals in the preceding month.

Sales and production figures:

DISTRIBUTOR'S SALES

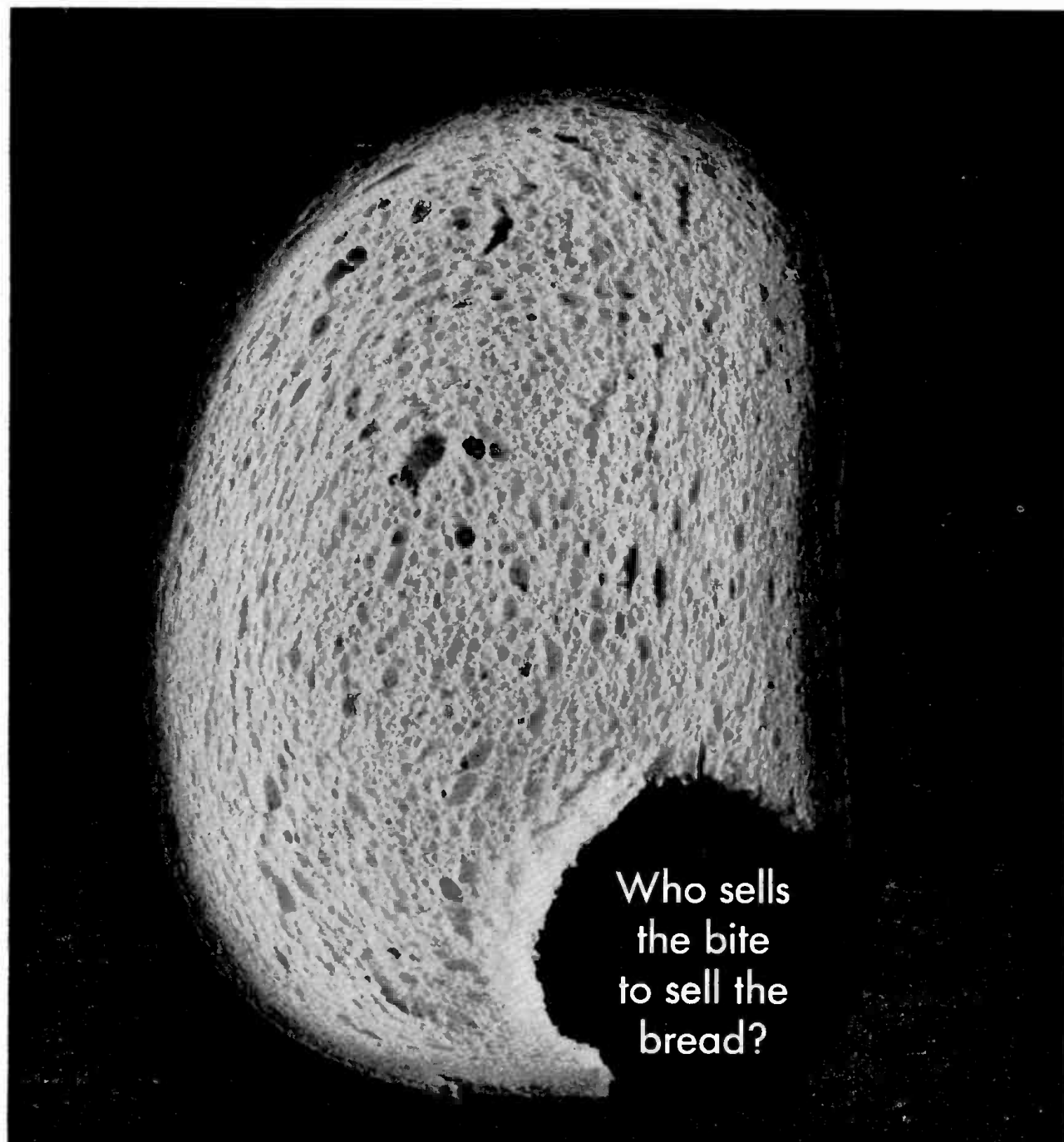
Period	Television		Radio	
	Totals	(No. uhf)	Totals	(No. fm)
Jan.-Nov. 1962	5,665,367		10,169,503*	
Jan.-Nov. 1961	5,175,857		9,607,142	

PRODUCTION

Jan.-Nov. 1962	5,951,361	549,105	17,420,007**	1,089,035
Jan.-Nov. 1961	5,597,535	332,205	15,528,640	804,475

* Excluding auto radios

** Including 6,395,141 auto radios compared to 4,909,658 in same period in 1961.



Who sells
the bite
to sell the
bread?

Carlton Fredericks sells the savor and nourishment and that's what sells the bread. Ask Levy Bread and 800 other advertisers who have sold through CARLTON FREDERICKS' syndicated "LIVING SHOULD BE FUN" for over 22 years on hundreds of satisfied stations.

Now, Carlton Fredericks has far greater audiences than ever in his public-serving career. In addition to his syndicated broadcasts, carried on many of America's leading radio stations, he has a thrice-weekly feature on American Broadcasting Company's "Flair," heard on some 290 outlets. Fredericks also has a syndicated newspaper column, carried in the New York Mirror, among others, and is currently cutting a unique LP album for Epic

Records on nutrition, to be released in the near future.

"LIVING SHOULD BE FUN" is now available in most markets, on an exclusive basis to qualified stations. Formats range from 45 minutes (as on WOR New York) to 25-minute, 15-minute and 5-minute programs, to 90-second spots, similar to the "Flair" ABC network segment. (Now also available is a new series of programs for FM stations, in format designed for the medium's special audience.)

Build responsive audiences with responsible programming. Write, wire or call Carlton Fredericks Productions, Suite 12G, 211 East 53rd Street, New York 22, N. Y., PL 3-4241 for your audition tape today!

CARLTON FREDERICKS PRODUCTIONS

Facts and figures on television reruns

Second runs are by far the most important of all reruns of tv programs, according to Chester L. Migden, assistant executive secretary of the Screen Actors Guild. Reporting to the SAG membership, Mr. Migden said that during last year approximately half of all rerun payments came from second runs. Over a six-year span, he said, actors have collected \$12.8 million from second runs to \$7.3 million from third runs of programs.

"Of course, second runs pay a higher percentage under the contract than subsequent runs," he said, "but this is not the sole reason for their big dollar lead over other runs. The prime reason is that there are more second runs than any other run. In 1961, for example, there were 2,600 episodes which had second runs, while third run episodes numbered

1,875. We find that in any year second runs pile up a substantial lead," he added.

Pointing to a consistent downward trend as the runs increase, Mr. Migden cited 1961 as typical: "Second runs produced \$2,319,000; third runs produced \$1,036,000; fourth runs produced \$653,000; fifth runs produced \$498,000; sixth runs produced \$271,000; and in episodes, second run, 2,600; third run, 1,875; fourth run, 1,525; fifth run, 1,125; sixth run, 675.

"Each year examined produced similar results. The case for early runs is even more convincing when we consider that \$20.5 million have been collected for second and third runs out of a total of \$27 million for all reruns since 1956."

Mr. Migden contrasted the success of the SAG "early pay theory," as

opposed to that of "extended or stretched payment over innumerable runs," such as the Writers Guild, who spread their 140% rerun payments over 13 runs. "What happened was that they found themselves deprived of payments as runs stopped short of the 13th run and they found vastly increased collection and policing problems. They found bankrupt and near-bankrupt producers they would have collected from years before had they stayed with six runs. After this experience, they reverted to payment for the first six runs.

"Many of us used to take for granted that most shows played through and beyond the sixth run," Mr. Migden stated. "The facts just do not support it. There have been only 36 series out of some 600 made which went through six runs."

TV MISINTERPRETED?

Writer says critics of tv seek alternative in etv

Critics of television have misinterpreted the nature of television as an "economic institution" and as a medium of information and entertainment.

So says Richard Schickel, writing in the December 1962 issue of *Commentary*, published by the American Jewish Committee. Mr. Schickel notes that most of tv's critics in the past year have "fallen silent, apparently awed by the failure of their mass attacks."

Mr. Schickel thinks the critics are concentrating on propaganda for educational television, "hoping to make it a true alternative to the commercial variety, as fm broadcasting has become for a minority of serious radio listeners."

Educational broadcasters, he adds, have difficulty finding money sources for programming competitively and have done little to demonstrate that they can use "good facilities effectively."

Mr. Schickel said he conducted his own survey in New York on the news, documentary, and public affairs programming of the three network outlets (WABC-TV, WCBS-TV and WNBC-TV) one week last fall. He notes that between 6-11 p.m., Sunday-Saturday, the stations had 105 hours of time available.

In his survey, Mr. Schickel found the stations devoted 19¾ hours to programs similar to those on the educa-

tional channel, and he commented, "most of them were better shows." (Entertainment programs, such as *The Defenders*, which may have had information of educational value, were not counted as educational-type programs.)

Thus, he said, commercial channels devoted nearly 20% of their prime time to educational tv, "which seems a reasonable proportion to spend on uplift and information." His conclusion is that "educational television mainly duplicates a service already being performed without noticeably improving the quality of that service."

Mr. Schickel recommends that criticism of commercial tv be "alive to the possibilities of the medium in its own right" instead of using critical "standards borrowed from other media."

He also suggests that (1) educational stations ought to spend less time discussing other arts and more in experimenting with the television medium, and (2) commercial tv ought to invest some of its time and money in new experimentation.

Second 'Briefing' scheduled

"State Department Briefing: Disarmament," a program featuring three U.S. officials directly concerned with disarmament, will be telecast later this month and in February on the National Educational Television network (NET) and on Time-Life stations.

The video taped program features statements by the experts and a ques-

tion-and-answer period. John Steele, chief of the Time-Life Washington bureau, is moderator.

The program will be shown in three stages: the first group of stations will broadcast it Jan. 14, the second on Jan. 28 and the third on Feb. 11.

The briefing is the second in a State Department series entitled *State Department Briefings*. The first broadcast was shown in September and October.

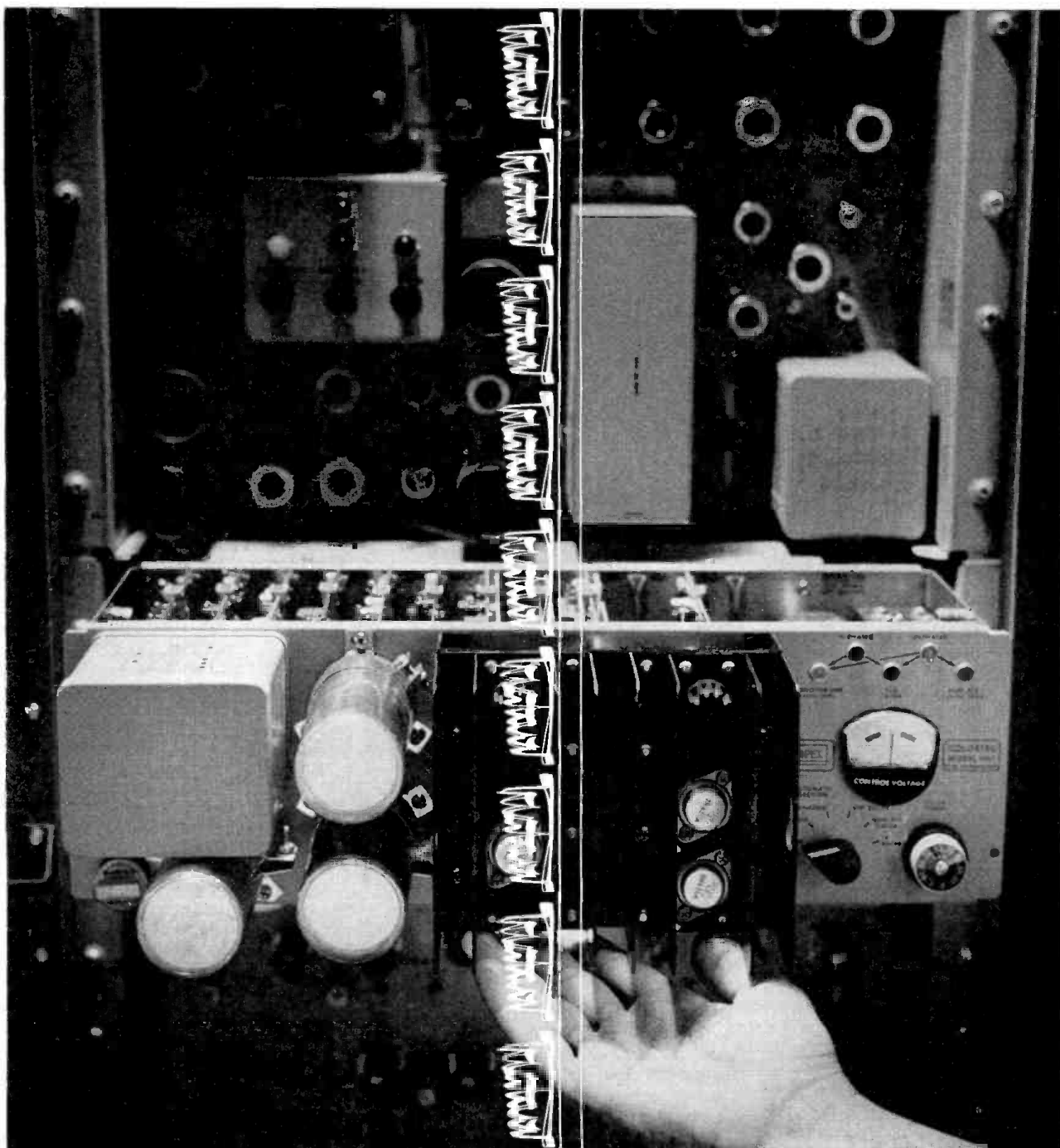
Intermountain Network has five news bureaus

Intermountain Network Inc., serving 65 radio stations in eight mountain states, announced last week it had completed formation of full-time news bureaus in five of them.

Intermountain News Director Bruce Miller of Salt Lake City will supervise the bureaus in Colorado, Idaho, Montana, New Mexico and Wyoming. The network provides three closed circuit broadcasts from the state bureaus each day for use in locally originated member-station newscasts and a mid-day regional wrap up for all members featuring reports from each of the state bureaus.

The bureaus:

Denver, Colo.: KBTR news director Hal Starr; Boise, Idaho: KGEM news director Wendell Weaver; Helena, Mont.: KBLL newsmen Terry Bass; Albuquerque, N. Mex.: KDEF newsmen Vern Rogers and Bill Sexton; Casper, Wyo.: KVOC news director Jack Fairweather.



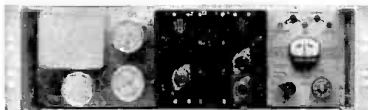
What color tape playback system takes up only 5 1/4" of rack space?

AMPEX Colortec.

Ampex Colortec* color adapter eliminates a complete extra rack of electronics: it fits into a 5 1/4" panel on your Videotape* recorder. It gives you color. Bright, beautiful color—with full bandwidth luminance and chrominance signals. Sharp black and white, too. And it's accurate to 3 parts per billion. The luminance and chroma are never separated but are processed together so that the picture is synchronous to 3.58 mc subcarrier to within ± 3 nano-seconds. Furthermore, it's the only

color recovery system that meets N.T.S.C. standards. Operation? Extremely simple with only two principal controls. What do these facts indicate? Simply this: even if you aren't contemplating color transmission yet, Colortec color tape playback system should figure in long-range plans. For details write the only company

providing recorders and tape for every application: Ampex Corporation, 934 Charter St., Redwood City, Calif. Sales, service engineers throughout the world.



*TM Ampex Corp.

A tearful parting

It was an emotional scene as James C. Petrillo ended a 40-minute recitation Tuesday of the highlights of his 40-year iron-man rule of Chicago Local 10 of the American Federation of Musicians. His unexpected appearance and spontaneous talk at the installation of new Local 10 officers brought members to their feet in tribute and stirred frequent interruptions of applause.

Mr. Petrillo and nearly all of the Local 10 incumbent officers were voted out in a surprise election upset Dec. 4 by a rebel group headed by society bandleader Barney Richards (BROADCASTING, Dec. 10, 1962). Chicago Local 10 boasts 11,000 members and a \$5 million treasury. Mr. Petrillo, now 71, retired as president of the national AFM in 1958 but since his Local 10 defeat he has been hired by the AFM as a con-



James C. Petrillo
Gone but not forgotten

sultant and will be paid an annual salary of \$10,000, a pension of the same amount, and \$3,000 expense account plus limousine and chauffeur.

Pay-tv proviso sought by SAG

The membership of the Screen Actors Guild has approved a collective bargaining contract negotiating policy for theatrical films which does not seek wage increases or changes in working conditions. But the policy will insist on the right to re-open a "new contract when direct production for pay television becomes imminent."

Present SAG contracts provide that pay tv is "merely an extension of the theatrical boxoffice," according to a SAG statement.

Guild members approved the new policy in a mail referendum by a 5,279 to 188 vote. Present SAG contracts with motion picture producers expire Jan. 31. The Guild's tv film contract runs until June 1964.

Columbia U. student fm syndicates programs

WKCR (FM) New York is the student voice of Columbia U. in that city and has built a high level audience through quality programs originated by the station staff. Reaction to its programs have been so good, the station has reported, that it has decided to offer seven of its weekly series to educational and commercial radio stations throughout the country.

Tapes, sold at cost, have already gone to WHK Cleveland, KGMS Sacramento, KCVN-FM Stockton and KULA Honolulu. Prices are \$2.95 for half-hour programs; \$6.75 for hour-long programs.

The series currently being syndicated:

United Nations Review, *Our Civil Liberties*, *Ayn Rand Speaks*, *World of Science*, *World Art*, all 30 minutes, and *Blueprint for Disarmament* and *Music Through the Ages*, both one hour.

Information can be obtained from: Director of Syndication, WKCR (FM), Columbia U., New York 27, N. Y.

Country Music Assn. to meet Jan. 24-25

Officers and board directors of the Country Music Assn. will convene in New York, Jan. 24-25 for their first quarterly meeting of 1963 with their newly elected president, Gene Autry, presiding.

On the meeting's agenda are tactics for "crashing" Madison Avenue and plans for a combination office building and "Country & Western" museum. Also to be discussed is a second station survey on country music programming.

A 1961 survey of U. S. and Canadian am stations conducted by Country Music Assn. showed 84 outlets with a fulltime country and western format.

CBS announces data for news fellowships

The opening of the seventh annual competition for eight CBS Foundation news fellowships for the academic year 1963-64 was announced last week by the foundation president, Ralph F. Colin.

Applications, which may be submitted until March 1, will be accepted from news and public affairs staff employees of CBS News, CBS-owned radio and television stations, CBS radio and

television affiliates, non-commercial educational stations and from teachers of college courses in news and public affairs techniques.

A program of lectures is offered as well as a year of study at Columbia U. The grants average \$8,000 to cover university costs and living expenses. Information is available at CBS Foundation Inc., 485 Madison Ave., New York.

Film sales...

Steve Allen Show (WBC Productions): Sold to KENS-TV San Antonio and WBKB (TV) Chicago. Now in 28 markets.

Science Fiction Features (Allied Artists Tv): Sold to WISC-TV Madison, Wis.; CKLW-TV Windsor-Detroit; KOGO-TV San Diego; WJRT (TV) Flint, Mich.; KGBT (TV) Harlingen, Tex., and WJW-TV Cleveland. Now in 80 markets.

Program notes...

NBC-TV signs Mary Martin - Mary Martin has been signed to a contract to appear in a number of special NBC-TV programs, Robert K. Kintner, NBC president, announced last Thursday (Jan. 10). The number of shows was not disclosed. NBC-TV will present Miss Martin in "Peter Pan" in a two-hour color program on Feb. 7 (7-9 p.m.).

New MGM pilot - MGM-TV is scheduled to start filming today (Jan. 14) *The Lieutenant*, a new hour-long dramatic series, at Camp Pendleton, Calif. Buzz Kulik is directing the pilot, written by Gene Roddenberry, who will also produce the peacetime Marine Corps series for Arena Productions. Norman Felton, executive producer of MGM-TV's *Dr. Kildare* and *The Eleventh Hour*, will serve in that capacity for

Hope to get IRTS award

Bob Hope was named today (Jan. 14) to receive the International Radio & Television Society's 1963 Gold Medal. In announcing the selection by the IRTS board of governors, William K. McDaniel, president, said that the decision was based on the performer's contributions to broadcasting and international good will.

Mr. Hope's radio career began on NBC Radio in 1938 and his television work, in 1950 on NBC-TV.

Presentation of the award will be made at the 23rd anniversary banquet of the IRTS, March 6 in New York.

the new series, the fourth put into production at MGM-TV for 1963-64. Others are: *The Travels of Jaimie Mac Pheeters*, *The Human Comedy* and *Mr. Novak*.

Extras, producers may arbitrate spat

A dispute by Screen Extras Guild with the producers of films for television over the proper pay for stand-ins who work on more than one episode of a series in single days seems headed for arbitration after principals failed to reach a settlement in negotiations.

The union is standing firm on a provision of the SEG contract prohibiting extras from working in multiple pictures for the same day's pay. The producers say the ruling was not intended to apply to stand-ins working on series for which two or more episodes may be filmed together, noting that the stand-in is not on camera and does not appear in the program, so he is not wearing out his welcome with tv audiences through over-exposure.

Instructed by the SEG board to "take any and all steps necessary to resist these unwarranted interpretations of

TvQ's top ten for December by age

Rank	Program	Total Audience TvQ*	Age Groups				
			6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Beverly Hillbillies (CBS)	54	79	74	45	43	42
2	Bonanza (NBC)	51	59	54	45	47	53
2	Red Skelton Hour (CBS)	51	75	63	46	45	43
4	Sat. Night Movies (NBC)	50	63	66	50	44	32
5	Doctor Kildare (NBC)	45	61	51	45	33	46
6	Andy Griffith (CBS)	43	63	43	38	37	44
6	Ben Casey (ABC)	43	49	46	41	43	42
6	Combat (ABC)	43	59	51	48	27	34
9	World of Color (NBC)	41	69	47	32	32	38
9	Gallant Men (ABC)	41	57	47	45	30	25

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

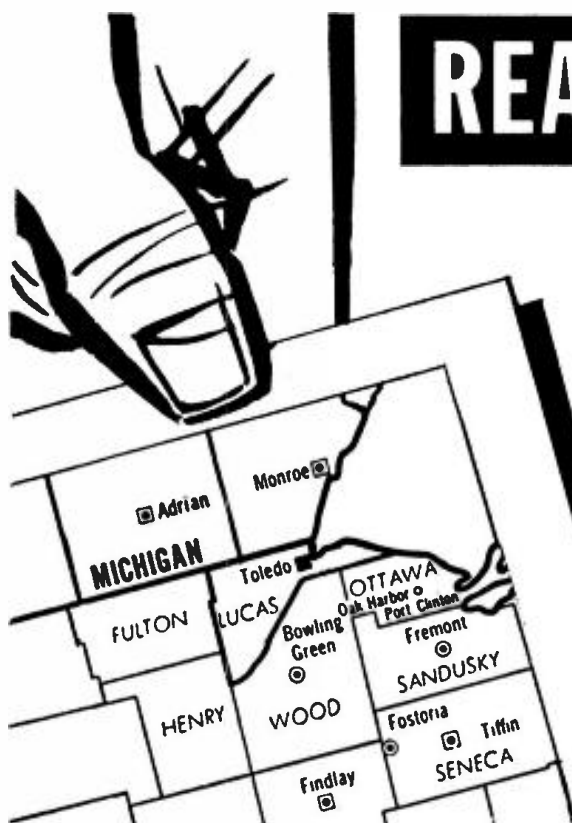
our contract," the guild's executive secretary, H. O'Neil Shanks, and Robert W. Gilbert, legal counsel, are preparing to take the issue to arbitration barring an immediate settlement with the producers, which is considered unlikely.

Mel Blanc comedy records

A long-playing record of short comedy bits for radio stations will soon be released by Mel Blanc Assoc., Hollywood. It will be the first of a series of

such records which will be leased on a year's basis, with stations guaranteed exclusivity within a 100 mile radius. An introductory disc has just been finished.

Billed as "The Comedy Ad-Lib Library," the package will include drop-in lines, time signals, station breaks, running gags, lead-ins to commercials and weather, one-minute vignettes and vocal sound effects. New supplementary material will be sent to each station every 45 days.



REACH

 / for the Northwestern Ohio Market and GET IT

by using **WSPD RADIO-TOLEDO**

Adult programming built with integrity, imagination and insight gives WSPD audience domination all day long in this rich market-place of Northwestern Ohio. A market that—

- ★ is 1st in Ohio in economic diversification
- ★ has over 1,750 manufacturers in its retail trade area
- ★ has the 9th largest and fastest growing port in the nation—the largest coal port in the world
- ★ has great purchasing power—1st in per capita income among Ohio markets for the past 7 years
- ★ is 1st in Ohio per household retail sales
- ★ is an export-import center for a 5-state area
- ★ is 1st in Ohio in value of farm products sold

Ask your Katz man for the complete story.

WS16

LOS ANGELES KGBS	PHILADELPHIA WTBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV

STORER
BROADCASTING COMPANY

Will House put an end to Rayburn ban?

SPEAKER McCORMACK REPORTED READY TO HEAR RADIO-TV ACCESS CASE

The long shadow of the "Rayburn Rule," still cast over the proceedings and committee hearings of the House even though the late Speaker Sam Rayburn has been dead more than year, could be lifted if the House adopts any of several bills introduced last week.

Two Michigan representatives, George Meader, Republican, Martha W. Griffiths, Democrat, each introduced two access bills when Congress convened Wednesday. Both are seeking access to House proceedings for microphones and cameras, but they approach the subject from different positions.

Rep. Meader would authorize committees to permit coverage of public hearings.

Rep. Griffiths thinks broadcast newsmen and photo journalists should have the right to cover public hearings and suggests floor proceedings might be reported on a pool basis.

A group of broadcast newsmen was trying last week to arrange a date with Rep. John W. McCormack (D-Mass.), the present speaker, to explain how electronic and photographic equipment can be used without demeaning the dignity of the House. Speaker McCormack was pictured before Congress convened as "open minded" about access and "glad to discuss it" (CLOSED CIRCUIT, Dec. 31).

Refuses Change ■ Last year Speaker McCormack went along with Speaker Rayburn's historic interpretation, first articulated by the Texan in 1952 and repeated in 1955. The Massachusetts lawmaker said last year, "The chair intends to follow those opinions [as formulated by Speaker Rayburn] until such times as the House, by its own action in amending the rules, provides for a different method of proceeding" (BROADCASTING, Jan. 22, 1962).

Under the Republican-controlled Congress in 1953-54 Speaker Joseph W. Martin (R-Mass.) allowed broadcasters to cover public hearings of House committees.

The Senate authorizes its committees to permit access to broadcast and photographic media.

Radio and television newsmen may cover House business without their broadcast equipment and must rely on impromptu corridor news conferences for photographic or tape coverage.

Rep. Meader, who for several years has offered bills to change the House rules and provide broadcast access, last

week introduced two proposals to amend Rule XI of the House—one a permanent (H Res 53) and the other a temporary or experimental change (H Res 54).

Rep. Meader's last proposal to authorize a permanent rule change was killed in the Congress by an 8-6 vote of the House Rules Committee under Chairman Howard W. Smith (D-Va.) (BROADCASTING, Feb. 27, 1961). It was understood then that a vote in favor



Speaker McCormack
Holds key to coverage

was considered by Speaker Rayburn as a vote against the House leadership.

Temporary Plan ■ Rep. Meader offered a second bill last week which would provide a rules change similar to that advocated by his first bill, but to apply only for the duration of the 88th Congress.

Rep. Griffiths, who has been introducing her own form of access legislation since 1956, said last week broadcasters should have the same "right to cover as the AP." H Res 77 would permit radio and television to broadcast public committee hearings live or delayed "subject to such reasonable rules as the committee may prescribe to prevent such broadcasting from interfering unnecessarily with the business of the committee."

On pool coverage of floor proceedings, Rep. Griffiths' H Res 78 would permit one "reputable" representative of radio and one of television to oper-

ate equipment which would be located in a "portion of the gallery of the House of Representatives as may be necessary."

Objections by House members to live coverage of floor proceedings usually centers on aversion of some to the public seeing them or their colleagues engaged in such "undignified" activities as reading newspapers or magazines or dozing, as some have been seen to do from time to time. A "reputable" representative, it is thought, would use discretion and avoid showing such scenes.

Robert Fleming, outgoing president of the Radio & Television Correspondents Assn., has said Speaker McCormack has expressed interest in hearing broadcasters' arguments for access. Capitol Hill correspondents familiar with congressional thinking on the access problem and who are personally acquainted with congressmen, hope they (the newsmen) would be able to show the speaker that broadcast coverage has "grown up" since Sam Rayburn first banned broadcasters more than a decade ago.

Magnuson wants Cox to stay for full term

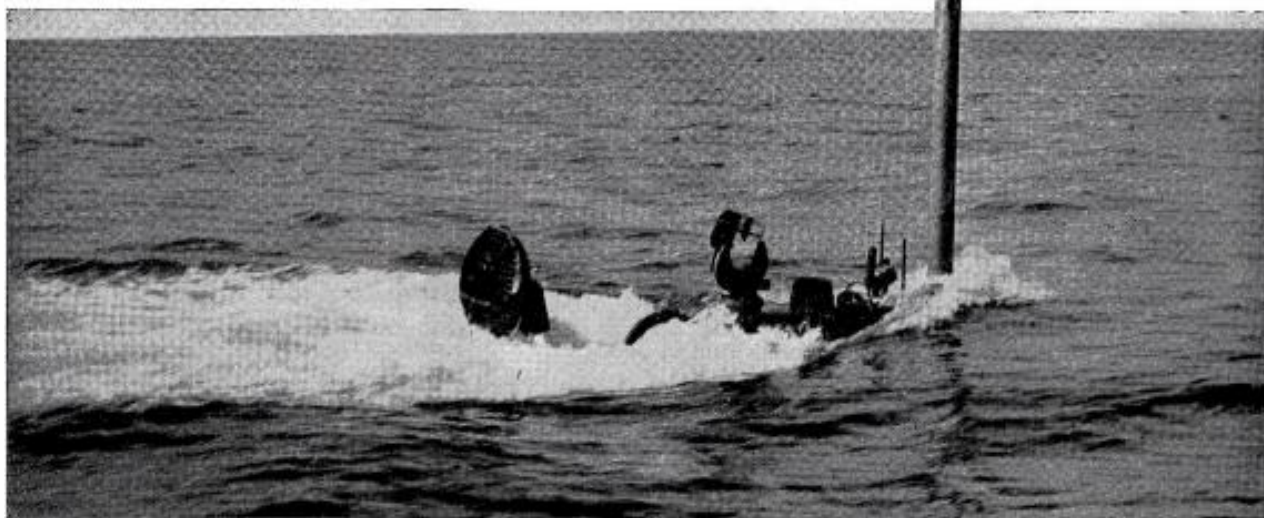
Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, said last week he'd like to see his political protege, Broadcast Bureau Chief Kenneth A. Cox, nominated by the President and certified by the Senate for both the unexpired term to be vacated by T. A. M. Craven and the succeeding seven-year term.

So far the President has indicated only that he intends to nominate Mr. Cox for the five-month period left in the term of Commissioner Craven, who reaches the mandatory retirement age of 70 on Jan. 31.

Sen. Magnuson said Thursday he hopes the nomination of Mr. Cox will be "sent up like Minow's." FCC Chairman Newton N. Minow was approved by the Senate in March 1961 for both a four-month period remaining from an expired interim appointment held by a predecessor and a nomination by President Kennedy to a regular term. Mr. Minow replaced Eisenhower appointee Charles H. King.

An administration spokesman said last month that Mr. Cox was scheduled for a full seven-year term.

Why do they put periscopes on submarines?



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

Radio and television are entering 1963 after tracking a turbulent course through 1962. What's ahead in 1963? Where will broadcasting run into heavy weather; where will the sailing be smooth?

Will radio and television, in 1963, increase their share of the advertising dollar? What changes are in store in audience patterns and ways of evaluating them, in marketing techniques, in radio and television facilities? How do the experts in broadcast advertising look at the new year; what do they say and why do they say it?

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

And that is exactly what a special issue of BROADCASTING Magazine, scheduled for publication next February 18, will be called . . . "Perspective '63." Its many pages of special reports will add up to a chartered course for the year ahead.

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

to attempt so comprehensive an analysis. Each of the special Perspective issues that BROADCASTING has published in past years has become a standard source work for the important decision-makers in broadcast advertising. Perspective '63, like its predecessors, will be kept, studied and re-read for months after its issue date.

Within the framework of such a basic working tool for advertising men, *your* message takes on special value. Through BROADCASTING—in any issue—you command a guaranteed circulation of over 27,000. But in Perspective '63, your advertisement will command extra pass-along and re-readership that will make this the best buy of your year.

If you haven't reserved space yet in Perspective '63, we suggest you up-periscope and sound your klaxon. It will be heard (on your behalf) in all the most important and profitable places.

Deadline for advertising: Final deadline February 9.

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

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



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

A member of the Audit Bureau of Circulations

FCC CLEARS MID-FLORIDA

Tells court Orlando grant should be reconsidered but that licensee is innocent of any wrongdoing

Mid-Florida Television Corp. appeared assured last week that the FCC will reaffirm its grant of ch. 9 (WLOF-TV) in Orlando.

The commission, in a report to the U. S. Circuit Court of Appeals in Washington, D. C., said the grant, made in 1957, should be reconsidered in view of the off-the-record efforts to influence the vote of former Commissioner Richard A. Mack.

But the commission concluded its review of the case by clearing Mid-Florida principals of any taint of wrongdoing (AT DEADLINE, Jan. 7). The vote was 4-1, with Chairman Newton N. Minow dissenting in part and commissioners T.A.M. Craven and E. William Henry not participating.

The commission's report was requested by the appeals court after it was remanded there by the Supreme Court in 1958. The case was in the courts when the old House Legislative Oversight Subcommittee disclosed the off-the-record contacts.

The commission, in its report, agreed

with the finding of Hearing Examiner James D. Cunningham that William Dial, a former Mid-Florida attorney, had twice attempted illegally to influence Mr. Mack. But it disagreed with Mr. Cunningham's conclusion that Mid-Florida knew of these contacts and approved of them.

Sworn Statements ■ The commission cited the sworn denials on the part of both Mr. Dial and Mid-Florida principals that he had ever told them of his contacts with Mr. Mack. The report also cited the lack of affirmative evidence rebutting those sworn statements.

The commission, however, said Mr. Mack should have disqualified himself from participating in the case. Since he didn't, the commission added, the case should be "reconsidered on its merits." The commission said the consideration will be on the basis of the existing record.

Mid-Florida is owned by Joseph L. Brechner, 38%; Vasil Polyzijs, 14.76%; Harris H. Thomson, 10%,

and others. Messrs. Brechner, Polyzijs and Thomson own 100% of WLOF.

In his dissent, Chairman Minow agreed that a new decision should be issued. But he said the record raises questions about the qualifications of both Mid-Florida and its competitor for the license, WORZ Inc. He said the court should authorize the commission "to decide—after a new oral argument—whether to grant one of the existing applications or to reopen the record for new applications."

The chairman, in substance, agreed with the hearing examiner's finding that Mid-Florida's principals knew of and ratified Mr. Dial's improper approaches. "The record does not justify the majority's reversal of this finding," he said.

His reference to WORZ apparently dealt with charges, made during the 1957 hearing, of misrepresentations on the part of that company's principals.

Mid-Florida Not To Blame ■ In asserting that Mid-Florida was not to blame for Mr. Dial's illegal contacts with the former commissioner, the commission majority said the record shows that "Mid-Florida was unaware of Dial's discussions . . . with Mack until their occurrence was revealed" by the congressional investigation.

"Thus, it is concluded," the report

Magnuson could take over space committee, probably won't

A possibility existed last week that Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, might give it up for the chairmanship of the Aeronautical & Space Committee vacated by the death of the late Sen. Robert S. Kerr (D-Okla.) (BROADCASTING, Jan. 7).

Despite his statement that he was considering the idea, however, Sen. Magnuson seemed more likely to stay where he is and permit Sen. Clinton B. Anderson (D-N.M.), next ranking Democrat on the space unit, to take the post.

This maneuver would allow Washington's junior senator, Henry M. Jackson, to move into Sen. Anderson's post as chairman of the Interior & Insular Affairs Committee, a seat traditionally held by westerners.

The resulting chairmanship lineup then would give the State of Washington control of two committees.

Such would not be the case if Sen. Magnuson exercised his prerogative and took the space post. If he did so, Sen. Jackson would remain ranking Democrat on the interior committee, but control of the com-



Sen. Magnuson
Commerce or Space?

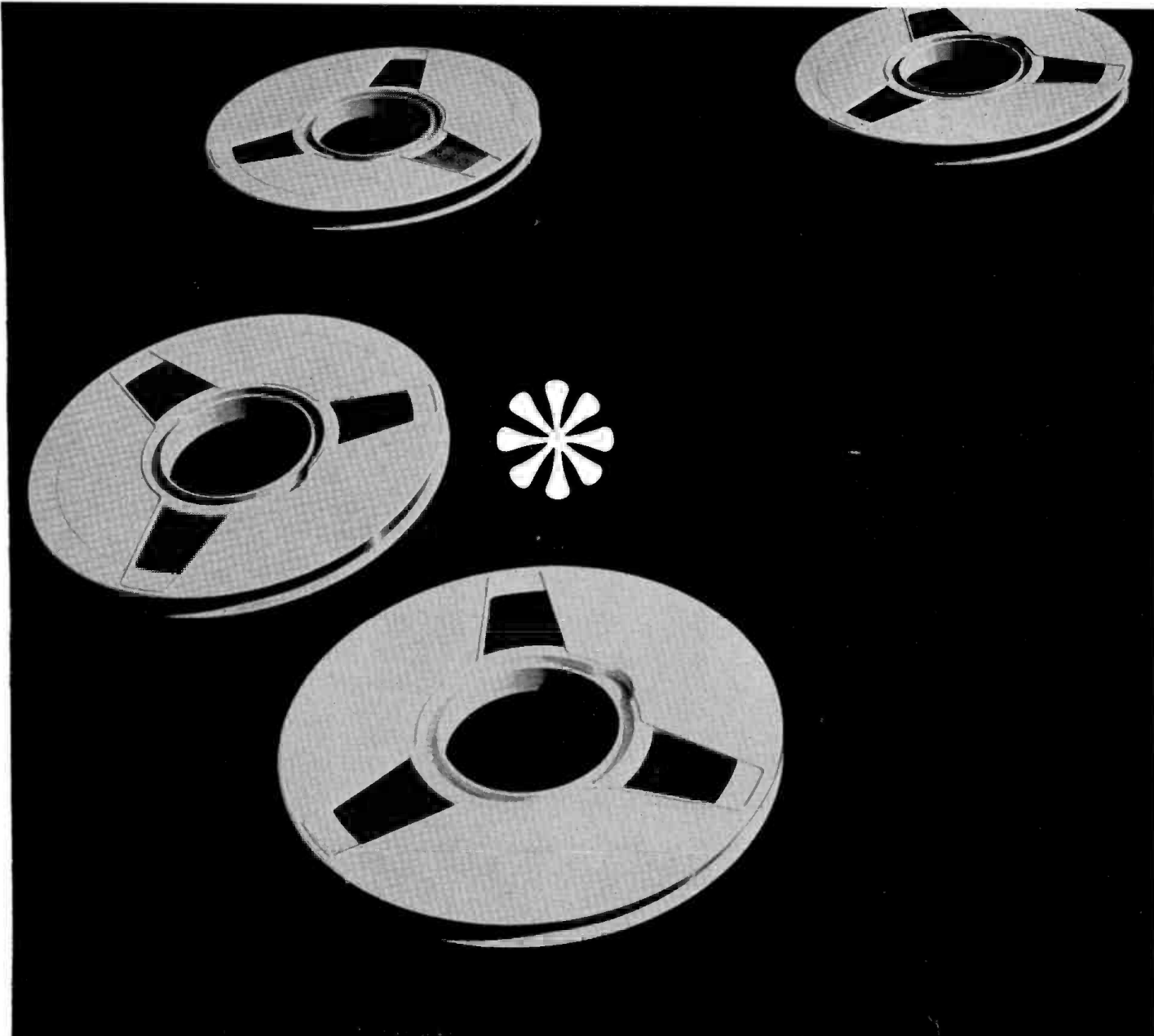
merce Committee probably would go to Sen. John O. Pastore (D-R.I.), presently chairman of the Communications Subcommittee.

Meanwhile, Sen. Anderson, whose home state counts government as its major industry (an estimated \$1 billion in military and space projects and other government work), was said by his aides to be actively considering the space chairmanship and

probably would take it if it were available. The New Mexico senator attained a long-sought goal when he succeeded last year in obtaining passage of bills which authorize about \$210 million in water projects for his state. Keenly interested in the development of nuclear energy for space propulsion (New Mexico is the number one domestic source of uranium ore), Sen. Anderson was the key man in getting President Kennedy to visit Los Alamos in a widely-publicized, cross-country inspection tour of U.S. military and research centers last month.

To get the space post, however, Sen. Anderson waits on the pleasure of Sens. Magnuson and Richard B. Russell (D-Ga.), chairman of the Armed Services Committee, who ranks ahead of Sen. Anderson on the space committee. There was no expression from the southerner that he is interested in the space post.

Why Sen. Magnuson's announced interest? Some who know the senator thought last week he was "frying a few fish"—holding out for something else—but what that might be wasn't being discussed.



ARB * *Special Tabulations from available television audience data . . .*

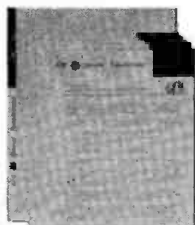
. . . create invaluable opportunities for research tailored to your precise needs. Thousands of viewer records offer practically unlimited possibilities for cross-tabulations of data. Cumulative studies, audience flow analyses, commercial preferences and many other audience estimates give you new and important information for television audience evaluation.

Standardized procedures make Special Tabulations quick and inexpensive. And because of the vast amount of data on hand — in diaries, punched cards and computer tapes — capable ARB researchers can go right to work immediately, with no new survey costs involved for clients. When you need research of a specialized nature, call ARB. There will more than likely be an economical Special Tabulation to give the answer.



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ARB Special Tabulations Fact Sheets provide important details of extra measures of audience available to clients. If you haven't already received your ARB Special Tabulations Fact File, notify your ARB representative today.

That certain smile didn't come from White House officials

Tv may be limited to pool coverage of future White House-sponsored events because a White House official didn't like the NBC coverage of the Mona Lisa ceremonies of the National Art Gallery in Washington last Tuesday night.

The White House official is Andrew T. Hatcher, associate news secretary to President Kennedy. He objected to a portion of the narration by Martin Agronsky, NBC Washington commentator.

In his one-minute, voice-over-film, Mr. Agronsky referred to the ceremonies as being "considerably marred by a complete failure of the loudspeaker system. Elevators failed too. Although artistically and diplomatically the event was a triumph, mechanically it was an incredible fiasco. All could look but none could hear. . . ."

Published reports labeled the event a debacle, and one of the worst social fiascos of the Kennedy administration.

Mr. Hatcher's umbrage was particularly acute because the tv program was transmitted to Europe via "Relay" on Wednesday morning. He

chided Mr. Agronsky for mentioning the difficulties, said part of the problem was caused by tv camera lights, and remarked that from now on, as far as he is concerned, tv coverage



NBC's Agronsky
Where has the smile gone?

of White House events would be by pool only.

When Mr. Agronsky demurred that his narration was objective, Mr. Hatcher responded that maybe he was too objective.

Mr. Hatcher explained the next day that his call to Mr. Agronsky was a personal one and not an official White House complaint. He said he was particularly miffed at the mention of the embarrassments at the ceremonies because he had taken care of a last-minute request from NBC for an extra camera position. He repeated his feeling that from now on White House functions should be pooled for tv.

An NBC News spokesman in Washington explained that the first instructions were that each network would be permitted only one camera position. Early Tuesday afternoon, when NBC learned one of the newsphoto services had three positions, the network complained to the White House. When the White House approved a second position for NBC late in the afternoon, a camera crew was pulled off another story and rushed over to the gallery.

said, "that Mid-Florida did not secure, aid, confirm, ratify or have knowledge of Dial's conversations with Mack, and that nothing revealed . . . can be held to detract from Mid-Florida's qualifications as a licensee."

The commission said that although Mr. Mack should have disqualified himself, there is no way of determining whether his vote was actually influenced by the off-the-record contacts. But, the report added, "we deem it proper to resolve any residual doubts" in favor of WORZ and conclude that Mr. Mack's failure to disqualify himself requires that the 1957 decision be reconsidered.

The commission emphasized its satisfaction with the character qualifications of Mid-Florida by turning down that company's request for a hearing to receive evidence on the reliability and integrity of Mid-Florida's principals. The commission said it has, in effect, already accepted Mid-Florida's position "insofar as the reliability and integrity of its principals are involved."

Microwave may lose license

An FCC hearing examiner last week advocated denying a license renewal to a point-to-point microwave station, KQ71 in Turkey Ridge, S. D., citing

commission rules which require that microwave stations devote at least 50% of their service time to the public.

Examiner Asher H. Ende's initial decision held that KQ71, owned by Allen C. Harmes, confined its service solely to Palace Transvideo Co., a catv system serving Mitchell, S. D. Since Mr. Harmes also owns Palace, Examiner Ende found that there was "no basis for affording the applicant a continued opportunity to hold itself out as a communications common carrier."

Communications Act report for FCBA

The report of the special Federal Communications Bar Assn. committee proposing basic changes in substantive provisions of the Communications Act of 1934 will be presented to the membership of the association at its annual meeting Friday, Jan. 25, at the Willard Hotel, Washington.

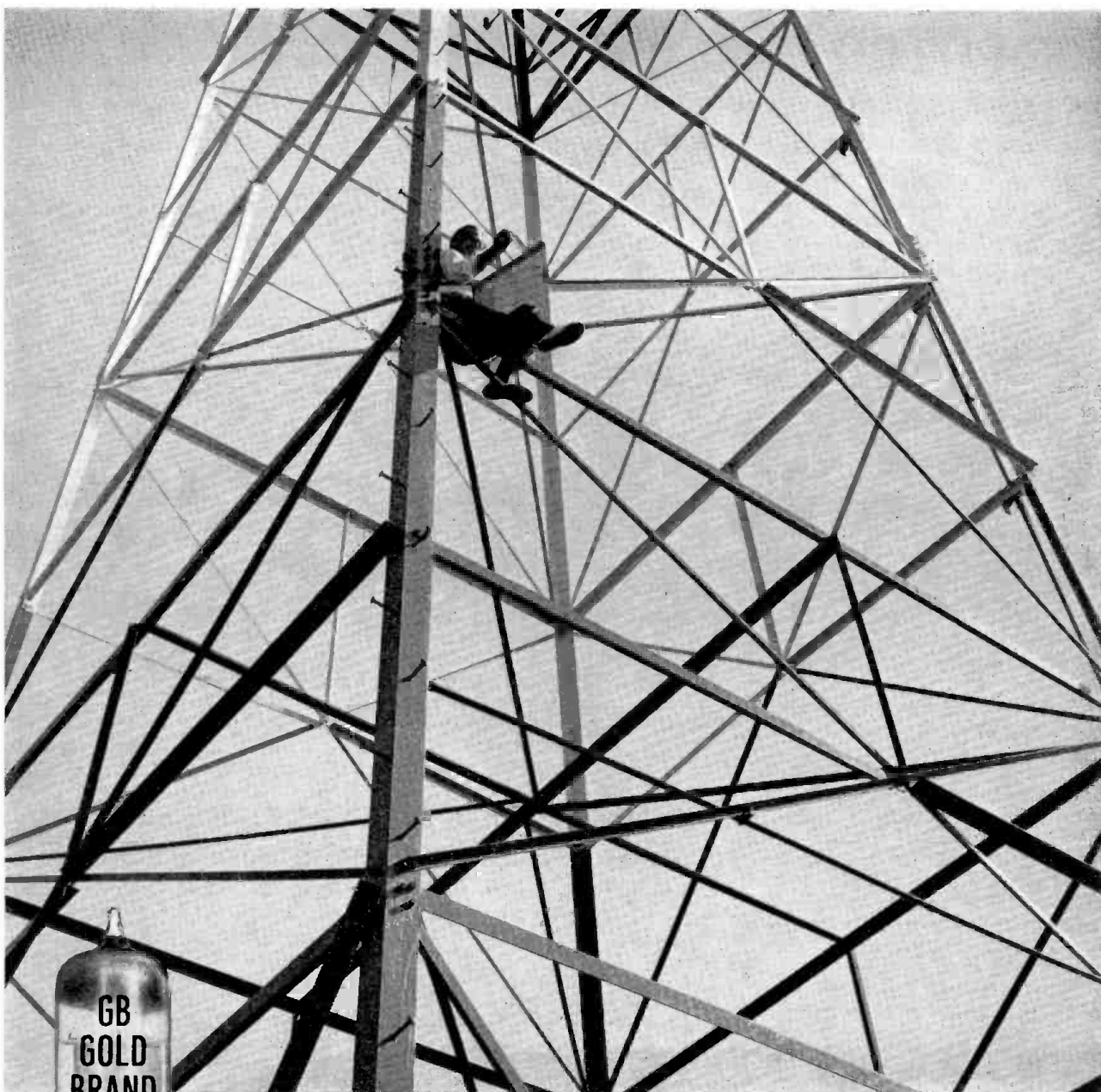
The presentation will be made by Leonard H. Marks, committee chairman. Included will be summaries of the monographs prepared by subcommittees headed by W. Theodore Pierson, dealing with Sec. 326, the anti-censorship provision; by Philip G.

Loucks, relating to Sec. 315, the political section; by Reed Rollo, concerning Title II, the common carrier provisions, and by Mr. Marks and J. Roger Wollenberg, on revision of the structure and functions of the FCC.

In its notice to the membership, FCBA President Harold E. Mott underscored the importance of the presentation "which may well have far-reaching effects."

Mr. Marks pointed out that in the opinion of the committee reforms are "long overdue." He added: "It is hoped that the recommendations of this committee will result in fundamental changes in the structure of the commission and the Communications Act, which has not been changed materially in 28 years in spite of the phenomenal growth of the telecommunications industry."

The luncheon and business meeting, at which new officers will be elected, will be followed by the association's annual banquet, which will be held at the Sheraton-Park Hotel in Washington. The Gene Krupa Jazz Quartet and song stylist Hildegard will be the featured entertainment. Tickets are \$13.50 per person and may be reserved through Charles J. McKerns, 600 Munsey Bldg., Washington 4, D. C.



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each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.

This extra effort has paid off. "Excellent results," says an airline official. "No failures,"

reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

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NBC-PHILCO TAKE BREATHER

FCC examiner recesses hearing until Feb. 11 to decide if Philco can withdraw from case

The many-sided hearing involving the NBC-Philco fight over Philadelphia's ch. 3 and the network's proposal to exchange its Philadelphia properties for RKO-General stations in Boston was moved to an FCC back burner last week until Feb. 11.

Chief FCC Hearing Examiner James D. Cunningham on Monday continued the hearing to that date to give the FCC time to act on the joint request of NBC and Philco Broadcasting Co. that the latter's application for a new station on ch. 3 be withdrawn (BROADCASTING, Jan. 7).

The Review Board, which could have handled the case first, sent it directly to the commission instead.

In their petition, the two parties said NBC has agreed to pay Philco an amount "not in excess of \$550,000" as reimbursement for its legal, engineering and other expenses incurred in prosecuting its ch. 3 application.

An itemized accounting by Philco Broadcasting President Joseph H. Gillies, also filed with the commission, puts the total at \$523,396.13. Both sides agree, however, to abide by any reduction resulting from FCC disapproval of any costs.

The largest amount, according to the report, was \$352,429, charged to the Washington law firm of Weaver & Glassie. Other major items were \$82,099, to W. I. Breathard Jr., Philadelphia, consultant on television matters; \$23,738, to Jules Cohen, Washington, D. C. consulting engineer; and \$10,600, to Philip Dechert, Philadelphia attorney.

NBC Board Chairman Robert Sarnoff had been scheduled to testify Monday, when the hearing was to have turned to the comparative issues involved in the applications by NBC for renewal of its WRCV-TV license and by Philco for a new station on ch. 3.

Report On Agreements ■ But in view of the series of agreements already reached between RCA-NBC and Philco and its parent Ford Motor Co., the hearing was devoted mainly to a report by NBC attorney Irving Segal on those accords. In addition to the petition to withdraw Philco's application, the agreements provide an end to long-standing patent-right litigation, with RCA agreeing to pay Philco \$9 million for patent rights owned by the latter. Mr. Segal stressed that the patent-rights settlement is completely independent of the agreement to withdraw Philco's ch. 3 application.

Ernest Nash, attorney for the Broad-

cast Bureau, which is also a party to the proceeding, suggested the recess to give the commission an opportunity to act on the withdrawal request.

In the petition for withdrawal, NBC said approval by the FCC would speed a decision on the network's application for a renewal of WRCV-TV and, thereby, allow it to move faster in meeting its obligation, under a Justice Dept. consent decree, to dispose of its Philadelphia properties.

Philco said its withdrawal would enable its executives to devote more time to the job of "re-establishing Philco Corp. as a major competitive force." The company also noted that in view of the 18-month extension given NBC last month to dispose of its Philadelphia stations (BROADCASTING, Dec. 24), there is no danger of the city being deprived of ch. 3 television service.

Issues Remain ■ NBC is seeking renewal of its WRCV-TV license as a first step in its proposed swap of WRCV-AM-TV for RKO-General's WNAC-AM-TV and WRKO (FM). If the commission approves the Philco

withdrawal, however, it will still have to decide whether NBC is entitled to a renewal. Philco, in prosecuting its application for ch. 3, charged the network with antitrust activities in allegedly pressuring Westinghouse Broadcasting Co. into exchanging its Philadelphia properties for NBC stations in Cleveland. In addition, some public witnesses may be called by the Broadcast Bureau.

According to papers filed with the commission, the first contact in the negotiations leading to the agreements was made last fall, in a telephone call from Robert L. Werner, executive vice president and general attorney for RCA, to Wright Tisdale, vice president and general counsel for Ford.

The document said that, in discussing the ch. 3 case, Mr. Tisdale reported Philco's willingness to dispose of the matter by buying WRCV-TV. Mr. Werner reportedly rejected this proposal and countered with the offer to reimburse Philco for its expenses if it withdrew its application.

Philco and RCA were also said to have attempted to negotiate their differences in January 1957, after Philco instituted its patent-rights damage suit against RCA. But these talks, which also involved the protest Philco filed to NBC's ch. 3 renewal application in 1957, proved fruitless.

'Charlie Walker case' to be appealed

FCC REAFFIRMS DECISION DENYING WDKD RENEWAL

The question of whether the FCC was correct in denying a license renewal in "the Charlie Walker case" is headed for a court determination.

The commission, in an order issued last week, reaffirmed its decision to deny the license renewal of WDKD Kingstree, S. C. But the station says it will appeal the order to the U. S. Circuit Court of Appeals in Washington.

The commission had denied the renewal application of E. G. Robinson Jr. on the grounds that former WDKD air personality Charlie Walker had broadcast material that was coarse, vulgar and suggestive, and that Mr. Robinson had lied to the commission in denying he was aware of the content of the Walker programs (BROADCASTING, July 30, 1962).

In its order last week the commission rejected WDKD's argument that only the federal courts, acting under the obscenity statute, have jurisdiction in cases involving charges of the type leveled at the Walker broadcasts.

The commission also denied WDKD's contentions that it had erred in concluding that Mr. Robinson had made misrepresentations and that the commission should have given Mr. Robinson prior warning before moving to strip him of his license. In saying

that only the federal courts have jurisdiction in such matters, the commission said, the station is arguing that "a licensee may devote a very substantial percentage of its broadcast time—perhaps over 75%—to coarse, vulgar, suggestive programming."

And, if such programming were not found obscene within the meaning of the federal statute, the commission added, the FCC would have to find such programming to be in the public interest and renew the station's license. But, it added, "nothing in the legislative history of the [Communications] Act or pertinent court decisions would indicate such a narrow compass for the public interest standard."

Regarding Mr. Robinson's alleged lack of candor, the commission said "the record conclusively indicates Robinson's disposition not to deal with the commission in the forthright manner expected of licensees and supports a finding of misrepresentation."

The commission authorized Mr. Robinson to operate the station until Feb. 8 to wind up his affairs. But an appeal would have an effect of staying the order until the court acts.

The commission vote was 6-0, with Commissioner E. William Henry not participating.



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TV viewers see it on a tube—where today's best-selling pictures come from **SCOTCH® BRAND Video Tape**

On a movie screen your commercial may rate Oscars; but on the family tv it can lay there like cold popcorn. Trouble is, home audiences don't view it theatre-style. It reaches them (if at all) on a tv tube. And the optical-electronic translation loses sharpness, presence, tone scale gradations, and picture size.

On the other hand: put your commercial on "SCOTCH" BRAND Video Tape, view it on a tv monitor, and see what the customer sees—an original, crystal-clear picture with the authentic "it's happening now" look of

tape. No second-hand images, no translation, no picture cropping. Video tape is completely compatible with your target: America's tv set in the living room.

Proof of the picture's in the viewing! Take one of your filmed commercials to a tv station or tape production house and view it on a tv monitor, side-by-side with a video tape. You'll see at once why today's best-selling pictures come from "SCOTCH" Video Tape.

Other advantages with "SCOTCH" Video Tape: push-button speed in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MBX-13, St. Paul 19, Minn.



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Are Reds infiltrating Pacifica stations?

SECURITY GROUP HAS CLOSED HEARINGS TO FIND OUT

The Senate Internal Security Subcommittee began closed-door hearings last week on the Pacifica Foundation, operator of three listener-supported radio stations—and promptly set off one of the first rows of the new Congress.

Sen. Thomas J. Dodd (D-Conn.), acting chairman, said the subcommittee was looking into reports that Communists were attempting to infiltrate the chain, composed of KPFA (FM) Berkeley, KPFK (FM) Los Angeles, both California, and WBAI (FM) New York.

The senator, in a statement read to the witnesses in executive session and later given to reporters, said Communist control over the mass media "would present the gravest threat to our national security."

He said Congress might be justified in requiring that anyone who is a member of a so-called subversive organization be identified as such if he appears as a commentator on radio or television. He said a similar identification might be required of anyone writing a by-line article.

Engle Asks Explanation — Ordinarily, the Internal Security Subcommittee maintains a complete silence on matters pertaining to executive sessions. Sen. Dodd's statement came in a reply to a demand from Sen. Claire Engle (D-Calif.) that the subcommittee explain its investigation of Pacifica.

The American Civil Liberties Union, the American Jewish Congress and the Socialist Party assailed the hearing in separate statements, calling it an invasion of constitutional rights and an attempt to determine what the public shall see and hear on television and radio.

The AJC, in addition, urged FCC Chairman Newton N. Minow to appear as a voluntary witness and protest the hearing.

Complaints were voiced also by two Republican members of the subcommittee, Sens. Kenneth Keating, of New York, and Roman L. Hruska, of Nebraska. They said they had not been briefed about the hearing and that the inquiry shouldn't have begun before all members knew what was involved.

Seven witnesses were subpoenaed to testify at the hearings, which began Thursday. They included Trevor Thomas, president of Pacifica; Peter H. Odegard, former president of Reed College in Oregon and now professor of political science at the U. of California; and Harry Plotkin, Washington, D. C., counsel for the foundation.

The other witnesses were Dorothy Healey, who identified herself as "chief

spokesman" of the Communist Party of Southern California and who has broadcast bi-monthly over KPFK (FM); Jerome Shore, executive vice president of Pacifica; Joseph Binns, station manager of WBAI; and Pauline Schindler, a retired school teacher who formerly taught in Los Angeles County and El Centro, Calif.

From Left to Right — The Pacifica stations, according to Mr. Odegard, devote about 70% of their programming to music, the theatre, literature and the arts. Foundation officials say that the three stations also provide forums for speakers representing a wide range of political beliefs but that their associations are always reported.

Dr. Odegard, in a statement to the subcommittee, said the foundation "believes that the American people are entitled to have . . . access to the full spectrum of ideas from right to left that compete for attention in the vast arena of government and politics."

Mr. Thomas was questioned for 2½ hours. He told reporters later the subcommittee asked him about the origins of Pacifica and about many commentators who had appeared on Pacifica stations over the years.

Mr. Thomas said he answered all questions, but that some of the commentators in whom the subcommittee was interested appeared on the stations before he became associated with the foundation two years ago and were unknown to him.

Mrs. Healey, who said she refused

Briscoe to Hill

A former Arkansas broadcaster has been hired to maintain continuous liaison between subcommittees of the House Interstate and Foreign Commerce committee and its chairman, Rep. Oren Harris (D-Ark.).

Wally Briscoe, 35, Pine Bluff studio manager of KATV (TV) Little Rock from 1955-59, began his new job last week.

Mr. Briscoe, active in politics and civic affairs in Arkansas, was defeated in his race for the Democratic Party nomination for the state legislature last summer.

His new duties with the commerce committee will include keeping its members informed of subcommittee developments and in handling information for news media.

Redistricting in Arkansas has almost doubled the size of Rep. Harris' district, and it now includes Pine Bluff.

to answer all questions put to her by the subcommittee, said the only one she was asked that dealt with Pacifica was whether she was "a well-known" radio commentator having a program on KPFK. Mrs. Healey also told reporters she has appeared on many television and radio stations in the Los Angeles area.

The witnesses generally had no criticism of their treatment by the subcommittee. The subcommittee's manner was "civilized," said Mrs. Healey. "The inquiry is what is barbaric."

Held to local issues, Collins won't testify

NAB President LeRoy Collins will not be among the 150 expected witnesses Jan. 28 when the FCC opens its inquiry into local tv programming offered by the three stations in Omaha.

Gov. Collins told the FCC Friday (Jan. 11) he will not testify because the agency has limited his remarks to issues that "are obviously local in nature." NAB had sought to intervene as a party, a request the commission denied in limiting the association's appearance to testimony on the issues involved in the hearing (BROADCASTING, Dec. 24, 1962).

"My position on hearings of this type is well known," Gov. Collins told the FCC. "I reiterate my contention that they are not well advised; that they do not serve a useful purpose; that they do more injury than good, and that they should be discontinued." He said NAB will file a statement within 30 days after the hearing closes "detailing its opposition to such proceedings."

Under the FCC's ruling limiting the NAB to testimony on the issues, the NAB president said he was left with no choice "but to decline the opportunity to make a formal appearance." He expressed confidence that the FCC will determine that the three Omaha stations—KMTV (TV), KETV (TV) and WOW-TV—"not only have discharged their obligations under the law, but have gone far beyond this in serving the best interests of their community."

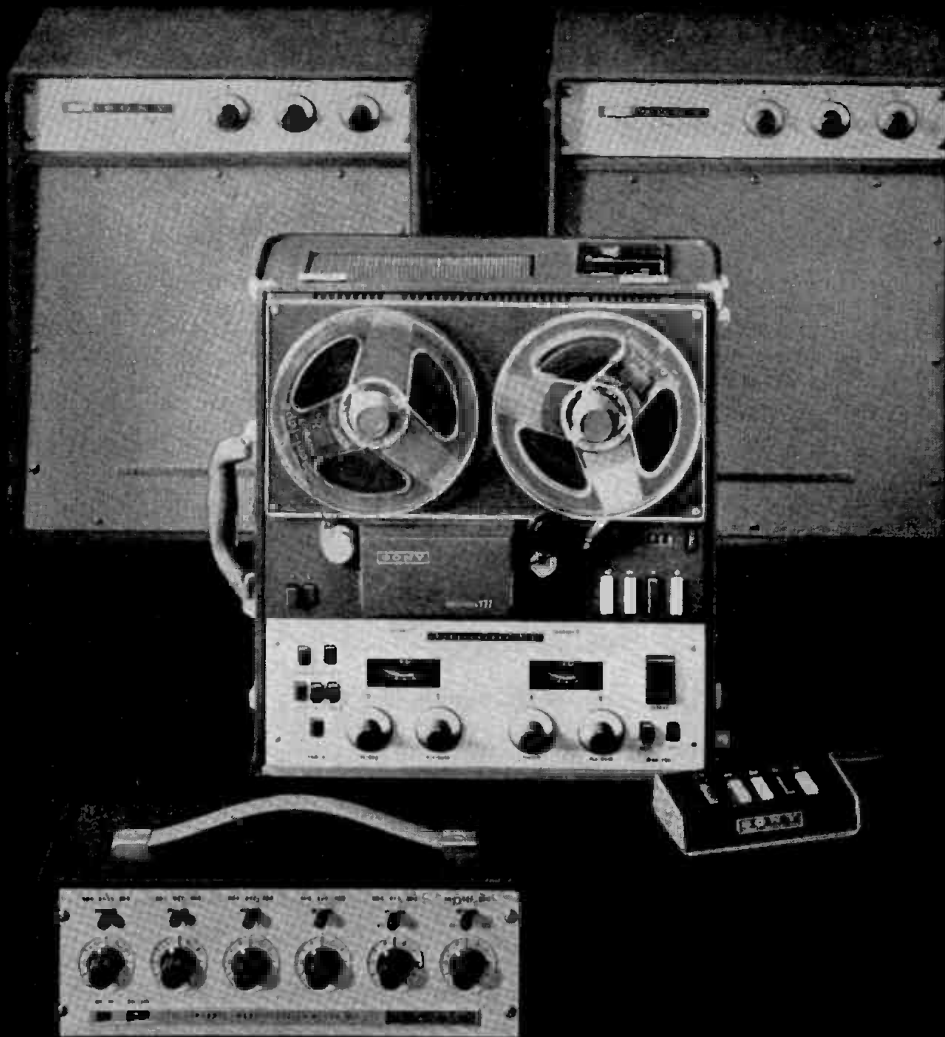
Moss plans probe on government secrecy

Preparations were underway in the House last week for new, far-reaching investigations of secrecy in government agencies and a review of the Kennedy Administration's news policies.

The Special Subcommittee on Government Information, headed by Rep. John E. Moss (D-Calif.), would, if reconstituted by its parent committee:

- Form panels of media representa-

all-transistorized New Sony Stereorecorder 777



the first/complete/portable/all-transistorized/high fidelity PROFESSIONAL RECORDING & PLAYBACK SYSTEM

The most advanced achievement in recorder engineering to date, the superb new remote-controlled professional Stereorecorder 777 series features the exclusive and patented Sony Electro Bi-Lateral 2 & 4 track playback Head, a revolutionary innovation that permits the playback of 2 track and 4 track stereophonic or monophonic tape without track width compromise—through the same head!

Included in an array of outstanding features are individual erase/record/playback heads, professional 3" VU meters, automatic shut-off, automatic tape lifters, an all-solenoid, feather-touch operated mechanism, electrical speed change, monitoring of either source or tape, sound on sound facilities, and an all-transistorized military plug-in type circuitry for simple maintenance. The three motors consist of one hysteresis synchronous drive motor and two hi-torque spooling motors.

Unquestionably the finest professional value on the market today, the 777 is available in two models, the S-2 (records 2 track stereo) and the S-4 (records 4 track stereo). Both models can reproduce 2 and 4 track tapes.* And, the Stereorecorder 777 models will integrate into any existing component system. \$595 complete with portable case and remote control unit.

*Through the exclusive Sony Electro Bi-Lateral 2 and 4 track playback head.

Sony has also developed a complete portable all-transistorized 20 watt speaker/amplifier combination, featuring separate volume, treble and bass controls, mounted in a carrying case that matches the Stereorecorder 777. \$175 each.

Also available is the MX-777, a six channel all-transistorized stereo/monophonic mixer that contains six matching transformers for balanced microphone inputs and recorder outputs, individual level controls and channel selector switches, Cannon XL type receptacles, a switch to permit bridging of center staging solo mike. \$175 complete with matching carrying case.

The first/complete/portable/all-transistorized/high fidelity/professional recording & playback system: \$1120 complete.

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tives to examine stand-by plans drafted by the administration for use in national emergencies and limited crises (such as the Cuban flare-up last fall).

▪ Continue its follow-up program on complaints submitted to the subcommittee by newsmen, congressmen and other citizens.

Rep. Moss, who has headed the information watchdog unit since it was chartered by Government Operations Committee Chairman William L. Dawson (D-Ill.) in 1955, characterized future committee work in information as of "major significance," and said he thought control which the government might seek to impose on communications media at time of crisis were "critically important."

While confident that responsible persons in news media don't want to broadcast harmful information, Rep. Moss said he thought these newsmen want to know what's expected of them and what plans are being considered.

Their views on those plans should be heard, he added. Broadcast media are especially sensitive to such emergency information plans because of the immediacy with which they can relay news.

"News Managing" ▪ The California congressman has made it clear he is not allowing his close relationship to the administration (he is deputy House whip) stand in the way of subcommittee efforts to investigate "news management" admitted by the Pentagon's news chief at the end of the Cuban crisis. The subcommittee changed some of its tactics when the Kennedy people moved into control of government agencies two years ago, Rep. Moss explained, but this served to increase the unit's ability to make progress. With the Kennedy administration, the subcommittee staff has been able to get the attention of top-level agency officials, he said.

City of Oakland Park opposes WIXX license

The City of Oakland Park, Fla., told the commission last week that it should not license WIXX, that city, because the station is renegeing on its originally proposed programming and that the application should be designated for rehearing.

The City Council, acting for Oakland Park, said that WIXX announced that it will present an all-Negro format, rather than the format of good music, news and community service as proposed in its original application for 1520 kc. Oakland Park told the commission that WIXX could not provide first service to it through an all-Negro format since there are no Negroes residing in the community.

The commission was told that the

application for WIXX represented an effort to serve nearby Fort Lauderdale and that if the station is licensed, Oakland Park will be deprived of its preferred position under commission rules that the WIXX frequency, which is allocated to Oakland Park, program first to the community in which it is licensed.

Because WIXX would not serve the public interest by being licensed, its application should be set for rehearing and Oakland Park supports any other applications for the frequency, the city statement said.

WIXX is owned by Albert S. Tedesco and operates on 1520 kc with a power of 1 kw daytime.

Prettyman calls for permanent conference

The establishment of a permanent Administrative Conference of the United States has been recommended to President Kennedy by E. Barrett Prettyman, retired District of Columbia circuit judge and chairman of the existing conference.

In a Dec. 17 letter to the President, released Jan. 6, Judge Prettyman, for himself and members of the conference, suggested that an Administrative Conference be organized to provide a "means by which agencies in the federal government may cooperatively, continuously and critically examine their administrated processes

and related organizational problems."

The proposed conference would be composed of a council and an assembly, with a paid chairman appointed by the President and confirmed by the Senate for a five-year period. His salary should be equivalent to that provided an under-secretary of cabinet rank.

Aside from the technical problems of administrative procedure the conference should also provide an "authoritative, impartial" means for securing public answers to "difficult ethical problems that sometimes arise in administrative proceedings." This would be done through a committee of five, elected by the Assembly.

Also recommended was the continuance of the present conference until Dec. 31, 1964, or until Congress passes legislation establishing a permanent body.

The conference was appointed by President Kennedy by executive order in April 1961. Among its activities were two recommendations to the FCC involving broadcast applications.

In a recommendation on mutually exclusive broadcast applications the conference suggested that the FCC provide a system of qualitative priorities under which some applicants would be automatically preferred over others.

It also recommended that the FCC discontinue formal hearings where no questions of substantial material fact are involved; increase the power of hearing examiners, and "fuller" publicize the criteria employed in judging station program proposals.

FCC takes advice of Booz, Allen & Hamilton REVAMPS ENGINEERING & MONITORING BUREAU

The organization survey of the FCC made by Booz, Allen & Hamilton, for the Bureau of the Budget, has resulted in a new functional division set-up of the commission's Field Engineering & Monitoring Bureau it was announced last week.

Under the new organization the field office is simplified from four divisions to three, and has been given a new name—Field Offices Division. The old subdivisions of Field Operating, Engineering, Monitoring, and Inspection are to be streamlined into Field Offices, Monitoring Systems and Engineering & Facilities, effective March 1. These offices will continue under the head of an office of the chief of the bureau, the commission said.

The Field Engineering & Monitoring Bureau, according to the commission, is responsible for all field engineering activities relating to broadcast stations; including station inspection, surveys, monitoring, direction finding, and signal measurement and investigations, as well

as suppression of interference, the inspection of devices possessing electromagnetic radiation characteristics and related investigations.

Divide by Three ▪ Like the parent office, each of the three sub-offices are again divided by three. Field Offices will be made up of the branches of Operator & Examination, Inspection & Measurement, and Investigation & Certification. The Monitoring System Division comprises Operations, Methods & Review; Contracts, and Liaison. The Engineering & Facilities Division, will be set-up as the offices of Standards & Facilities, Antenna Survey and Equipment Construction & Installation.

The office of the chief includes an associate and assistant bureau chief, as well as an administrative branch responsible for planning, coordinating and managing the bureau personnel. The bureau also includes a legal advisor for the operations and functions of that office.

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G.E.'s family of "station designed" Image Orthicons cover the complete spectrum of commercial and educational television. Individual types incorporate certain *value analyzed* benefits which optimize performance for any given program requirement, whether specialized or broad. These benefits can extend life to as long as 8000 hours . . . provide signal-to-noise ratios up to 50:1 . . . and allow high resolution pickup at 1 ft.-c for black and white, or 40 ft.-c for color.

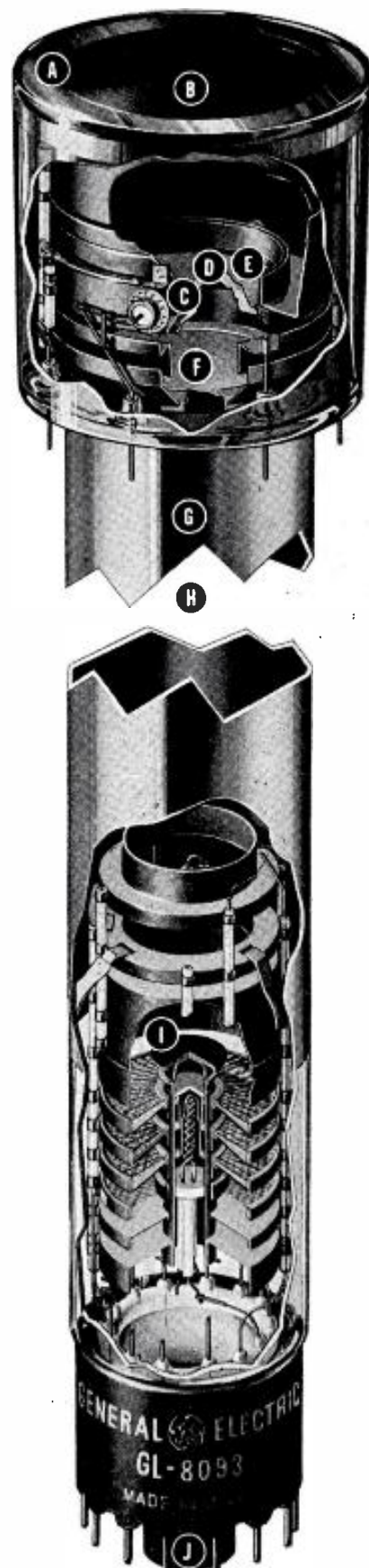
- A** Distortion-free optical quality glass is used in all G-E Image Orthicon faceplates • Fibre-optics faceplates prevent picture distortion
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- D** Glass target only 0.0001" thick prevents loss of resolution due to lateral charge leakage • Specially selected optical quality glass is free of imperfections—GL 5820A—GL 7293—GL 8093
- E** Electroplated target mesh, with 560,000 openings per square inch, improves picture detail, prevents moire and mesh-pattern effects without defocusing
- F** 750-line field mesh screen—makes the scanning beam approach the target perpendicularly over the entire area • improves corner resolution • diminishes white-edge effect • Shading and dynamic match for color pickup are excellent • Set-up time is reduced
- G** As an added precaution against moisture contamination, dry inert gas is blown through the envelope prior to exhausting and sealing • Longest tube life is assured
- H** To prevent contamination from dirt, dust or moisture: All personnel wear lint-free clothing • operators wear nylon gloves or finger guards • assembly rooms are pressurized, the air super-cleaned, and humidity controlled
- I** Precision manufacture, plus accurate spacing and alignment of all components, assures uniform signal gain in the multiplier section • Dynode material and design, plus a 0.0012" aperture, allow sharper target focus • No compromise between sharpest focus and dynode blemishes appearing in background • Less set-up time required
- J** Performance testing—Every tube tested prior to release to customer • Tests are made in G.E. and other-make cameras to guarantee highest picture quality and complete operational flexibility



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FCC set record for enforcement in '62

COMPLAINTS, DISCIPLINARY ACTIONS OUTNUMBERED ALL PREVIOUS YEARS

The FCC's mailbag was filled as never before with complaints about broadcasting during the fiscal year that ended June 30, 1962, and the commission disciplined stations to an unprecedented degree.

So says the commission's 28th annual report to Congress. The 163-page document, released Sunday (Jan. 13), covers all phases of the commission's activities.

The report said it received "over 12,000" letters of complaint, "a substantial increase over the previous year." About 35% were said to be about programming, "the largest single category being objections to specific programs on the basis of excessive crime and violence."

Substantial numbers of complaints were received also about station commercial practices (including overcommercialization), loud commercials, false and misleading advertising, and the advertising of liquor, tobacco "and other controversial products."

Political Broadcasts ■ There was also a noticeable rise in the number of complaints about political broadcasting under the commission's 1949 "fairness doctrine," as well as about the equal-time rights of political candidates under Sec. 315 of the Communications Act.

The commission reported that during the five months from January to June, 1962, it received 418 complaints about the broadcast treatment of controversial issues. In all of 1961, the total number of such complaints was 409.

Sec. 315 was the basis of 113 requests and complaints to the commission since January 1962. In 1961, the commission handled 45 equal-time matters.

In two cases the commission noted it upheld broadcasters' right to deal with controversial issues, provided they

give "reasonable opportunity for opposing viewpoints." The two programs were "The Battle of Newburgh," which appeared on NBC-TV, and "Biography of a Bookie Joint," shown on CBS-TV.

FCC Gets Tough ■ As Chairman Newton N. Minow noted in his own year-end report (BROADCASTING, Dec. 31, 1962), the year brought increased FCC effort to "obtain greater licensee compliance with requirements of statutes, rules and regulations by invoking its authority to impose sanctions."

Here is a breakdown on the disciplinary actions taken: broadcast licenses revoked or denied renewal, six; stations in revocation or renewal proceedings, 29; stations given fines, 19; stations given short-term renewals, 24.

"For the first time, the commission noted, programming was the major consideration in two of the license-renewal denials"—KRLA Pasadena, Calif., and WDKD Kingstree, S. C. KRLA has taken a court appeal, and WDKD is expected to do the same (see story, page 70).

The other stations in trouble were charged with a variety of offenses, including conduct of contests, unauthorized transfer of control, misrepresentations, falsification of logs, technical violations, character qualifications, hidden ownership, and double billing.

Several Firsts ■ The year also saw other firsts. The first pay tv test was begun, on June 29, on WHCT (TV) Hartford. And the number of commercial fm stations rose above 1,000 for the first time—the total number of fm stations rose to 1,400.

The Field Engineering and Monitoring Service accelerated its program to eliminate interference, handling more than 33,000 interference cases. The report said 2,366 am station inspections were made during the year, some of the findings resulting in disciplinary action for technical violations. This pro-

gram is to be expanded to include fm and tv stations.

In terms of statistics, the FCC counted 15,610 broadcast authorizations outstanding during the year, and the receipt of more than 740,000 applications of all kinds. The FCC's 17 hearing examiners issued 1,006 orders, conducted hearing conferences in 165 proceedings, held formal hearings in 152, closed records in 136 cases and issued 136 initial decisions. The chief hearing examiner issued 448 orders in adjudicatory proceedings.

In the employee awards program, 64 employees won a total of \$11,475 in recognition of superior job performance. Payments totaling \$295 were made for 16 employee suggestions to improve work procedures, and 11 letters of appreciation were issued for other employee suggestions.

Space Communications ■ The commission saw 1962 as particularly notable for the development of space communications. It said greater strides were made in this field last year than ever before. "And in this march of progress, the United States took the lead," the commission said.

The report said the use of satellite relay was proved practicable by U.S. research, and it credited the commission with a "significant role" in formulating the position to be taken by the U.S. at an international conference this year to consider space frequency allocations.

But "the most dramatic achievement in recent years" in telecommunications, the commission said, was Telstar. The satellite designed and built by AT&T scored a series of successes in pioneering intercontinental transmission of live telecasts, as well as telephone telegraph and data.

Length-of-service emblems were presented to 171 commission employees, and six of the seven commissioners had federal service ranging from 21 to 38 years. The newest commissioner is E. William Henry, who took office Oct. 2, succeeding John S. Cross.

FCC changes transmitter rule

Radio station operators after Jan. 21 no longer need apply for a modification of their construction permits in order to replace transmitters, as long as the new transmitter is type-accepted and meets the commission's power requirements, the FCC announced last week.

Under the new rules, transmitter substitution doesn't need FCC authoriza-

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FCC warns licensees about obscene material

All licensees must take care that "obscene or profane" language is not used in broadcasts, the FCC warned last week in commenting that the commission's attention has been called recently "to several instances" of objectionable language used in telephone interviews.

The use of delayed tape may not be preventive enough, the commission said, and noted an incident when an employe charged with monitoring the tape had his attention diverted and objectionable material

passed through. In such cases licensees have now installed devices by which the announcer can also stop the playback of improper remarks.

The commission warned that extreme care must be taken against broadcast of improper remarks, not only to protect the public but "to preserve the licensee's reputation for responsibility." That the federal laws provide that persons broadcasting obscene, indecent or profane language may be fined or imprisoned or both, was noted by the FCC.

tion, although the commission must be notified of the change. The FCC warned, however, that substitution of composite transmitters will still require formal applications with the commission.

EARFUL FOR FTC

EIA tries to define hi-fi, but members' views vary

An attempt to define the term "high fidelity" has been made—and the result may be like the replies of the three blind men attempting to describe an elephant.

One description of high fidelity was submitted to the Federal Trade Commission last week. This was by a special committee of the Electronic Industries Assn. Referring only to "factory-assembled, packaged phonograph systems," the EIA committee recommended that these minimum capabilities be required:

- The amplifier should have a music output rating of 5 w minimum, and not more than 5% distortion.

- The overall phonograph system should have a minimum acoustical (or sound pressure level) output of 77 db at 100 cps, 80 db at 1,000 cps, and 74 db at 8,000 cps.

The recommendation included also a test procedure for determining overall phonograph acoustical measurements.

Otherwise, EIA told the government agency, there is a wide divergence of views disclosed by a survey of the industry. Many manufacturers, EIA told the FCC's Bureau of Industry Guidance in a report submitted Jan. 9, opposed the proposed minimum standard. Many agreed with one company's position that high fidelity should be defined as "the art of making music alive and natural to the human ear."

1,000 Questionnaires — The report contains excerpts of comments from 60 manufacturers. The EIA committee sent out 1,000 questionnaires in its at-

tempt to gather a consensus of what high fidelity means; 154 responded.

The EIA document emphasized that the industry association has no engineering standards for high fidelity equipment and no program for testing or certifying equipment. It stated also that EIA has not adopted any industry practice, either commercial or technical, as to minimum requirements for high fidelity sound equipment. Therefore, it noted, the information submitted is offered only as a factual summary of the views of members of the industry. "We make no recommendations based on this information," the committee added.

EIA indicated it had invited the Institute of High Fidelity Manufacturers to cooperate in the study but had received no response. It urged the FTC to solicit views from these makers of high fidelity components.

The EIA study was started last year after a request for such information was made by the FTC. The FTC move came after complaints were received from the public.

Members of the EIA committee were Morris Sobin, Olympic, EIA Consumer Products Division chairman; Armin E. Allen, Philco, EIA Phonograph Section chairman; Orphie R. Bridges, Arvin Industries; Malcolm S. Low, KLH Research & Development, and James A. Stark, GE.

The study was carried out by L. M. Sandwick, staff director, Consumers Products Division.

WHTN-TV found guilty of unfair practices

The National Labor Relations Board last week ruled that WHTN-TV Huntington, W. Va., was guilty of unfair labor practices in 1961 negotiations with the National Assn. of Broadcast Employees & Technicians, authorized union for the station's employees.

The board found that a Dec. 6, 1961, NABET strike against WHTN-TV was the result of unfair labor practices, and

that the station interfered with and coerced its employes with respect to union activities. The board also ruled that WHTN-TV did not negotiate in good faith at bargaining sessions leading up to the strike.

Union members offered to return to work Jan. 25, 1962, but were not reinstated until March 5, the board found, in ordering the station to pay 16 striking employes back wages, plus 6% interest, for this period. NABET had won an election in June 1961 for the right to represent the station's employes and WHTN-TV was ordered to bargain collectively with the union when requested to do so.

FTC examiner finds 'Outgro' ads 'false'

A Federal Trade Commission hearing examiner has recommended that advertising for "Outgro," American Home Products Co.'s preparation for ingrown toenails, must not "falsely" imply that it is a cure for the pedal problem.

Hearing Examiner Andrew C. Goodhope, in an initial decision announced yesterday, found that tv commercials, newspaper and magazine advertising were false and misleading in claiming that "Outgro" is an effective remedy for ingrown toenails.

JACKSON, MISSISSIPPI
WJTV CH. 12

OVER
350,000
TV HOMES

OVER
430,000
AUTOMOBILES

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DISNEY SETS NEW INCOME RECORD

Net profit is up \$800,000 over previous year

Walt Disney Productions had a consolidated net profit after taxes of \$5,263,491, or \$3.14 a share, for its fiscal year ended Sept. 29, 1962, President Roy O. Disney said Wednesday (Jan. 9) in his annual report to stockholders. This compares with a net of \$4,465,486, or \$2.75 a share, for the previous fiscal year. Gross for the year was \$74,059,197, up \$3,811,425 from last year and a new high for the organization.

Television income amounted to \$5,993,361, an increase of \$900,071 from the previous year. A new two-year contract has been signed with NBC-TV for *The Wonderful World of Color* which is now in its second season. Walt Disney, executive producer, told the stockholders that "on the basis of its reception thus far this season" the series "will have marked success in its second year. Already we have in works or have outlined virtually our entire program for 1963-64 and it will be a truly varied schedule."

Disney's *Mickey Mouse Club*, which was put into syndication last year, is now in some 75 markets and "with the excellent ratings the show has achieved, we expect to increase our market cov-

erage," the president stated. "Television continues to be very important in promoting and selling our theatrical product in the United States and around the world."

Collins' debentures sold

Collins Radio Co. put \$12.5 million of 4 3/4% convertible debentures on the stock market last week and within the first day the issue, due in 1983, was oversubscribed and the books closed when the market reached \$100. Later in the day the debentures were quoted as 107 bid and 108 asked. The 4 3/4s may be converted into Collins stock at the rate of \$27.50 face amount for each common share. Collins closed at 25 1/2 last Thursday on the New York Stock Exchange.

Warner Bros. Pictures to elect five directors

Five directors will be elected to the board of Warner Bros. Pictures Inc. at the annual meeting of stockholders scheduled to be held Feb. 6 in Wilmington, Del.

In a proxy statement sent to stock-

holders Jan. 3, annual remuneration of principal officers included: Jack L. Warner, president, \$159,000; Benjamin Kalmenson, executive vice president, \$130,000; William T. Orr, vice president, \$159,000. The statement also disclosed that Mr. Kalmenson started a new employment contract with Warner Bros. on Jan. 1. Under the terms of a three-year agreement, Mr. Kalmenson will get \$2,500 a week, plus \$1,000 a week as advisor while acting as chief assistant to the principal executive officer. He also will receive \$650 a week for 10 years as a parttime advisor upon termination of his contract as chief assistant.

Transcontinent pays dividend

A dividend of 12 1/2 cents per common share, payable Feb. 15 to stockholders of record Jan. 31, was declared by the board of Transcontinent Television Corp. last week. In 1962, it was pointed out by TTC President David C. Moore, a total of 50 cents per share in dividends was paid out.

TTC owns WGR-AM-FM-TV Buffalo, N. Y.; KFMB-AM-FM-TV San Diego and KERO-TV Bakersfield, both California; WNEP-TV Scranton-Wilkes-Barre, Pa.; WDAF-AM-FM-TV Kansas City, Mo., and WDOK-AM-FM Cleveland, Ohio.

INTERNATIONAL

APRIL START FOR GERMAN TV NETWORK

New uhf operation will have 15 to 20 commercial minutes

Zweites Deutsches Fernsehen, the West German uhf tv network, which will start broadcasting on April 1, this year, will have a total of 15 to 20 minutes of straight commercials daily. The commercials will be grouped in five to seven minute segments and will be separated from the otherwise non-commercial programs. One minute of commercial time on the new network will cost DM 24,000 (about \$6,000). This tops the highest cost per minute demanded by any German tv station, up to now. Westdeutscher Rundfunk, Cologne, has a price tag of DM 22,000 (\$5,500) on 60-second commercials.

Zweites Deutsches Fernsehen is currently operating at a monthly budget of DM 14,000,000 (\$3,500,000). After the start of broadcasting in April ZDF will have additional income from commercial operations.

According to recent reports, ZDF has lined up a large library of documentary programs to meet immediate program

demands. However, the network is still in the market for light entertainment. Most of the programs planned are to come from independent German producers. The new network will have a daily news show at 7:30 p.m.

Third Network - Regional broadcasting organizations of Deutsches Fernsehen, national network in West Germany, are preparing for the introduction of additional regional networks with start of operations scheduled in "some months" to "some years" from now. The new service would provide German viewers with a choice between three channels at least during some hours of the day. In the final stage, two of the three channels would be handled by regional broadcasting organizations of Deutsches Fernsehen and one by Zweites Deutsches Fernsehen. Two of the three services will be in uhf and one in vhf. Sueddeutscher Rundfunk (South German Radio) and Suedwestfunk (Southwest Radio) plan to handle their

Tv billings in Germany

According to local German estimates, West German and West Berlin Television stations grossed a total of DM 250 million (equivalent to \$62.5 million) in commercial time sales in 1962. German newspaper publishers believe that they have lost substantial billings in brand name advertising to television. In this field, newspaper publishers report a decrease from a share of 33.4% (out of all newspaper advertising) to 30.2% within twelve months.

Newspaper advertising spending is, at the same time, down from 60% (out of total ad budgets) to 50.9%.

regional third channel programs jointly. According to plans the third channel program will be daily from 7:30 to 9:30 p.m. with 40 minutes of local news. Transmitters, lines and relay links for this service will not be available be-

fore end of 1964, according to current estimates.

Other regional West German broadcasting organizations plan to start their own third channel operations in April 1964. There are plans to pool regional and local programs and exchange them among different stations. Original budget of Suedwestfunk for the third channel operation is only DM 1 million (\$250,000) out of a total budget of DM 71.4 million (about \$18 million) for the 1963 fiscal year.

McDaniel says Canada needs radio data, too

Canada, like the United States, has a strong need for improved radio audience measurement, William K. McDaniel, executive vice president of NBC Radio, told a meeting of the Radio and Television Executives Club of Canada in Toronto last Monday (Jan. 7).

Mr. McDaniel, who also is president of the International Radio & Television Society, New York, claimed that radio's audience is growing "astronomically" but is virtually "invisible" to researchers. He explained that of the 183 million radio sets in the U. S., approximately three-fourths are self-powered; the audiences of such radios are not being measured satisfactorily, he feels. Mr. McDaniel said Canada faces the same problem. He adds: "It is clear that more and better research is the answer. It must be soundly conceived. It must be properly executed."

ABC International to rep for two Iranian stations

ABC International Television, subsidiary of AB-PT, was named last week as sales representative for Television of Iran Inc. which operates TVIT (TV) Teheran and TVIA (TV) Abadan. The two outlets serve 100,000 television sets and a market estimated at over a million viewers.

Announcing the agreement, Donald W. Coyle, president of ABC International, said this was the second link in the building of a Middle-Eastern network. ABC International already owns minority interest in and represents Tele Orient Beirut, Lebanon.

Association with Television of Iran brings its list of foreign affiliates to 35 stations in 18 countries.

Britain cuts radio-tv tax

Britain's Chancellor of the Exchequer has cut the purchase tax on radio and tv sets to 25% of the wholesale price. The tax had been 45%. The result of this move is a 10% all round reduction in retail prices and prospects for a boost in sales for a currently depressed industry.

American Samoa to get etv system

Plans for a six station vhf educational television system for American Samoa were revealed last week as the tiny U. S. island possession engaged the National Assn. of Educational Broadcasters, Washington, to provide advice for building, staffing and operating the system.

Congress last year granted the Dept. of Interior \$1,869,000 for the etv system. An initial three channels are to be operating by February 1964 (GOVERNMENT, Aug. 6, 1962).

Smith Electronics Inc., Cleveland, has been designated as design engineer, according to Vernon Bronson, NAEB project director. Dr. William Kessler of U. of Florida is project engineer.

It was determined last year by Samoan Gov. H. Rex Lee, with the counsel of the NAEB and U. S. electronics executives, that etv, necessary because of an inadequate school system, was feasible as a method of improving the quality of education on the seven islands.

NC&K buys interest in Hamburg agency

Norman, Craig & Kummel, New York, announced today (Jan. 14) a second affiliation overseas.

NC&K said it, along with its London partner, Crane, Norman, Craig & Kummel Ltd., have purchased a major interest in large independent agency Markenwerbung Kg in Hamburg, West Germany.

The London partnership was formed last June when NC&K affiliated with Crane Adv. Ltd.

Norman B. Norman, NC&K's president, said his agency now will have worldwide billings of nearly \$75 million. He said NC&K plans to conclude agreements in Italy or France in about six months for similar affiliations.

Abroad in brief...

Rep appointment ■ CJLR Quebec City, Que., has appointed Radio & Television Sales Inc., Toronto and Montreal, as exclusive sales representative.

Canadian tv show sold ■ Canadian Broadcasting Corp., Toronto, Ont., has sold a second series of 26 one-hour television dramas to Associated-Rediffusion Ltd., London, England, for \$195,000. The dramas were written mostly by Canadian playwrights for the CBC-TV Playdate series. They will appear in Great Britain on independent tv stations. The sale was made through Global Television Services Ltd., London.

Plan now to attend IEEE's special TV Symposium

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New York City's UHF TV Project Reports

*Mobile Field Strength
Measurements:* Daniel Hutton,
FCC, Washington, D. C.
*Analysis of Measurements &
Observations:* George Waldo,
FCC, Washington, D. C.

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March 25, 26, 27 &
28, at the
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age: 18.*

BROADCAST ADVERTISING

Harry J. Lazarus, vp and member of board of directors of Geyer, Morey, Ballard, Chicago, appointed to new post of administrative vp for western division. In addition to his account responsibilities, Mr. Lazarus will be in charge of financial, personnel and office operation matters. He joined GMB last April from Chicago office of Dancer-Fitzgerald-Sample.



Mr. Lazarus

William B. Lowther and **John P. Hoag** elected vps of Hoag & Provandie Inc., Boston advertising agency. Mr. Hoag, director of marketing, joined agency in 1957 as account executive. Mr. Lowther joined H&P in 1959 as account executive.

Eveleth W. Bridgman Jr., **Ernest E. Cooke Jr.** and **Frank I. Wheeler** elected vps of VanSant, Dugdale & Co., Baltimore advertising agency. Mr. Bridgman, vp-marketing, joined VanSant, Dugdale in 1948 and was named marketing research director in 1957. Messrs. Cooke and Wheeler, vps-account supervisors, joined agency in 1947 and 1954, respectively.

John R. Price, former director of advertising and merchandising for Gates Radio Co., Quincy, Ill., manufacturer of broadcast electronic equipment, joins Sander Rodkin Adv., Chicago, in newly created position of vp for marketing and research.



Mr. Farber

Paul L. Farber appointed director of advertising for Mogen David Wine Corp., Chicago. Mr. Farber will be responsible for winery's national advertising, merchandising and pr activities, and in his new capacity play prominent role in planning Mogen David's overall marketing strategy. Prior to joining Mogen David in 1962 as assistant advertising manager, Mr. Farber was account executive with Stern, Walters & Simmons, Chicago advertising agency.

Andrew J. Tobin, group supervisor with Harshe-Rotman & Druck, Chicago, elected vp. Mr. Tobin has been with national pr firm since 1954.

Fran Parks, formerly with Kenyon & Eckhardt, Los Angeles, elected vp of KSV&R, public relations - advertising agency, that city.

Walter L. Thompson 3rd and **Donald J. Day** elected vps of Fuller & Smith & Ross, Pittsburgh. Mr. Thompson is supervisor for transportation and defense advertising of Aluminum Co. of America. Mr. Day is supervisor of Alcoa's building products advertising.

Vincent R. Else, administrative director of Knox Reeves Adv., Minneapolis, elected treasurer. In addition, Mr. Else will coordinate operations of Trans-Communicators Inc., wholly owned subsidiary specializing in pr work.

Albert H. Falk Jr., manager of market development department of Compton Adv., New York, elected vp. Mr. Falk joined Compton in 1957 as marketing executive.

Edward C. Imbrie and **L. Roy Wilson Jr.**, account executives at Ketchum, MacLeod & Grove, Pittsburgh, appointed account supervisors.

Donald Heath, former vp and account supervisor of Sackel-Jackson Co., Boston, joins Fuller & Smith & Ross, New York, as account executive.



Mr. Condon

William Condon, account executive with Television Advertising Representatives (TvAR), New York, appointed mid-west sales manager, succeeding **Lamont L. Thompson**, who recently was named sales manager of KPIX (TV) San Francisco. Mr. Condon served as television sales executive with The Katz Agency, New York, for nine years prior to joining TvAR.

Colman H. Kraus, assistant national pr director of Gem International, joins Frank Block Assoc., St. Louis agency, as account service executive.

William J. McGoogan Jr. joins Henderson Adv. Co., St. Louis, as account executive and client service coordinator.

Elenore Nelson, formerly with J. Walter Thompson Co., joins Botsford, Constantine & Gardner, San Francisco, as media buyer.

John Robinson, former associate radio-tv director at Lambert & Feasley, joins Doyle Dane Bernbach, New York, as assistant director of radio-tv programming. **Thomas Shull**, former director of programming, Storer Broadcasting, and **Edward Van Horn**, vp and marketing manager, Smith, Henderson & Berey, named account executives.

Robert M. Glatzer, tv commercial producer at Ogilvy, Benson & Mather,

New York, joins Carl Ally Inc., advertising agency, that city, as director of broadcast production.

C. Arthur Cochran, former market analyst for Thiokol Chemical Corp., Bristol, Pa., joins Eldridge Inc., Trenton, N. J., advertising agency, as marketing director and account executive.

Joan O'Brien, former executive vp of The Sloan Co., Los Angeles pr firm, joins Barbara West & Assoc., that city, as senior executive in charge of copy and planning. The West pr organization is moving to new offices at 6223 Selma Ave., Los Angeles 28.

THE MEDIA



Mr. Fraiberg

Lawrence P. Fraiberg elected vp and general manager of WTTG (TV) Washington, D. C., succeeding **Donn Colee**, who resigned, along with his wife, Lee, in order to pursue negotiations for purchase of their own tv station. Mr. Fraiberg comes to his new post from Metro-Broadcast Sales (sales arm of Metropolitan Broadcasting Co., licensee of WTTG) where he was assistant to H. D. (Bud) Neuwith, vp and managing director. Mr. Fraiberg was general sales manager of KPIX (TV) San Francisco before joining Metro-Broadcast Sales last July.

Marvin Kalb, chief of Moscow bureau of CBS News, appointed to newly created post of diplomatic correspondent at CBS News' Washington bureau. Mr. Kalb, who held Moscow post since 1960, will, in his new capacity, cover diplomatic affairs with emphasis on East-West relations. He will cover major world conferences wherever they may take place. Correspondent **Stuart Novins** replaces Mr. Kalb in Moscow.



Mr. Henry

Alan Henry, former general manager of KWK St. Louis, joins Metromedia Inc., New York, as assistant to John W. Kluge, board chairman and president. Before joining KWK two years ago, Mr. Henry was general manager of WCKR-AM-FM Miami Beach, Fla., and vp and general manager of KXEL-AM-FM Waterloo-Cedar Rapids, Iowa. Metromedia owns WNEW-AM-FM-TV New York; WTTG (TV) Washington, D. C.; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH (TV) Peoria and WTVF

(TV) Decatur, both Illinois; KOVR (TV) Stockton, Calif., and KMBC-AM-FM-TV Kansas City, Mo.



Mr. Sundberg



Mr. Brown

Harold C. Sundberg, for past three years general manager of WMBD-AM-FM-TV Peoria, Ill., resigns to become general sales manager of WZZM-TV Grand Rapids, Mich. Mr. Sundberg is succeeded by **William L. Brown**, former assistant manager in charge of WMBD radio and more recently sales manager of WMBD-TV. Mr. Brown joined WMBD in 1957 after being associated with Ralph Jones Adv.

Agency and Crosley Broadcasting Co., both of Cincinnati.

John T. Bradley, eastern sales manager of H-R Television, New York, elected vp. Mr. Bradley's promotion was part of new realignment of executives at H-R Representatives and H-R Television, initially reported last week.

Harry Greenberg elected vp and sales manager of WBAB-AM-FM Babylon, N. Y. **Murray C. Evans**, WBAB's vp and general manager, resigns to become sales manager of WGBB Freeport, N. Y. **Marvin Seller**, WBAB account executive, to merchandising manager.

Ralph J. Robinson, general manager of WSOR Windsor, Conn., and former vp and general manager of WACE Chicopee, Mass., joins transmitter staff of U. S. Information Agency's Voice of America complex at Greenville, N. C.

Thomas L. Tiernan, account execu-

tive with KYW-AM-FM Cleveland since July 1961, promoted to assistant sales manager. **Michael Faherty**, member of KYW sales staff since January 1962, appointed account executive. Mr. Tiernan is former commercial manager of WKEE-AM-FM Huntington, W. Va.

Frank H. Fraysur, former copywriter for Radio Advertising Bureau and more recently in spot sales department of NBC, joins sales development department of ABC-TV, New York, as sales presentation writer.

Homer K. Peterson, station manager of KALL Salt Lake City, appointed general manager of following five Intermountain Network stations: KGEM Boise, Idaho; KOPR Butte, KMON Great Falls, KGHL Billings, all Montana, and KALL. Prior to his appointment as KALL station manager in March 1956, Mr. Peterson was regional sales manager for Intermountain Network for four years.

John C. Liddy, timebuyer at Dancer-Fitzgerald-Sample, New York, joins Robert E. Eastman & Co., that city, as sales promotion manager.

Ian N. Wheeler, producer-director and program manager of WETA-TV (educational ch. 26) Washington, D. C., promoted to operations manager.



Mr. Weldon

Charles G. Drayton, controller of RKO General Inc., New York, elected vp for administration of RKO General Broadcasting, newly created division (AT DEADLINE, Dec. 24). Mr. Drayton will be in charge of office operations for all 12 RKO General radio and tv stations. **Martin Weldon**, former director of news and special events for Metropolitan Broadcasting, based in Washington, D. C., joins RKO General Broadcasting as director of public affairs.

Ted Richardson, former air personality, named program director of WFOL (FM) Hamilton, Ohio. **Jonathan Schiller** appointed WFOL music director.

Russ Barnett, managing editor of XETRA (X-TRA News) Tijuana, Mex., and formerly with WFAA Dallas, named program director of KMPC Los Angeles. **Scott Shurian**, former European correspondent, joins KMPC news staff.

Mary Ann Casey resigns as program director and women's news editor of KEYT (TV) Santa Barbara, Calif. **Harold C. O'Donnell** and **Edward J. Ryan** join outlet as program director

and promotion-merchandising manager, respectively.

Buddy McGregor named program director of KTRH-AM-FM Houston, Tex.

William R. Demjan, former program director-announcer for WEIR Weirton, W. Va., joins WJAS-AM-FM Pittsburgh as assistant program director.



Mr. Quigley

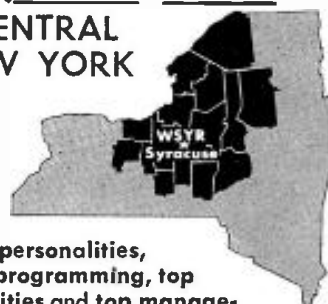
in New York.

Dave Dary, member of CBS News' Washington bureau since 1960, resigns to become news director of KWFT Wichita Falls, Tex., effective Feb. 1.

Kendall Smith, assistant program manager of WTIC-TV Hartford, Conn., promoted to program manager.

Clete Roberts, head newscaster-commentator at KTLA (TV) Los Angeles, is leaving station, effective Feb. 8, to devote more time to his Clete Roberts U. S. Newsfilm Inc., syndicated news-

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Former trumpet soloist at WTAC's sales helm

Charlie Speights (r), who last week was named general sales manager of WTAC Flint, Mich., should find "blowing the horn" for WTAC comes natural since he was first trumpet for Claude Thornhill orchestra before going into radio eight years ago. He has been salesman

for WTAC since last August. Recalling "big band" era with him are WTAC General Manager **Gene Milner** (l), and **Ray McKinley** (c), director of Glenn Miller band for which Mr. Speights played solo during Flint appearance Dec. 28 aired live by WTAC.

film operation, supplying American newsfilm for use abroad.

Sam Zelman, news director of KNXT (TV) Los Angeles and CBS Television Pacific Network, joins KTLA (TV), that city, as director of news and public affairs, effective Feb. 1. **Irwin Rosten**, who has held that post, is returning to his previous position as director of KTLA's documentary department. **Roy Heatley**, producer-reporter for KNXT's news department, will succeed Mr. Zelman.

Charles Erickson, assistant to *Los Angeles Times* columnist Paul Coates, joins news staff of KNXT (TV) Los Angeles as writer. He succeeds **Saul Halpert**, who has been appointed field reporter for KNXT's two weeknight news broadcasts, *The Big News* and *Eleven O'Clock Report*.

Charles E. Bartling, news editor of WPDQ Jacksonville, Fla., resigns to join *Jacksonville (Fla.) Journal*.

Rip Collins, former sports director of KRKO Everett, Wash., joins news staff of KVI Seattle.

Gordon Mars, former news director of WKHM-AM-FM Jackson, Mich., joins news department of WITI-TV Milwaukee.

A. L. Schafer, account executive with Lyle-Mariner Assoc., Denver pr consulting firm, joins KLZ-AM-TV, that city, as editorial writer.



Mr. Lawrence

Thomas M. Lawrence, former senior account executive of WRCV-TV Philadelphia, joins W-R Television, New York, in similar capacity.

Tom Gillies named farm director of WFLA-AM-FM-TV Tampa-St. Petersburg, Fla., replacing **Frank Johnson**, who resigns to become executive secretary of Florida Dairy Farmer's Federation.

Ross Fichtner, member of Cleveland Browns of National Football League, joins staff of WWYN-AM-FM Erie, Pa., as sports director. Mr. Fichtner will remain with station until next July, at which time he will report to Browns' training camp.

Linwood T. Pitman, executive-promotion director of WCSH-AM-TV Portland, Me., retires after nearly 35 years with stations.

Pat McGuinness, member of KNX-AM-FM Los Angeles news staff since

1953, resigns to do free-lance work. He has been succeeded by **Russ Powell**.

Otto A. Goessl rejoins WTX New Orleans after year's leave of absence for active military duty.

Larry Ford, formerly with WHBG Harrisonburg, Va., joins announcing staff of WCRO Johnstown, Pa.



Mr. Kennedy

Robert Kennedy, for past four years administrator of KNBC (TV) Los Angeles advertising and promotion department, appointed manager of advertising and promotion, replacing **Michael W. Gradle**.

KNBC merchandising, press and publicity will also be under Mr. Kennedy's supervision. Previously, he was with NBC network advertising and promotion department in Hollywood.

Bob Dayton, disc jockey at WIL-AM-FM St. Louis, joins WABC-AM-FM New York, in similar capacity.

Lucienda Pace, former news writer and special features reporter of WLOS-TV Asheville, N. C., to assignment editor for station's news department.

Rene Reyes, former media director of The Sackel-Jackson Co., Boston advertising agency, joins WHYN-TV Springfield, Mass.

Jocko Henderson, disc jockey with WADO New York, joins WWRL, that city, in similar capacity.

Larry Barwick, formerly with KOMA Oklahoma City, joins personality staff of KXLY-AM-FM Spokane, Wash.

Donald F. Barton, principal of Rodgers, Newman & Barton, Columbia, S. C., advertising agency, named public relations and promotion director of WIS-TV, that city.



Mr. Burkhardt

Tom Burkhardt, assistant national sales manager of WTVJ (TV) Miami, Fla., appointed local sales manager, replacing **Frank Boscia**, who resigned post to assume duties as senior account executive with WTVJ. **Jim O'Rourke**, account executive, succeeds Mr. Burkhardt as assistant national sales manager.

Lee J. Hornback, director of special broadcast services for WLW and WLWT (TV) Cincinnati, appointed representative of tv industry on Ohio governor's traffic safety committee. Mr.

Hornback will serve on state-level education committee.

Jim Lewis joins announcing staff of WCOP-AM-FM Boston.

J. J. Valley, program director of KSEM Moses Lake, Wash., resigns to join staff of KJR Seattle.

Lloyd A. Johnson, part-time employee of KING-TV Seattle, joins KGW-TV Portland, Ore., as floor director.

Tom Dickson, formerly with KDKA-TV Pittsburgh, joins WCAU-AM-FM Philadelphia as director of publicity.

Bill Nash, formerly with WDOD-AM-FM Chattanooga, Tenn., joins announcing staff of WRGP-TV, that city.

PROGRAMMING



John Henderson 3rd, for many years sales and production head of Sarra Inc., New York production firm, joins Audio Productions, that city, as director of tv sales. Mr. Henderson, who was with Sarra for 16 years, had previously been associated with Handy Organization and directed film programs for American Cyanamid.

Bill Ashworth, former sales director of Eastern Sound Studios, joins Dolphin Productions, New York, as director of sales. Mr. Ashworth has also served in sales department of United Artists Assoc. and as sales manager of Toledo, Ohio, office of Storer Broadcasting Co.

Frederick F. (Ted) Sack, assistant general manager, promoted to general manager of Reela Films Inc., Miami, wholly owned subsidiary of Wometco Enterprises. Prior to joining Reela in January 1962, Mr. Sack was associate producer with Movius Films, Lima, Peru, where he produced series of 26 pictures for Peruvian Ministry of Education.

David Bader, executive vp of Eldorado Films Inc., New York, appointed eastern sales agent for Hollywood Television Service Inc., Hollywood. Mr. Bader will retain his post with Eldorado while selling for HTS, tv distributor of Republic Features' films.

Michael Laurence resigns as executive vp of Robert Lawrence Productions, New York. Mr. Laurence joined Lawrence Productions last August following three years as pr director of WMCA New York. His future plans have not been announced as yet.

Noel Blanc, just released from U. S. Army Signal Corps where he directed and produced training films, joins his father's commercial production com-

FCC's new division chief

Delbert H. Flint, former deputy chief of personnel division of Army Chemical Corps, appointed chief of FCC's new Manpower Utilization & Survey Division. Filling of new post, located in office of executive director, was announced by commission Jan. 4.



Mr. Flint

Mr. Flint, whose responsibility will be FCC personnel management, had been training specialist with Army's chemical service since World War II, first in military capacity and later as civilian. He holds Chemical Corps reserve commission as lieutenant colonel.

pany, Mel Blanc Assoc., Hollywood, as general manager.

William Thomas, former national sales manager of Rozz-Danzig Productions, named sales manager of Wiljon Corp., sales subsidiary of Bill Burrud Enterprises.

Budd Grossman, veteran script writer, has been signed to long-term contract by Screen Gems to create, write and produce new comedy series. Mr. Grossman has written many scripts for Screen Gems' *Dennis the Menace* series and created and wrote pilot for *Rockabye the Infantry*, now being produced at studio.

Robert Butler has been signed to direct pilot of Desilu's projected series, *The Greatest Show on Earth*, hour-long show which will be broadcast in color on ABC-TV next season.

Ted Shimizu named assistant news editor in Tokyo bureau of United Press

International. Mr. Shimizu joined UPI's Tokyo staff in 1957.

Henry Fonda, stage, screen and radio-tv personality, has been signed as host and narrator of new half-hour tv series, *The Passing Years*, which Wolper Productions is producing in association with United Artists Television for 1963-64 season.

Jack V. Fox, roving correspondent for United Press International, named features editor, succeeding **William C. Sexton**, who resigned to take post with American Press Institute of Columbia U., New York.

Paul Frees, announcer and voice specialist who has worked for Disney, Jay Ward and other animation companies, joins Charles H. Stern Agency, Hollywood, for exclusive representation in field of radio and tv commercials.

Hugh Douglas has been set by Charles H. Stern Agency to narrate documentary film for Hughes Aircraft, marking 10th anniversary of announcer's association with Hughes.

INTERNATIONAL

David Tasker, personnel and administrative services manager of Canadian Broadcasting Corp., Toronto, appointed to newly created position of employee and talent services director. Mr. Tasker will be in charge of contract negotiations with all writers and performers who work for CBC as well as continuing to direct personnel, industrial and talent relations policies.

John Holden named advertising manager of CHCH-TV Hamilton, Ont.

Joseph Budd, sales manager of CKRM Regina, Sask., joins CKSO-TV Sudbury, Ont., in similar capacity. **Donald Mackintosh**, news director of CKSO-AM-TV, appointed sales man-



Mr. Tasker

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

ager of CKSO radio. **Bruce Hogle**, CKRM news director, to same post with CKSO-AM-TV, succeeding Mr. Mackintosh.

Gordon Walker, formerly with All-Canada Radio & Tv Ltd., Toronto, named retail sales manager of CFAC Calgary, Alta.

Brian McFarlane, announcer and sportscaster with CFRB Toronto, joins CFTO-TV, that city, as sportscaster.

Robert F. M. Osmond, assigned to Montreal bureau radio desk of United Press International, appointed UPI's eastern Canadian radio editor.

Ted Curl, announcer with CFTO-TV Toronto, has resigned to freelance. Mr. Curl will do announcements of *Pierre Berton Hour*, Screen Gems of Canada package show.

EQUIPMENT & ENGINEERING

Dr. Wendell B. Sell, group vp and member of board of directors of Packard-Bell Electronics Corp. (radio, tv, hi-fi), Los Angeles, elected to newly created post of executive vp. As group vp, position which will be eliminated, Dr. Sell directed three divisions of company. In his new assignment he will be chief operating executive supervising all line and staff managers of firm. Dr. Sell is former vp and general manager of Marquardt Corp.'s Pomona division.



Mr. Byrd

C. Daniell Byrd elected executive vp of Dresser-Ideco Co., division of Dresser Industries Inc., Columbus, Ohio. **Robert A. Vaughan** elected vp of engineering, and **Ray W. Gawronski** named treasurer and controller. Mr. Byrd joined Dresser-Ideco in 1952 as advertising manager. He served subsequently as antenna sales manager and assistant to president, responsible for building products division and general sales management in tv tower and military markets. Mr. Vaughan has been with company for 25 years. Mr. Gawronski joined Dresser in 1958 as controller.

Caywood C. Cooley Jr., director of Jerrold Electronics' industrial products division, appointed manager of firm's community system division.

C. Donald Price, advertising and sales promotion manager of Sylvania Home Electronics Corp., New York, appointed promotion manager for electronic components group.

Frederick M. Hoar, former director of advertising and pr for Univac Div.

Tv Society's new chief



Sir Robert

Sir Robert Fraser, O.B.E., director - general of Independent Television Authority (ITA) since its formation in 1954, elected president of Television Society for two-year term. He succeeds **Sir Harold Bishop**, C.B.E., director of engineering for British Broadcasting Corp. Television Society, founded in 1927 as meeting place for all interests in tv, is specialist organization whose objects are furtherance of tv research and helping those who have made this medium their profession. Sir Robert is former director-general of Central Office of Information (1946-54).

of Sperry Rand Corp., New York, joins RCA's electronic data processing, Camden, N. J., as advertising manager. Mr. Hoar has also served with Beckman Instruments, Fullerton, Calif., and Burroughs Corp., Detroit.

ALLIED FIELDS

James E. Greeley, principal of Spear, Hill & Greeley, joins Washington, D. C., communications law firm of Wilner & Bergson (formerly Wilner, Bergson, Scheiner & Lassen). Mr. Greeley, a native of New Hampshire, was with Cahill, Gordon, Reindel & Ohl, handling RCA-NBC matters, before leaving in 1958 to enter private practice. Also joining Wilner & Bergson is **John G. Smith**, formerly of Spear, Hill & Greeley. Messrs. Scheiner and Lassen remain as partners.

Ezra Stone, producer-director, writer and actor, appointed chairman of U. of Judaism's advisory council for radio and tv. Council membership includes **Sheldon Leonard**, executive director of Marterto Enterprises; **Thomas W. Sarnoff**, vp of NBC, and **Robert Weitman**, vp of MGM-Television. Located in Los Angeles, U. of Judaism is West Coast branch of Jewish Theological Seminary of America.

DEATHS

Leonard R. Posner, 47, government attorney who handled MCA antitrust case and before that tv block-booking litigation, died Jan. 5 in Los Angeles of heart attack. Mr. Posner, a native of Connecticut and 13-year veteran with Dept. of Justice, resigned to enter pri-

vate practice in Los Angeles last October following conclusion of MCA case. This resulted in consent order in which MCA gave up talent representation but continued in tv program production. It also permitted MCA to hold controlling interest in Decca Records, and through Decca of Universal-International Pictures Inc. He won court order prohibiting block booking against distributors of motion picture film to tv stations. This was recently upheld by U. S. Supreme Court.

Robert Elliott

Freer, 66, former chairman of Federal Trade Commission (1939, 1944 and 1948) and one-time head of Federal Bar Assn., died Jan. 6 of multiple myeloma, a malignant disease of blood, at National Institute of Health in Washington, D. C. After his resignation from FTC in 1948, Mr. Freer became partner in private law firm of Freer, Church & Green. He rejoined government in 1960 as hearing examiner for Federal Power Commission, with which he served until his death.

James P. Shelley, vice president and account supervisor at McCann-Erickson, Los Angeles, died Jan. 2 following brief illness.

Noah C. Tyler, 48, newscaster and announcer with WTVJ (TV) Miami, died Jan. 6 at his home in Coral Gables, Fla.



Mr. Vandercook

John W. Vandercook, 60, radio news commentator, travel writer and novelist, died Jan. 7 in Delhi, N. Y., after long illness. Mr. Vandercook's radio career began in 1940 when he joined NBC. He covered World War II campaigns in North Africa, Italy and landed in France three days after D-Day. Later Mr. Vandercook worked for Liberty Broadcasting Co. and then spent seven years with ABC where stroke two years ago forced his retirement as nightly news analyst.

Enno D. Winus, board chairman of Winus-Brandon Co., St. Louis and Kansas City advertising agency, and a founder of Continental Advertising Agency Network, died Dec. 31 in St. Louis. Mr. Winus joined agency in 1918 when it was known as Louis E. Anfenger Co. and became its president in 1928. Firm's name was changed to Winus-Brandon in 1948. Mr. Winus was elected board chairman in 1961.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Jan. 3 through Jan. 9 and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Los Angeles, Calif.—City of Los Angeles. Uhf ch. 28; ERP 4.05 kw vis., 2.43 kw aur. Ant. height above average terrain 1257 ft., above ground 312.8 ft. P. O. address c/o Curtis Hart, 217 S. Hill St., Los Angeles 12. Studio and trans. location both old Don Lee tv building, Los Angeles. Geographic coordinates 34° 08' 15" N. Lat., 118° 19' 10" W. Long. Type trans. RCA TTU-1B, type ant. TFU-6A. Legal counsel is city attorney, Roger Arnebergh, consulting engineer Harold H. Kuerschner. Van Nuys, Calif. Station will be run by fire dept. Ann. Jan. 2.

Sacramento, Calif.—Camellia City Telecasters. Uhf ch. 40 (626-632 mc); ERP 19.06 kw vis., 10.33 kw aur. Ant. height above average terrain 279 ft., above ground 338 ft. P. O. address c/o Jack F. Matrangola, 801 9th St., Sacramento. Estimated construction cost \$300,943; first year operating cost \$360,000; revenue \$480,000. Studio and trans. locations both North Sacramento. Geographic coordinates 38° 36' 28" N. Lat., 121° 27' 20" W. Long. Type trans. RCA TTU-1B, type ant. RCA TFU-24DM. Legal counsel Lester W. Spillane, consulting engineer A. E. Towne Assoc. Inc., both San Francisco. Principals: Charles L. Bowman, Foster A. Bullock, Jack F. Matrangola and Irving J. Schwartz (each 25%). Mr. Bowman is part owner of real estate investment firm; Mr. Bullock is minority owner of Mr. Bowman's firm; Mr. Matrangola, also part owner of that firm, has option to buy 25% of KJAY Sacramento; Mr. Schwartz is clothing store manager. Ann. Jan. 8.

Detroit, Mich.—Kaiser Industries Corp. Uhf. ch. 50; ERP 225 kw vis., 112.5 kw aur. Ant. height above average terrain 441 ft., above ground 452 ft. P. O. address 300 Lakeside Dr., Oakland, Calif. Estimated construction cost \$1,225,643; first year operating cost \$800,000; revenue \$750,000. Studio and trans. location both Detroit. Geographic coordinates 42° 23' 41" N. Lat., 83° 08' 58" W. Long. Type trans. RCA TTU-12A, type ant. RCA TFU-25G. Legal counsel Wilmer, Cutler & Pickering, consulting engineer Jansky & Bailey, both Washington, D. C. Applicant, large corporation with no majority stockholder, owns KHVH-AM-TV Honolulu and KHJK (TV) Hilo, both Hawaii; has cps for chs. 44 in San Francisco and 52 in Corona, both California; has applications pending for cps on ch. 38 in Chicago, Ill., and ch. 41 in Burlington. N. J. Action Jan. 3.

*Charleston, S. C.—South Carolina Educational Tv Commission. Vhf ch. 7 (174-180 mc); ERP 29.4 kw vis., 14.7 kw aur. Ant. height above average terrain 182 ft., above ground 202 ft. P. O. address c/o Mr. Charles Morris, Columbia, S. C. Estimated construction cost \$158,984; first year operating cost \$30,000. Studio and trans. location both Charleston. Geographic coordinates 32° 47' 23" N. Lat., 79° 55' 49" W. Long. Type trans. RCA TT-5BH, type ant. RCA TF-6AH. Legal counsel Dow, Lohnes & Albertson, consulting engineer Lohnes & Culver, both Washington, D. C. Principals: etv commissioners. Ann. Jan. 4.

New am stations

ACTIONS BY FCC

Battle Creek, Mich.—Don F. Price. Granted cp for new am to operate on 1500 kc, 1 kw, DA-D. P. O. address 150 Grand Blvd., Battle Creek. Estimated construction cost \$29,929; first year operating cost \$48,000; revenue \$60,000. Rev. Price, sole owner, is pastor. Action Jan. 8.

Superior, Wis.—Twin Ports Christian Bcstg. Corp. Granted cp for new am to operate on 1270 kc, 5 kw-D. P.O. address Box 426, Duluth, Minn. Estimated construction cost \$30,000; first year operating cost \$42,000; revenue \$46,000. Principals: Roger Elm, Gordon Roberts, Don Swanson, Margaret Swanson, Barbara Jean Roberts (each 20%). Mr. Elm is engineer with KDAL-AM-TV Duluth and owns farm in Wisconsin; Mr. Roberts is manager and part owner of supermarket; Mrs. Roberts is housewife; Mr. Swanson owns farm in Iowa and has been manager of rehabilitation farm for alcoholics; Mrs. Swanson is housewife. Comr. Lee dissented; Comr. Craven absent. Action Jan. 3.

APPLICATIONS

Joshua Tree, Calif.—Col. Edmund B. Moore, USA ret'd. Amendment to application for cp for new am (1420 kc, 1 kw-D) to change applicant name from Col. Moore to Marion Moore. Ann. Jan. 8.

Barbourville, Ky.—Golden East Bcstg. Inc. 1490 kc, 250 w, unl. P. O. address 322 Clark St., Barbourville. Estimated construction cost \$18,776; first year operating cost \$28,040; revenue \$41,500. Principals: Walter Powell Jr. (90%) and Raymond E. Rohrer (10%). Mr. Powell owns commercial production company; Mr. Rohrer is consulting engineer. Ann. Jan. 3.

Existing am stations

ACTION BY FCC

WVLN Olney, Ill.—Granted change on 740 kc, D, from 250 w to 1 kw, DA, with 250 w (CR) non-DA; conditions. Comr. Ford not participating. Action Jan. 3.

APPLICATIONS

KXIV Phoenix, Ariz.—Cp to increase daytime to 1 kw from 250 w; install new trans. Ann. Jan. 4.

WPRT Prestonsburg, Ky.—Mod. of cp to change ant., trans. and studio location; change from DA-D to non-DA; decrease ant. height and changes in ground systems. Ann. Jan. 3.

KLTZ Glasgow, Mont.—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Jan. 4.

KORN Mitchell, S. D.—Cp to increase daytime power to 1 kw from 250 w; install new trans. Ann. Jan. 3.

KTHE Thermopolis, Wyo.—Mod. of license to change hours of operation from unl. to SH: 6 a.m. to 7 p.m. Mon. through Sat.; 9 a.m. to 7 p.m. Sun. Ann. Jan. 3.

New fm stations

APPLICATIONS

Hot Springs, Ark.—Southern Newspapers Inc. 99.9 mc, ch. 260, 11.86 kw. Ant. height above average terrain 700 ft. P. O. address Hot Springs. Estimated construction cost \$30,216; first year operating cost \$25,000; revenue \$20,000. Applicant is large corporation with no majority stockholder. Associated Arkansas Newspapers Inc. owns 1/3 of stock. Ann. Jan. 2.

Santa Rosa, Calif.—Thomas L. Brennen, 100.1 mc, ch. 261, 2.58 kw. Ant. height above average terrain minus 259 ft. P. O. address 2555 Bennett Valley Rd., Santa Rosa. Estimated construction cost \$13,100; first year operating cost \$15,000; revenue \$14-16,000. Mr. Brennen, sole owner, is gen. mgr. and 1/3 owner of KVRE Santa Rosa. Ann. Jan. 7.

Denver, Colo.—KIMN Bcstg. Co. 95.5 mc, ch. 238, 35 kw. Ant. height above average terrain 680 ft. P. O. address 5350 W. 20th Ave., Denver. Estimated construction cost \$29,085; first year operating cost \$12,000; revenue is undetermined. Principals: John C. Hunter, Robert Donner Jr. & Kenneth E. Palmer (each 30%) and J. Elliott Knoll (10%). Applicant owns KIMN Denver. Mr. Hunter is majority owner of WCMF Pine City, Minn. Ann. Jan. 2.

Cornelia, Ga.—Habersham Bcstg. Inc. 97.1 mc, ch. 246, 16.8 kw. Ant. height above average terrain 334 ft. P. O. address Box 239, Cornelia. Estimated construction cost \$18,705; first year operating cost \$5,200; revenue \$11,200. Principals: H. L. Webster & John C. Foster, tr/as Washington Bcstg. Inc. (95¼%). Applicant also owns WCON Cornelia and WDMF Buford, Ga. Ann. Dec. 31.

Louisville, Ky.—Fidelity Radio Inc. 97.5 mc, ch. 248, 35 kw. Ant. height above average terrain 343.75 ft. P. O. address 223 W. Liberty, Louisville. No estimated construction cost, as facilities of previous WLVL operation will be used; first year operating cost \$48,000; revenue \$50,000. Principals: S. A. Cisler (60%), Rachel W. Cisler (39.9%) and Lucinda L. Cisler (1%). Mr. Cisler is part owner of KLMS Lincoln, Neb.; has applications for part ownership of KQRO (FM) Dallas and KARO (FM) Houston, both Texas. Ann. Jan. 2.

Russellville, Ky.—South Kentucky Bcstrs. 92.1 mc, ch. 21, 3 kw. Ant. height above average terrain 300 ft. P. O. address Russellville. Estimated construction cost \$26,553; first year operating cost \$6,000; revenue \$7,500. Principals: Roth E. Hook (75%) and Woodrow P. Sosh (25%). Applicant owns WRUS Russellville. For other ownership of Mr. Hook, see application for Forest, Miss. Ann. Jan. 2.

North Adams, Mass.—Northern Berkshire Bcstg. Inc. 100.1 mc, ch. 261, 1 kw. Ant. height above average terrain 480 ft. P.O. address 466 Curran Hwy., North Adams. Estimated construction cost \$20,744; first year operating cost \$12,000; revenue \$18,000. Principals: Robert Hardman (51.6%), Harold E. Crippen (13.3%), Donald A. Thurston (10%), James A. Hardman (3.3%),

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

and others. Applicant owns WMNB North Adams. Ann. Jan. 2.

Traverse City, Mich.—Great Northern Bestg. System. 97.3 mc. ch. 247, 17.22 kw. Ant. height above average terrain 296.6 ft. P. O. address 8005 East Shore Rd., Traverse City. Estimated construction cost \$30,433; first year operating cost \$35,000; revenue \$45,000. Principals: Robert L. Greige and Roderick C. Maxson (each 50%). Mr. Greige owns electronics firm; Mr. Maxson owns motel and auto firm. Ann. Jan. 2.

Rochester, Minn.—United Audio Co. 99.9 mc. ch. 260, 22.1 kw. Ant. height above average terrain 442 ft. P. O. address 519 4th St. N.W., Rochester. Estimated construction cost \$23,000; first year operating cost \$33,000; revenue \$35,000. Thomas H. Jones, owner of recording firm, is sole owner. Ann. Dec. 31.

Forest, Miss.—Scott County Bestg. Inc. 93.1 mc. ch. 226, 18.2 kw. Ant. height above average terrain 226 ft. P. O. address Box 188, Forest. Estimated construction cost \$21,525; first year operating cost \$6,500; revenue \$7,000. Principals: Roth E. Hook (55%), Lucille Hook (5%), Hugh Hughes (25%) and Willie Weems (15%). Applicant owns WMAG Forest. Mr. Hook also has interest in WDOB Canton, WELZ Belzoni, and WDAL Meridan, all Mississippi; WRAG Carrollton, Ala.; WKIZ Key West, Fla.; and WRUS Russellville, Ky. Mrs. Hook has interest in WELZ, WDOB & WDAL; Messrs. Weems and Hughes have interest in WDAL. Ann. Jan. 2.

Bucyrus, Ohio—Brokensword Bestg. Co.—92.7 mc. ch. 224, 3 kw. Ant. height above average terrain 142 ft. P. O. address Box 266, Bucyrus. Estimated construction cost \$11,919; first year operating cost \$2,000; no estimated revenue. Principals: Thomas P. Moore, Orville J. Sather and Elfrida Mercer (each 33 1/3%). Applicant owns WBCO Bucyrus. Ann. Jan. 2.

Urbana, Ohio—Charles H. Chamberlain. 101.7 mc. ch. 269, 1 kw. Ant. height above average terrain 234 ft. P. O. address Box 344, Bellefontaine, Ohio. Estimated construction cost \$12,000; first year operating cost \$12,000; revenue \$15,000. Applicant owns WOHP Bellefontaine and application for am in Urbana. Ann. Jan. 2.

Harrisburg, Pa.—Hudson Bestg. Corp. 99.3 mc. ch. 257, 3 kw. Ant. height above average terrain 91 ft. P. O. address Box 3433, Harrisburg. Estimated construction cost \$26,100; first year operating cost \$25,000; revenue \$25,000. Principals: James A. McKenna Jr. (80%) and Edgar K. Smith (20%). Applicant owns WCMB & WDTV (TV), both Harrisburg. Mr. McKenna is majority owner of KEVE Golden Valley, Minn., and WAWA West Allis, Wis. Ann. Jan. 2.

Mayaguez, P. R.—Ultra High Fidelity Corp. 94.1 mc. ch. 231, 18.05 kw. Ant. height above average terrain minus 161 ft. P. O. address Box 1346, Mayaguez. Estimated construction cost \$19,128; first year operating cost \$14,400; revenue \$20,000. Principals: Rafael Colon-Diaz (28.573%) and Francisco Z. Perez, David Cortiz & Aristides Z. Perez (each 23.809%), Mr. Cortiz is mgr. of WNIK Arecibo, P. R.; Mr. A. Z. Perez is chief engineer of WTIIL Mayaguez; Mr. F. Z. Perez is electrical engineer; Mr. Colon-Diaz owns gas station. Ann. Jan. 2.

Greenville, S. C.—Tabernacle Christian School. 104.3 mc. ch. 282, 96 kw. Ant. height

above average terrain 295 ft. P. O. address 3931 White Horse Rd., Greenville. Estimated construction cost \$31,385; first year operating cost \$24,000; revenue \$24,000. Principals: deacon board. Ann. Jan. 2.

Dickinson, Tex.—Bay Area Bestg. Co. 107.3 mc. ch. 297, 35 kw. Ant. height above average terrain 242 ft. P. O. address Box 777, Dickinson. Estimated construction cost \$30,300; first year operating cost \$30,000; revenue \$75,000. Principals: W. G. Hall, W. G. Hall Jr. and E. B. Taylor (each 33 1/3%). Messrs. Hall are both bankers and insurance brokers; Mr. Taylor owns ranch and majority interest in oil firm. Ann. Jan. 2.

Forth Worth, Tex.—KNOX Bestg. Inc. 107.9 mc. ch. 300, 33.36 kw. Ant. height above average terrain 215 ft. P. O. address 38 Chatham Rd., Short Hills, N. J. Estimated construction cost \$20,992. Applicant, large corporation with no majority stockholder, owns KNOX Ft. Worth. Ann. Jan. 2.

Charleston, W. Va.—Capitol Bestg. Corp. 99.9 mc. ch. 260, 8.5 kw. Ant. height above average terrain 430 ft. P. O. address Box 2791, Charleston. Estimated construction cost \$5,500; first year operating cost \$12,000; revenue \$24,000. Principals: E. M. Johnson (80%) and Paul N. Miles & Paul Howard (each 10%). Applicant owns WCAW Charleston. Ann. Jan. 2.

Wheeling, W. Va.—WTRF-TV Inc. 107.5 mc. ch. 298, 11.22 kw. Ant. height above average terrain 907 ft. P. O. address Odgen Bldg., 1329 Market St., Wheeling. Estimated construction cost \$22,532; first year operating cost \$20,000; revenue \$11,000. Applicant, large corporation with no majority stockholder, owns WTRF-TV Wheeling. Ann. Jan. 2.

Existing fm station

APPLICATION

WKIX-FM Raleigh, N. C.—Cp to change frequency from 96.1 mc. ch. 241, to 106.9 mc. ch. 295; increase ERP from 29 kw to 100 kw; change ant. height above average terrain to 435 ft.; install new trans. and ant. Ann. Jan. 2.

Ownership changes

ACTION BY FCC

KVNI Coeur d'Alene, Idaho—Granted transfer of control of licensee corporation, Rexard Co., from Rex (66.33%) and Georgia A. (.34%) Koury and Howard F. (.33%) & Margaret (.33%) Flynn to Duane B. Hagadone (50%) and Scripps League Newspapers Inc. (50%), tr/as Lake City Printing Co. Consideration \$9,350. Both principals have wide newspaper interests. Chmn. Minow and Commr. Henry abstained from voting. Action Jan. 9.

APPLICATIONS

KPGE Page, Ariz.—Seeks assignment of license from Wendell W. Motter (100%) to Harold J. Arnoldus (100%). Consideration \$30,000. Mr. Arnoldus owns KDJI Holbrook, Ariz. Ann. Jan. 9.

KDAS (TV) Hanford, Calif.—Seeks assignment of cp from Harold D. Gann (50%)

and George L. Naron & C. B. Sweeney (each 25%), d/b as Gann Tv Enterprises, to Mr. Naron and Mr. Sweeney (each 50%). Consideration \$7,000 and assumption of debt. Ann. Jan. 4.

KXOA-AM-FM Sacramento, Calif.—Seeks transfer of control of licensee corporation, Cal-Val Radio Inc., from John E. Kearney (26.6%), Riley R. Gibson (21.6%), Douglas E. Anderson & George A. McConnell (each 18.3%), Howard J. Haman (10.2%) and A. L. Gale (5%) to Producers Inc. (100%), large corporation 50% owned by Polaris Corp., 50% by Ferris E. Traylor and family. Consideration \$500,000 and assumption of debt for \$230,761. Producers is majority owner of KCND-TV Pembina, KNOX-TV Grand Forks, KXGO-TV Fargo, all North Dakota. WTVW (TV) Evansville, Ind., and WKYW Louisville, Ky. Ann. Jan. 9.

KGUC Gunnison, Colo.—Seeks assignment of license from Roger W. Pepperd (100%), d/b as Gunnison Bestg. Co., to Mr. Pepperd and his wife, Enid C. Pepperd (each 50%), tr/as company of same name. No financial consideration involved. Ann. Jan. 8.

WQXT-AM-FM Palm Beach, Fla.—Seeks assignment of licenses from Emma S. Pell (100%), d/b as Flame Radio & Tv Corp., to Bernard J. Harris (100%), tr/as Fairfax Bestg. Inc. Consideration \$150,000. Mr. Harris owns mortgage firm. Ann. Jan. 4.

WMAZ-AM-FM-TV Macon, Ga.—Seeks transfer of control of licensee corporation, Southeastern Bestg. Co. (399 shares issued), from George P. Rankin Jr. (285 shares), Wilton E. Cobb (90 shares) and Wallace & Mary S. Miller (each 12 shares) to Lawrence Shane (21%), Daniel B. Ruggles III & Eben Parsons (each 13.1%) and Green Mt. Bestg. Inc. (52.8%), tr/as WMRC Inc. Green Mt. is owned by Messrs. Ruggles & Parsons (each 49.5%) and their wives (each 5%). Consideration \$2,094,750. Applicant owns WMRC Milford, Mass.; Green Mt. owns WSKI Montpelier, Vt. Ann. Jan. 8.

WKLE Washington, Ga.—Seeks assignment of license from J. Norman Young and J. S. Carter (each 50%), d/b as Wilkes County Bestg. Co., to Mr. Carter (100%), tr/as company of same name. No financial consideration involved. Ann. Jan. 4.

KNUI Makawao, Hawaii—Seeks assignment of cp from Eugene G. Panissidi (100%) to Mr. Panissidi & his wife, O. Doris Panissidi (62% as joint tenants), and Roy V. & Billie M. Blansett (38% as joint tenants), d/b as KNUI Bestg. Co. Consideration \$20,250. Ann. Jan. 7.

WGUY Bangor, Me.—Seeks transfer of control of licensee corporation, Bangor Bestg. Corp., from Louis J. Borgatti (50%) and Melvin L. Stone & David Royte (each 25%) to Mr. Stone (66 2/3%) and Mr. Royte (33 1/3%). Consideration \$75,000. This application reported incorrectly in Dec. 24 issue. Ann. Dec. 19.

WLOB-AM-FM Portland, Me.—Seeks acquisition of positive control of licensee corporation, Casco Bests. Corp., from Sherwood J. Tarlow (50%) and Faust Couture & Melvin L. Stone (each 25%) to Mr. Tarlow (75%) and Mr. Stone (25%). Consideration \$28,000. Mr. Tarlow is majority owner of KUTY Palmdale, Calif. WJIL-AM-FM Medford & Ware, both Massachusetts, and WWOK Charlotte, N. C. Ann. Jan. 7.

KLAS Las Vegas, Nev.—Seeks assignment of license from Paul C. Schafer (100%), d/b as Radio KLAS Inc., to Harry Wallenstein (100% in receivership). Ann. Jan. 9.

WDCX (FM) Buffalo, N. Y.—Seeks assignment of cp from Donald B. Crawford (100%) to Kimtron Inc., of which Mr. Crawford is sole owner. No financial consideration involved. Ann. Jan. 3.

WOIO (FM) Cincinnati, Ohio—Seeks assignment of cp from Merle H. & Ophelia L. Miller (each 50%), d/b as Seven Hills Bestg. Corp., to Dean C. Stuhlmueller (100%), tr/as Dean Miller Bestg. Corp. Consideration \$3,834. Mr. Stuhlmueller is sole owner of WLMJ Jackson, Ohio, and part owner of WNOP Newport, Ky. Ann. Jan. 9.

WAKI McMinnville, Tenn.—Seeks transfer of control of licensee corporation, Ogram Bestg. Corp., from J. H. Lewis, William R. Livesay and Fred P. Davis each 33 1/3% to Messrs. Livesay (66 2/3%) and Davis (33 1/3%). Consideration \$7,000. Ann. Jan. 9.

KUKO Post, Tex.—Seeks assignment of license from Galen O. Gilbert (66 2/3%) and Phil Crenshaw (33 1/3%), d/b as Radio Station KUKO Inc., to Leo Holmes (49.40%), J. Dave Sanford (49.35%) and William J. McGowan (1.25%), tr/as Garza Bestg. Co. Consideration \$55,000. Mr. Holmes is banker and insurance agent; Mr. Sanford works for Y.M.C.A.; Mr. McGowan is attorney. Ann. Jan. 3.

KITE Terrell Hills, Tex.—Seeks transfer of control of licensee corporation, KITE Bestg. Co., from Leslie Kirsch (100%) in

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trusteeship) to Jack C. Vaughn (24.40%), Cecil L. Trigg (27.72%), Grady H. Vaughn Jr. (24.39%) and others, tr/as Southwest States Inc. Consideration \$450,000. Applicant owns KROD-AM-TV El Paso, KOSA-TV Odessa & KVII-TV Amarillo, all Texas, and KRNO San Bernardino, Calif. Ann. Jan. 4.

KRAB (FM) Seattle, Wash.—Seeks assignment of cp from Lorenzo W. Milam (100%) to Jack Straw Memorial Foundation (100%), nonprofit organization headed by Mr. Milam. No financial consideration involved. Ann. Jan. 9.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Ouachita Valley Radio Corp. for new am to operate on 610 kc, 500 w, D, in Camden, Ark.; interference condition. Action Jan. 4.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Poplar Bluff Bcstg. Co. to increase daytime power of KWOC Poplar Bluff, Mo., on 930 kc from 1 kw to 5 kw, continued nighttime operation with 500 w, DA-N; condition and pre-sunrise operation with daytime facilities precluded. Action Jan. 3.

DESIGNATED FOR HEARING

Southern Radio & Tv Co., Lehigh Acres, Fla., WMYR, Robert Hecksher, Fort Myers, Fla.—Designated for consolidated hearing applications of Southern for new daytime am to operate on 1440 kc, 1 kw-N, 5 kw-LS, DA-2, and Hecksher to increase nighttime power on 1410 kc, DA-N, from 500 w to 5 kw, continued daytime operation with 5 kw. Action Jan. 9.

Warsaw-Mount Olive Bcstg. Co., Warsaw, N. C.—Designated for hearing application for new am to operate on 550 kc, 1 kw, DA, D; issues include Sec. 3.35 (a) multiple ownership determinations; dismissed opposing petition by WETC Wendell-Zebulon, N. C. Commr. Ford dissented to that part of order which denied WETC participation. Action Jan. 9.

OTHER ACTIONS

■ By memorandum opinion & order on applications of Woodward Bcstg. Co. and Consolidated Bcstg. Industries of Michigan for new am stations to operate on 850 kc, 5 kw, un-, Woodward with DA-1, Consolidated with DA-2, in Wyandotte, Mich., commission (1) granted their joint request for approval of agreement whereby Stanley R. Akers, 26% partner in Consolidated, would receive option to acquire 1/3 interest in Woodward in exchange for dismissal of its application and (2) dismissed Consolidated's application. Action Jan. 9.

■ By order, commission granted petitions by Broadcast Bureau and extended time to Jan. 9 to file exceptions to initial decision in proceeding on applications of Catskills Bcstg. Co., Ellenville Bcstg. Co. and Ulster County Bcstg. Co. for new am stations in Ellenville, N. Y. Action Jan. 9.

■ By memorandum opinion & order, commission (1) denied petition by E. G. Robinson Jr., tr/as Palmetto Bcstg. Co., for reconsideration of July 26 decision which denied his applications for renewal of license of WDKD (1310 kc, 5 kw, D) Kings-tree, S. C., and for license to cover cp; and (2) authorized Robinson to operate station WDKD until Feb. 8, in order to wind up his affairs. Commr. Henry not participating. Action Jan. 3.

■ By memorandum opinion & order, commission (1) stayed its July 25, 1962, decision which granted application of Salina Radio Inc. for new am to operate on 910 kc, 500 w, D, DA, in Salina, Kans., and which denied application of Kansas Bcstrs. Inc. seeking same facilities; (2) remanded proceeding to Examiner for further hearing to determine whether grant of Salina Radio application would contravene overlap provisions of Sec. 3.35 (a) and (b) of rules and to afford parties opportunity to resolve 10%-rule question concerning Kansas Bcstrs.; and (3) denied Kansas Bcstrs. petition for reconsideration. Commr. Hyde dissented; Chrm. Minow and Commr. Henry not participating. Action Jan. 3.

■ Commission denied request by Clyde Community Tv for waiver of Sec. 4.732 (e) of rules to permit partial financial support of its tv translator station K03BR Clyde, Kans., by donation of \$500 by Topeka Bcstg. Assn. Inc. (WIBW-TV, ch. 13), Topeka, whose programs it proposes to rebroadcast. Chrm. Minow and Commr. Hyde dissented. Action Jan. 3.

■ By memorandum opinion & order, commission (1) denied request by 1360 Bcstg.

Inc. for waiver of 10% and primary coverage provisions of Secs. 3.28 (d) and 3.188 (b) (2); (2) designated for hearing its application for change of operation of WEBB Baltimore, Md. (1360 kc, DA) from D to unl. time with 1 kw-N, continued daytime operation with 5 kw; and (3) denied informal opposition by WWIN Baltimore, but made it party to proceeding. Action Jan. 3.

■ By memorandum opinion & order, commission granted joint request by WPOW Inc. (WPOW), Debs Memorial Radio Fund Inc. (WEVD), both New York City, and Rennselaer Polytechnic Institute for waiver of current am "freeze" and accepted for filing latter's application for mod. of license to allow simultaneous daytime operation of WHAZ Troy, N. Y., with either WPOW or WEVD. (WHAZ is licensed on 1330 kc, 1 kw share-time with WEVD and WPOW.) Action Jan. 3.

■ Commission scheduled for oral argument on Feb. 14 proceeding on applications of City of Jacksonville, Florida-Georgia Television Inc. (WFGA-TV) and Jacksonville Bcstg. Corp. for new tv stations to operate on ch. 12 in Jacksonville, Fla. Action Jan. 3.

■ Commission ordered Eugene and David P. Slatkin, d/b as Mountain View Bcstg. Co., to show cause why license of WEMT Black Mountain, N. C., should not be revoked, and to appear at hearing to be held in Asheville at time to be specified later. Action Jan. 3.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Broadcast Bureau and extended to Jan. 10 time to respond to supplement to joint request of approval of agreement filed by John A. Egle and KLFT Radio Inc. in proceeding on their applications for new am stations in Golden Meadow, La. Action Jan. 8.

■ Granted petition by Saul M. Miller and extended to Jan. 4 time to file his opposition to Bi-States' petition to enlarge issues in proceeding on their applications for new am stations in Kutztown and Annville-Cleona, respectively, both Pennsylvania, et al. Action Jan. 8.

■ Rescheduled oral argument for Jan. 18 in proceeding on am application of Pioneer States Bcstrs. Inc. (WBZY), West Hartford, Conn. Action Jan. 7.

■ Granted petition by Saul M. Miller and extended to Jan. 3 time to file its opposition to Bi-States Bcstrs.' petition to enlarge issues in proceeding on their applications for new am stations in Kutztown and Annville-Cleona, respectively, both Pennsylvania, et al. Action Jan. 3.

■ Postponed Jan. 4 oral argument to a date subsequently to be determined in proceeding on am application of Pioneer States Bcstrs. Inc. (WBZY), West Hartford, Conn. Action Jan. 3.

■ By memorandum opinion & order in consolidated proceeding on applications of Jupiter Assoc. Inc., Somerset County Bcstg. Co., and Radio Elizabeth Inc. for new am stations in Matawan, Somerville, and Elizabeth, respectively, all New Jersey, in Docs. 14755-7, denied late filed petitions by Jupiter to add character qualification and "Suburban" issues against Somerset. Action Jan. 3.

■ By memorandum opinion & order in proceeding on application of Hudson Valley Bcstg. Corp. for change of operation of WEOK Poughkeepsie, N. Y., (1) denied its untimely filed motion for mod. of issues and (2) on own motion, modified issue 4 to include determination as to whether circumstances exist which would warrant waiver of Sec. 3.24 (b) of rules. Action Jan. 3.

■ By memorandum opinion & order in consolidated proceeding on applications of Simon Geller for new am in Gloucester and Richmond Brothers Inc. for change of facilities of WMEX Boston, Mass., in Dockets 13525, 14478, denied petition by Geller for "reconsideration" of July 19, 1962, initial decision which would deny his application. Geller's petition in effect requests reversal of Examiner's denial of his petition for leave to amend and remand of proceeding to Examiner for determination of whether, under proposed amendment, compliance with Secs. 3.188 (b) (1) and 3.188 (b) (2) would be achieved as to city coverage. Action Jan. 3.

■ Scheduled oral argument for Feb. 4 in proceeding on am application of WIVY Inc. (WIVY), Jacksonville, Fla. Action Jan. 3.

■ Scheduled oral argument for Feb. 4 in proceeding on am applications of Simon Geller, Gloucester, and Richmond Brothers

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 9

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,746	57	126	449
FM	1,054	24	143	186
TV	512	64	76	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 9

	VHF	UHF	TOTAL TV
Commercial	486	90	576
Non-Commercial	47	21	68

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 from new stations (not in hearing)	295	148	49
Applications for new stations (in hearing)	204	13	59
Total applications for new stations	499	161	108
Applications for major changes (not in hearing)	331	97	43
Applications for major changes (in hearing)	57	3	9
Total applications for major changes	388	100	52
Licenses deleted	1	0	1
Cps deleted	1	4	1

¹ Includes 3 stations operating on unreserved channels.

Inc. (WMEX), Boston, both Massachusetts. Action Jan. 3.

■ Granted petition by Osage Programmers and extended to Jan. 7 time to reply to opposition to petition to enlarge issues filed by Cherokee Bcstg. Co. in proceeding on their applications for new am stations in Bartlesville and Pawhuska, respectively, both Oklahoma. Action Jan. 2.

■ By memorandum opinion & order in consolidated proceeding on applications of Redding-Chico Tv Inc. and Northern California Educational Tv Assn. Inc. for new tv stations to operate on ch. 9 in Redding, Calif. (Northern California to operate non-commercially) in Docs. 14626-7, (1) granted petition by Redding-Chico to extent of enlarging issues to determine whether waiver of multiple ownership rules is warranted if findings pursuant to those issues are adverse to Redding-Chico, financial qualifications of Northern California, and issues concerning Grade A and Grade B contours of both applicants; and (2) denied Northern California's petition to enlarge issues, and its motion and supplement to dismiss Redding-Chico application, and also denied latter's petition to strike certain issues and its request to file supplemental petition. Action Jan. 2.

■ By memorandum opinion & order in consolidated proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, both Minnesota, respectively, in Docs. 14739-40, (1) granted petition by Edina for enlargement of issues and (2) amended issues to determine (a) all facts and circumstances surrounding Tedesco's application for assignment of license of KBLO Hot Springs, Ark. and appeals and pleadings related thereto; (b) whether Tedesco has violated Sec. 310 (b); and (c) whether it possesses requisite character qualifications to be licensee. Action Jan. 2.

■ By memorandum opinion & order in consolidated proceeding on applications of Northfield Bcstg. Co. and Hastings Bcstg. Co. for new am stations in Northfield and Hastings, and Albert Lea Bcstg. Co. to increase daytime power of KATE Albert Lea, all Minnesota, in Docs. 14684-6, (1) granted Hastings' appeal from order of Examiner denying its petition for leave to amend and (2) granted its petition to amend its application to revise ownership showing. In

connection with joint petition for approval of agreement looking toward dismissal of Northfield application and payment of Hastings to Northfield of not more than \$5,000 as partial reimbursement of expenses incurred in prosecuting latter's application, Review Board by separate memorandum opinion & order, directed Northfield to comply with provisions of Sec. 1.316 (b) (2) concerning publication of its intended dismissal so that other persons may be afforded further opportunity to apply for facilities (1460 kc, 500 w. D) specified in its application. Action Jan. 2.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Ordered that Examiner Charles J. Frederick, in lieu of Annie Neal Huntting, who has served as presiding officer, will prepare and issue initial decision in proceeding on applications of Progressive Bcstg. Corp. and Peter-Mark Bcstg. Co. for new am stations in Highland and Vandalia, Illinois, respectively. Action Jan. 4.

By Hearing Examiner James D. Cunningham

■ Continued hearing to Feb. 11 in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Action Jan. 7.

■ Scheduled further hearing for Jan. 21 in Chicago, Ill., in matter of revocation of license and SCA of Carol Music Inc., for WCLM (FM) Chicago. Action Jan. 7.

By Hearing Examiner Thomas H. Donahue

■ Upon agreement of parties at Jan. 2 prehearing conference in proceeding on application of Northern Indiana Bcstrs. Inc. for new am in Mishawaka, Ind., scheduled certain procedural dates and continued Jan. 22 hearing to April 22. Action Jan. 3.

By Hearing Examiner Asher H. Ende

■ In proceeding on application of Bigbee Bcstg. Co. for new am in Demopolis, Ala., granted motion by Demopolis Bcstg. Inc. (WXAL), Demopolis, and continued certain procedural dates, as well as date for commencement of hearing, until further order of Examiner, provided, however, that for good cause shown, any party may move that dates certain be set. Action Jan. 4.

By Hearing Examiner Millard F. French

■ Upon request by Broadcast Bureau and with consent of party, extended from Jan. 7 to Jan. 14 time to file proposed findings and conclusions, and from Jan. 14 to Jan. 21 for replies in proceeding on am application of Wright & Maltz Inc. (WBRB), Mt. Clemens, Mich. Action Jan. 7.

■ On own motion, scheduled further prehearing conference for Jan. 15 in proceeding on applications of Wellersburg Tv Inc. and People's Community Tv Assn. Inc. for new vhf translator stations in Wellersburg, Pa., and LaVale, Md., respectively. Action Jan. 2.

By Hearing Examiner Arthur A. Gladstone

■ Ordered that preliminary exchange of exhibits shall take place on or before Jan. 14 in lieu of Jan. 7, and all other procedural dates to remain unchanged, in proceeding on applications of Jesus V. Candelaria for new am in Bayamon, P. R., et al. Action Jan. 7.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued Feb. 4 hearing to Feb. 12 in proceeding on am application of International Radio Inc. (KGST), Fresno, Calif. Action Jan. 4.

■ Granted motion by Western Bcstrs. Inc. and continued Jan. 7 prehearing conference to Feb. 11, and Jan. 22 hearing to date to be established at Feb. 11 prehearing conference in proceeding on its application for new am in Cheyenne, Wyo. Action Jan. 4.

■ Continued further prehearing conference from Jan. 4 to Jan. 11 in proceeding on am application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y. Action Jan. 3.

■ On own motion, scheduled further hearing for Jan. 10 in proceeding on application of Triangle Publications Inc. (WNHC-TV), New Haven, Conn. Action Jan. 2.

■ On own motion, scheduled further prehearing conference for Jan. 4 in proceeding on application of Hudson Valley Bcstg. Corp. (WEOK), Poughkeepsie, N. Y. Action Jan. 2.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Kent-Ravenna Bcstg. Co. and extended from Jan. 7 to Jan. 21 time to file proposed findings, and on own motion extended from Jan. 18 to Feb. 1 time to file reply findings in proceeding on Kent-Ravenna's application for new am in Kent, Ohio, et al. Action Jan. 4.

■ By memorandum opinion & order in Rochester, N. Y., tv ch. 13 proceeding in Docs. 14394, et al., granted motion by Rochester Area Educational Tv Assn. Inc. and struck portions of transcript and reversed previous ruling to show that no official notice will be taken of pending commission rulemaking proceeding in Doc. 14744; denied RAETA's motion to strike opposition pleading by Citizens Tv Corp. Action Jan. 2.

■ Granted petition by Kent-Ravenna Bcstg. Co. to withdraw exhibit and struck from record its Exhibit No. 16 and dismissed as moot petition by Portage County Bcstg. Corp. to reopen record in proceeding on their applications and Joseph P. Wardlaw Jr. for new am stations in Kent-Ravenna, Kent, and Canton, Ohio, respectively. Action Dec. 28.

By Hearing Examiner H. Gifford Irion

■ Scheduled further prehearing conference for Jan. 7 in Miami, Fla., tv ch. 10 proceeding. Action Jan. 3.

■ Upon request by applicants, continued indefinitely further hearing scheduled for Jan. 4 in proceeding on applications of KWEN Bcstg. Co. and Vidor Broadcasting Inc. for new am stations in Fort Arthur and Vidor, both Texas, respectively. Action Jan. 4.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Veterans Bcstg. Inc. and ordered that reply briefs shall be filed by Jan. 21 in Syracuse, N. Y., tv ch. 9 proceeding. Action Jan. 4.

■ On own motion, scheduled further hearing for Jan. 16 in proceeding on applications of Salem Bcstg. Co. (WJBD), Salem, and Leader Bcstg. Co., Edwardsville, both Illinois, and denied Salem's letter request for direction that Mr. Ned M. Webber be produced as witness for cross-examination, without prejudice, however, to consideration of proper request by applicant concerned for subpoena directing production of Mr. Webber as witness. Action Jan. 2.

■ Granted petition by Parkway Bcstg. Co. and cancelled procedural dates previously

Continued on page 96

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RADIO

Help Wanted—Management

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.

California daytimer needs experienced small station manager who knows full operation as working manager. Strong on sales necessary. Investment opportunity available to right man. Box 125A, BROADCASTING.

Sales

Salesman to take over good account list in medium market. Want a self starter who wants to take hold and become a permanent member of multiple station group. Potential very good for good man. Generous draw against commission. Also have openings for announcer-salesman and/or play-by-play announcer-salesman. Rush tape, resume, and picture. Box 63A, BROADCASTING.

The two men we are looking for to join a combination television and radio organization's radio sales staff are now working in a smaller market and are looking for advancement and a good opportunity to enter television sales. Immediate opening. Send full details. Large eastern seaboard market. Box 65A, BROADCASTING.

Have splendid staff opening for mature salesman non allergic to an occasional turn at the mike, writing copy, account service. Perhaps this individual wants to taper off—escape the rate race be content on \$100 plus for five day week. Pleasant surroundings, clean little city, moderate paced Colorado kilowatt. Box 155A, BROADCASTING.

Doesn't anybody want to sell? If you like to sell, and can work a 32 hour week on the board, here's your chance to live in the fastest growing, friendliest town in wonderful Wyoming. Send tape and references. Box 159A, BROADCASTING.

Salesman, who wants to make money and be part of one of the most successful small market operations in the nation. Call: Dale Law, KNCM, Moberly, Mo. AM 3-1230.

Vermont — experienced local salesman. Steady position. All replies confidential. Bob Kimel, WWSR, St. Albans, Vermont.

Commercial manager needed by established newspaper owned station. Prefer a man with announcing experience and a desire to live in a small city. Salary open. Send resume, references and tape to James W. Poole, Manager, WFLS, Fredericksburg, Virginia.

Top notch salesman wanted for 1,000 watt daytime radio station in Greenville, N. C., WKTB. Salary open. Only top notch man need apply. No collect phone calls. Desire personal interview with applicant.

Southern Group 5 top-rated metro stations—has immediate opening 2 experienced executive salesmen. 35-45—married—outstanding record—self starters—hard-sell men of action. High guarantee—commission—moving expenses—fringe benefits—training program—excellent opportunity for management. Be courageous—start '63 with a progressive organization of fine young men. Send resume—references—photograph—McLendon Broadcasting Company, Executive Offices 960-980 Milner Building, Jackson, Mississippi.

Help Wanted—(Cont'd)

Sales

Outstanding opportunity . . . KLO, Ogden, Utah associated in ownership with IMN network and seven radio station group. Disc jockey, salesman. Traffic air shift plus sales. Must have first class license, be capable of doing tight production and air work, and have the desire to sell and grow with the organization. Qualified person can earn over \$10,000 per year. Contact: Cecil Heftel or Kim Ward, P. O. Box 1499, Ogden. Telephone EXport 4-5721.

Announcers

Virginia daytimer independent has opening for top notch announcer with personable and ideas. Good pay, good working conditions. Box 1A, BROADCASTING.

Announcer for long established Virginia full-time station in small market. Position offers security and many benefits. Will consider recent broadcasting school graduate with top ability or man with light experience. This is a settled, hardworking, friendly operation, and we want a man with the same qualities. Box 9A, BROADCASTING.

Florida daytimer needs announcer with first class license. Permanent position, with rapidly growing organization. Box 8A, BROADCASTING.

Midwest kilowatt has desirable opening for a showmanship announcer. Must be familiar with both modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create big sound for progressive established full time station. Excellent pay for a top notch man; straight time and temperature men need not apply. Box 85T, BROADCASTING.

D.J. wanted. Top modern station in moderate size New England market. Sent tape to Box 13A, BROADCASTING.

Announcer, with 1st ticket, male or female. for New Hampshire smooth-sound daytimer, \$100 weekly. Box 326R, BROADCASTING.

Experience, ability, with morning man potential. Needs self starter to advance. Stable modern station in Mid Atlantic suburb. Send picture, resume, tape, salary desired. To Box 27A, BROADCASTING.

Announcer-newsman. New Jersey. Must have local news experience. Box 54A, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt good music station for deejay work plus news gathering and writing. Excellent starting salary, many extra benefits for mature man with proved ability. Personal interview necessary. List age, experience, educational, family status, detailed experience. Box 94T, BROADCASTING.

Play by play sports announcer who can take over sports department of medium market station. If you can produce there is a good future for you with our multiple station group. Combination sportsman-salesman also considered. Rush tape, picture, resume and salary requirements. Box 62A, BROADCASTING.

Will trade \$155 per week for a top announcer. Send tape first letter. Box 95A, BROADCASTING.

Ohio daytimer going directional needs announcer with first class ticket. Capable engineering and experienced air work necessary. Box 100A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Virginia station desires a good announcer. Must be alert, cooperative and possess good conduct. Rush photo, resume and tape. Box 123A, BROADCASTING.

Immediate opening for announcer with first phone ticket . . . no maintenance required. Unusual opportunity for young man with growing organization. Man we require must have bright and cheerful and alive announcing abilities, good production, and maintain a tight format operation on 5,000 watt top rated station in 180,000 population. Salary depends on ability. Send tape, resume and photograph to Box 124A, BROADCASTING.

Wanted combo staff announcer and first phone engineer for daytimer in southwest Virginia. \$100 per week starting salary plus insurance and hospitalization fringe benefits. Only those with commercial radio experience need apply. Box 166A, BROADCASTING.

Outstanding opportunity . . . KLO, Ogden, Utah associated in ownership with IMN network and seven radio station group. Disc jockey, salesman. Traffic air shift plus sales. Must have first class license, be capable of doing tight production and air work, and have the desire to sell and grow with an organization. Qualified person can earn over \$10,000 per year. Contact: Cecil Heftel or Kim Ward, P. O. Box 1499, Ogden. Telephone EXport 4-5721.

Morning announcer needed for immediate opening at 1 kw in Oklahoma's third market. Middle of the road format with tight fast pacing on top area station. Send tape, photo, resume to Ted Louis. Program Director, KSWO Radio, P. O. Box 709, Lawton, Oklahoma.

Combo chief engineer-announcer—willing to locate within 75 miles of Washington, D. C., at modern, well-equipped, stable operation. Required: Young man with ambition and drive who wants to grow with rapidly expanding organization. Salary open. If you want a career instead of a job, send tape, photo and resume to: President WAVA, Box 7065 North Station, Arlington 7, Virginia.

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 with first phone. Light maintenance. Interested in staying with multiple station operation through advancement. Fringe benefits. Send complete data and audition to WALM, Albion, Michigan.

Illinois daytime station needs play by play announcer who will also do daily bright sounding record show. Reply to Program Director, WCNT, Centralia, Illinois.

Established kilowatt fulltimer needs announcer, 3:00-11:00 shift. Consider beginner with good voice, potential, fast pace. Send tape, resume, photo. Art Grunewald, WCTT, Corbin, Kentucky.

Announcer, first phone, for fast paced daytimer. Some maintenance necessary. Send tape, resume, salary expected. WEOB, 61 North Avenue, Owego, New York.

Announcer needed immediately. Preference to first class ticket holders. WFAW, Fort Atkinson, Wisconsin.

Help Wanted—(Cont'd)

Announcers

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, WMMI, RT 5, Frederick, Maryland.

Announcer, board operator. Strong on news. WVOS. Liberty, New York.

Green Mountain Radio Inc., now accepting applications for staff of revived station. Openings for two staff announcers, news man and copy writer announcer. Send tape and resume to Box 190, White River Jct., Vt.

Combination engineer, first class, and sports announcer. Great opportunity for right man. Send photo, tape, letter, age, education, experience and salary. James Deegan, 4602 Tioga, Duluth, Minn.

Wanted—expanding operation. Needs talented man for news and air shift. Send tape resume, air mail to Box 5606, Daytona Beach, Florida.

Technical

Assistant chief engineer am-fm tv station. Major eastern market. Must be college graduate. Prefer degree in industrial engineering, but will consider others. Career position with good opportunity for advancement. Excellent salary and benefits. Write Box 56A, BROADCASTING.

Have problems, needs chief. Good pay, pleasant work. Box 83T, BROADCASTING.

Daytimer, 5 kw in upper great plains, will pay top salary to chief engineer-announcer who is capable of top performance in studio and transmitter maintenance and some board shift. Permanent, high calibre only. Send photo, tape, resume and references. Box 122A, BROADCASTING.

Engineer for 10 kw daytime station, fastest growing station in great southwest. Number one in market, is the undisputed leader and offers unsurpassed working conditions, equipment nearly new and adequately maintained, we don't cut corners write or phone on Wednesday, Thursday, Friday, Bill Dahlsten, General Manager, KAWA, Box 482, Waco, Texas. Phone PLaza 4-1488.

Engineer, FM experience preferred. Technical duties only. WQAL, Phil, 18, Pa.

Chief Engineer for WVOS, Liberty, New York. Good salary.

Production—Programming, Others

Wanted program director-aggressive station with quality production seeks program director who really knows music and can direct staff with a bright up beat format of the best standards and the best of current tops. Growing progressive kilowatt full time in down state Illinois, metropolitan area, is willing to pay above average salary, but expects to get choice man. Write Box 24A, BROADCASTING with references details as to training, experience and availability for interview.

Washington, D. C. Hard hitting local newsmen. Must be strong on delivery, gathering, writing, and beeping. Send tape, and resume. Box 99A, BROADCASTING.

News Director for radio-television operation in midwest. Must be able to write and deliver news plus ability to head full news staff. Excellent opportunities with multiple ownership operation. Send resume, picture, and tape to Box 101A, BROADCASTING.

Commercial business manager wanted for kilowatt daytimer in small, exclusive, growing market. Salary and commission which could lead to part ownership. Southwest. All replies confidential. Box 102A, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

Experienced newsmen/salesman for northeast Texas station KIMP AM-FM, Mt. Pleasant, Texas. Also need experienced announcer. Desire family man looking for permanent employment. Box 132A, BROADCASTING.

Newsman—Present newsmen leaving for metro market. Need "radio pro" dedicated to sound, ethical journalism. Must be able to write, gather, and air news in a factual, authoritative manner for 5000 Watt midwest independent that has earned reputation as prestige news station. Resume, references, photo, and tape required first letter. Box 571R, BROADCASTING.

Somewhere there is a competent radio newsmen who is looking for us as avidly as we are looking for him. This man is good. He looks at the clock only to check how much time he has before the next local newscast. He can capably supervise the complete news operation, including the activities of a number two man who ticks the same way he does. They both like working for a management which is local-news-minded and which doesn't hesitate to supply them with what it takes: mobile units, good self-powered portable tape recorders, sufficient money to feed two dozen stringers, and, last but not least, adequate salaries. This man is a real pro with pride in his work, and he is smart enough to work hard and grow with a growing management which presently owns two east-coast stations and hopes to own more. If you are this man, write to us immediately! Box 154A, BROADCASTING.

News director for 5 kw station in smaller Michigan city. Qualified Journalist must be able to write editorials, write and read hard news, produce documentaries for aggressive 2½ man news operation. Ideal living conditions for family man. Send tape and resume to Box 160A, BROADCASTING.

Accountant. Radio chain seeks accountant experienced in radio-television accounting. Must be 33-45, married, 2 years college or equivalent. Practical, able to direct daily operation with 3 employees. Excellent salary, working conditions, fringe benefits. Write Box 172A, BROADCASTING.

Wanted: Reporter for New York bureau of national trade news magazine. Prefer college graduate with hard news experience. State salary desired. Write Box 176A, BROADCASTING.

Immediate opening for continuity director-production man. Station is automated—you spend your time on creative work. Send copy, tape, and resume to: General Manager, KWHK, Hutchinson, Kansas.

Electronics instructors. To train an FCC licensing teachers. Teaching experience not essential. Must relocate. Openings in nation's principal cities. Apply by mail only. Elkins Institute of Radio and Electronics, Inc., 2603 Inwood Road, Dallas 35, Texas.

RADIO

Situations Wanted—Management

Want station to manage, buy into, strong sales, experienced, employed. Box 116A, BROADCASTING.

General manager, successful manager in medium western market desires change. Middle aged family man with ambition. For details write Box 61A, BROADCASTING.

Enthusiastic 36 year old sales executive, idea man, now assistant manager, 75,000 market, seeks greater opportunity in management. Radio time sales in 1962, \$125,000. Civic leader, family man. Box 64A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Creative, aggressive, versatile selling manager seeks opportunity to make a real success of small market station near metro area. Hard working family man desires good school system, and pleasant, forward thinking community. Excellent credit, references, record, and healthy attitude. Pay and commission open. Box 66A, BROADCASTING.

Experienced broadcast executive seeks challenging growth position. Successful sales and management background including recruiting, training, creative planning and labor negotiations. Box 90A, BROADCASTING.

Well rounded 12 year veteran. Strong on sales and sales leadership. Want working manager position. Prefer stock option. Particular consideration to Iowa, Illinois, or Missouri stations. 8 years with present employer. Will give 60 days notice. Box 93A, BROADCASTING.

Want station to manage, strong sales, experienced, employed, family man. Box 115A, BROADCASTING.

Station manager, 1st phone, plenty of sales experience, good engineer, financial and character references. Family man, will answer all inquiries. Box 117A, BROADCASTING.

General manager. Over 30 years experience all phases. 8 years management. Creative, civic and sales minded. Box 157A, BROADCASTING.

Sales

TV radio sales, promotion. Available immediately. Rates-market information desired. Box 109A, BROADCASTING.

Sales, promotion, production, am, fm, I know. Will trade work for pleasant association with solid radio. No rock. Box 146A, BROADCASTING.

Need a good sales manager? I'm your man. Experience in single and competitive markets. Box 156A, BROADCASTING.

Announcers

Negro announcer, 1st class training no experience. Need 1st job, willing worker. Box 43T, BROADCASTING.

150 miles of Philadelphia. 3 years of dj, news, production voices. Humorous approach. Veteran. Box 48A, BROADCASTING.

Female d.j. with first ticket. Vital statistics upon request . . . experienced in night and daytime radio. Box 87A, BROADCASTING.

Minor league baseball announcer or sports director. Four years experience in basketball, baseball play by play. Guarantee best sports coverage in country. College grad. Box 68A, BROADCASTING.

Play by play all sports, football, basketball, hockey, golf, bowling. Prefer radio tv combination, but not necessary. Age 30, married, two children. First ticket plus all around radio experience, including sales. Wisconsin, Minnesota preferred, but all locales considered. Box 70A, BROADCASTING.

Swinging d.j. announcer, first phone. Experienced and top references. Waiting for the right opportunity. Box 71A, BROADCASTING.

Have beard, will travel. Experienced top 40 jock. Run own board do news, production. Teen-age appeal, telephone JU 7-3535 in San Francisco or Box 72A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Experienced sportscaster . . . radio tv play by play on all spots, now have regular tv and radio show. Proficient with 16mm camera, edit film and write script. Will consider sports, sales combination. Good voice and college education. Ex-professional sportsman. Write Box 76A, BROADCASTING.

I need that first break. Can you help? Third phone and college. Box 81A, BROADCASTING.

Seeking first position. College graduate. Production conscious. Rewrite, on spot, tight board, sports. Available immediately. Box 85A, BROADCASTING.

DJ—news, 21, single, 2½ years, some college, exempt, combo. Box 86A, BROADCASTING.

Top morning man in medium market. Creative, many voiced, believable personality, proven sponsor pleaser and audience builder. 6 years including production and programming experience. Family man with excellent references, desiring a more challenging market. Box 89A, BROADCASTING.

Annecr.-Prod.-Prom.-Sales combo. 15 years experience in top 100 markets. Box 91A, BROADCASTING.

Announcer 1st phone, 3 years experience. Some sales. Seeks challenging opportunity. Box 97A, BROADCASTING.

Class voice for news, spots, interviews. Good copy, promos, time sales, 30's. Currently Gal Friday to 25 year network veteran. Box 103A, BROADCASTING.

Announcer with speech background and third phone wants first job. College trained. Box 114A, BROADCASTING.

New ideas. Willing to work. Personality and talent. Fast tight board. Prefer northeastern area. Box 118A, BROADCASTING.

Attention San Francisco & L.A.! Talented dj-personality-plus, in another major market, wants to come home. Dynamic air salesman & natural wit. Versatile pro. (Storz-Sweet) Will consider all. Box 121A, BROADCASTING.

Ambitious 21 year old, some college, want start in radio, administrative duties, announcing, will further education, willing to make small investment preferably in midwest. Box 130A, BROADCASTING.

3 years experienced, versatile, news, sports announcer and personality dj. Two years college. Tape, resume, photo upon request. Box 131A, BROADCASTING.

Experienced staff announcer wishes to locate in Michigan or surrounding area. Deep voice with smooth commercial and news delivery. Professional musician. Married. Box 133A, BROADCASTING.

Staff announcer, 26, college graduate, veteran, married, children. 4 years college fm, 3 years commercial radio. Music (Basil to Bach), news interviews, heavy on play by play. Currently employed at \$5,500 per. Ready to move up! Radio, tv or both. Desire New York, New Jersey or Pennsylvania area. References. Box 134A, BROADCASTING.

Chief engineer, experienced in directionals, maintenance, regulations. Western states. Box 136A, BROADCASTING.

3 years experience, single, 22, desire top 40 or middle road format. Box 141A, BROADCASTING.

DJ announcer, young versatile and authoritative on news. Experienced, good references. Desire steady job in adult station. Box 143A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Radio tv announcer seeks position in east. Married. One child. Box 150A, BROADCASTING.

Conscientious announcer available immediately. Enjoyable listening voice. College, newspaper knowledge. Box 152A, BROADCASTING.

Sparkling personality available immediately. Witty, bright, smooth sounding likeable deejay. Box 153A, BROADCASTING.

DJ. Professional swinger for tiger station. Young, Versatil, Cheerful. Reliable. Box 38T, BROADCASTING.

10 years experience. Announcing, play by play, and P.D. College graduate, family, excellent character and employed. Seeking sports-minded station. Box 156A, BROADCASTING.

Experienced announcer. Have excellent authoritative news casting. Can handle all phases of d.j. work. Nice pleasant sound, and very tight board. Tape and resume on request. Box 161A, BROADCASTING.

Attention: Broadcasting school graduate. Veteran, good board, sound, will relocate. Box 163A, BROADCASTING.

DJ, wishes to relocate; good sound, fast board, authoritative news. A radio station's delight. Box 164A, BROADCASTING.

Announcer, five years experience desires position in broadcasting or related field. Box 168A, BROADCASTING.

Young, single, chief engineer, announcer, experienced all phases, desires permanent position in mid Atlantic. Prefer Washington, Baltimore area. College. draft free. Box 174A, BROADCASTING.

DJ with first phone wants position with production minded top forty station. 3 years experience with same type of operation. Bob Ballard, 2603 N. Charles, Baltimore, Maryland. BE 5-2625.

I'm a deejay with 4½ years experience. I promise to get your listeners votes, if you'll cast your ballot for me. (Paid for by the people for Colombo Committee). Joe Colombo, 1325 A Peters Blvd., Bay Shore, Long Island, New York.

Versatile can write news, copy. Network sound, 4½ years experience in radio. Excellent commercial delivery, attractive record show. Top notch all around man. Phone collect—Bloomington, Illinois. Dave Hudat, 825-0290, or write 415 North Main Street, Bloomington, Illinois.

Available now bright, young, Chicagoland personality. Prefer Texas or Florida but will consider your offer. Min. \$135.00, first phone. Call: 677-8886 or write C. E. Blakey, Skokie, Illinois.

Professional announcer, d.j., sportscaster now available. 3½ years with nation's top independent WWDC, Washington, D. C. Metro market only. No screamers. Married. 3 children, immediate availability. Write, or wire Ted Work, 2700 Connecticut Avenue, N.W., Wash. D. C. Phone COLUMBIA 5-8105 EXT 209.

Newsman. Solid. Crack writer, strong delivery. Young responsible, school graduate. \$500 minimum. Travel. Joe Clark, Tolland, Mass.

He's experienced, he's friendly, he's charming, he's unemployed. He's Joe Tyrrell, 417 N. Los Robles, Pasadena, California.

College radio student seeking full time summer employment. Extensive leadership background. Swinging top 40. Sales background. Tight board. Jim Coursolle, St. Mary's College, Winona, Minnesota.

Situations Wanted—(Cont'd)

Announcers

Veteran-country & western d.j. Twelve years in radio and television. Formerly with WCKY in Cincinnati, Ohio. Dependable, experienced personality. Married, two children, age 32, Will relocate to good operation. Write Jimmie Williams, Okeana, Ohio. Phone 736-3780 Hamilton, Ohio.

Chicagoland personality available for sound operation. News, production. d.j., first phone. References. Box 114, Morton Grove, Illinois.

First phone combo. Sales, maintenance, news, will even consider some work. Patrick 7117, N. Keystone Avenue, Indianapolis 40. Clifford 5-9770.

Young announcer with potential looking for good music station willing to give chance for positive results. First phone, single, 25, veteran, d.m.s. grad. West coast, Florida preferred. Tape or interview by request. Al Wunder, 541 W. Aleric St., Oxnard, California.

A & B student, Emerson College, desires week end announcing job, any station 70 miles radius New Bedford, Mass. Good music knowledge including classical. Average voice. Paul Scott, P. O. Box 259, New Bedford, Mass.

DJ announcer, 3 years experience on independent stations. Have first phone. Audition tape on request. Charlton Holder, Box 280, Murphy, North Carolina.

Country western personality dj. 5 years. Club appearances and road work, 3 years. Mentioned in 1960 edition Country Music's Who Who. Maintain my own c/w record collection. Desires: Contract, Commission on sales. "Skeeter" Dodd, 1323 Red Oak Street, Charleston, West Virginia.

Technical

Engineering supervisor desires chiefs position. Strong design, installation, and maintenance background. Major market radio and television experience. First phone. Available February 1, 1963. Box 45A, BROADCASTING.

Available, 1st phone, studio, transmitter. Not chief capabilities yet. Box 74A, BROADCASTING.

Eight years experience switching, video, microwaves, maintenance, remotes, 2 years supervisor, 1st phone. Box 83A, BROADCASTING.

Chief real engineering know how, \$115. Interview C. O. D. Southeast-southwest. Urgent. Box 87A, BROADCASTING.

Experienced chief engineer and/or first class licensed disc jockey. \$100. Box 110A, BROADCASTING.

Florida only, experienced combo, unattended, directional, construction, maintenance, and announcing. Minimum \$100.00, Box 140A, BROADCASTING.

Engineer, announcer, experienced, first phone. "Knows Gates equipment." Write Jack Herren, 404 Jersey St., Quincy, Illinois.

Production—Programming, Others

Children's comedian interested in developing top children's show in major tv market. Highest professional and character references. Pics and brochure available. Box 15A, BROADCASTING.

Major markets only, dynamic personality with 6 years as PD, wants air show and/or pd position. Top 40 only. Box 49A, BROADCASTING.

Am program director and live camera tv news on top rated radio television regional in six station Rocky mountain market. Bright happy hard sell morning radio show. One man tv booth operation. Bondable, married, 8 years experience. Box 75A, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Newsman-Authoritative, effective. Iterate delivery and writing. No split shifts, market ½ million up, \$600 mo. min. Box 82A, BROADCASTING.

Female stomach ulcer with class, seeks realtor with persuasive offer. Object: Swapping chaotic Madison Avenue for a blissful corner on kilocycle lane. But . . . Caveat Emptor! As administrative assistant to public relations communications v.p., this ulcer has assumed a dual personality (the Sunday school approach with P.T.A. overtones or soft sultry snowing that's 100 purrrr-off.) Box 104A, BROADCASTING.

Program director who helped build one of upstate New York's most successful operations. Seeking consultant or program directors position. Box 107A, BROADCASTING.

Program director seeks immediate relocation. Highly skilled all phases. 13 years radio television. Currently doing both. College. Family. Blue chip references. Air-trick included. Let's talk. Box 112A, BROADCASTING.

Young broadcaster seeks more challenging position. First phone, directional experience, University trained in engineering, and broadcasting, experienced newsman, runs tight board, experienced combo operator. Box 129A, BROADCASTING.

Mature, experienced, inventive copywriter adman. Master's degree. Available now. Box 151A, BROADCASTING.

Need ideas? Commercial production ideas and voices to go with them available for one salary. Can do morning funny show but strong on creative ideas. Mimic all voices for sample of selling commercials. Write: Apeman. 3903 Nottingham, Detroit, Michigan.

TELEVISION

Help Wanted—Sales

Television sales. Pennsylvania. Immediate opening for creative salesman to be Local Sales Manager in six months. Send resume and income requirements. Box 111A, BROADCASTING.

Tv sales opportunity. VHF station in major Pennsylvania market seeks experienced salesman. This is a solid opportunity with good base salary and incentive. Applicants with at least three years television sales experience send resume and photo to Box 56T, BROADCASTING.

Announcers

Expanded schedule creates need for experienced, versatile announcer for VHF, NBC affiliate. Applicant must be capable of handling news, sports, and commercial assignments. Excellent opportunity for competent, reliable man. Include resume, audio tape, VTR or SOF footage, and photo in first letter to: Operations Manager, WCIV Television, Highway 703, Mt. Pleasant (Charleston), South Carolina.

Technical

Maintenance supervisor. Technician to head up studio maintenance shift. Practical experience with supervisory capabilities required for rapidly expanding operation. Salary to \$10,000. Box 78A, BROADCASTING.

Assistant chief engineer am-fm tv station. Major eastern market. Must be college graduate. Prefer degree in industrial engineering, but will consider others. Career position with good opportunity for advancement. Excellent salary and benefits. Write Box 56A, BROADCASTING.

Engineering Supervisor. Competent, hard working engineer for major market multi-station, unionized tv operation. Must take charge of studio transmitter day to day technical operations. Salary to \$14,000. Box 77A, BROADCASTING.

Help Wanted—(Cont'd)

Technical

Engineering supervisor for New England VHF. State qualifications, experience and salary requirements in first reply. Box 23A, BROADCASTING.

Engineer with first class license. Quality tv-am operation. Experience not required. West central Wisconsin. Box 173A, BROADCASTING.

Production—Programming, Others

Promotion manager for moderate size UHF market, New England area. Starting salary \$6500. Send resume to Box 12A, BROADCASTING.

Promotion assistant with eastern medium market station, group owned. Some radio and TV experience preferred. Write in confidence. Box 22A, BROADCASTING.

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

Producer/director wanted, major market. Experienced man with good production know how. Must be capable of taking charge. Excellent benefits, salary, advancement opportunity. Box 92A, BROADCASTING.

Program director for medium sized southwestern market television station. Major network affiliate, top rated. Competitive situation demands aggressive, imaginative professional looking for more than just a job. Up to \$10,000 starting salary for right attitude and experience. Resume to Box 94A, BROADCASTING.

Newsman for Michigan tv. Responsible news department position with group owned station. Broadcast news background required. Must be competent air man with authoritative delivery. Our employees know of this ad. Send resume, photo, audio tape to Box 137A, BROADCASTING.

Wanted reporter photographer for upper midwestern tv station. Darkroom experience necessary. 16mm experience not necessary. Will train. Emphasis on writing rewriting ability. Prefer young man who lives in or wants to return to upper midwest. Reply to Box 142A, BROADCASTING.

TV director for midwest medium market. Send resume, photo, references and salary. Box 149A, BROADCASTING.

Our news department competes with newspapers, radio, tv stations in our market. Need another reporter capable of thinking, digging, writing and occasional airing of his exclusive stories on radio and tv. Experience with 16mm silent and sound equipment, but can train right man otherwise qualified. Car furnished. In letter give experience references, picture and salary required. Frank Sullivan, KGBT-AM-TV, P.O. Box 711, Harlingen, Texas.

Promotion manager. WLOS-TV, the WOMETCO Enterprises station serving the six-state Carolina Triad area, needs an experienced, capable man to head an established 3-man department covering audience promotion, publicity, sales promotion and merchandising. Enjoyable working and living conditions with a promotion minded organization. If you think you know promotion, here's rewarding place to prove it. Contact immediately, Morton S. Cohn, Station Manager, WLOS-TV, Asheville, North Carolina.

Newsman for dual city am-tv operation. Writing gathering air work. Send resume, picture, film or tape to Bob Johnson, News Director, WSAZ AM-TV, Huntington, W. Va.

Graduate assistants for teaching and radio television station production. School of Speech, Ohio University, Athens, Ohio.

Help Wanted—(Cont'd)

Production—Programming, Others

Exceptional opportunity for energetic male television writer. The man chosen must be capable of writing creative copy in volume. He should be a self starter because of opportunity for advancement. Excellent starting salary, five day week plus all company benefits. A personal interview will be required. Send sample copy, recent photo, and complete resume to: Robert Smith, Program Director, WTVO TV, Rockford, Illinois.

TELEVISION

Situations Wanted—Management

Twenty years in broadcasting, last 18 with same company. Currently general manager tv station and 2 radio stations. Experienced all phases, heavy in programming, creative sales, labor negotiations. Give me a free hand. I'll give you a clean station and substantial profits. East preferred. Box 120A, BROADCASTING.

Harvard graduate, age 43, desires sales management opportunity with future. Experience includes administration, local sales, merchandising, in leading northwest station. Excellent agency and direct account references. Box 135A, BROADCASTING.

Program manager, fourteen years experience third and fourth markets. Box 138A, BROADCASTING.

Sales exec. 5 years-plus heavy experience as program administrator, writer, producer. Network and local level. Create commercials too. Excellent agency, advertiser contacts in Chicago, midwest. Prefer account executive post with managerial potential. Midwest or California favored, but opportunity is prime consideration. Box 146A, BROADCASTING.

General manager. 6 years successful small market tv management. Seeking larger market, better climate. Mature, strong sales, creative. Employed. Box 158A, BROADCASTING.

National regional, local sales. Mature. Excellent sales and personal history. Broadcast industry references. Prefer southwest city with good college facilities. Box 169A, BROADCASTING.

Sales

Ambitious man, 33, with 3 years sales, desires change to tv sales. All areas considered. R. Holland, 540 Flower Street, Santa Rosa, California.

Announcers

TV Weatherman, professional member AMS, experienced practicing meteorologist, BS degree. Box 80A, BROADCASTING.

Experienced sportscaster . . . radio and tv play by play on all sports, now have regular tv and radio show. Proficient with 16mm camera, edit film and write script. Will consider sports, sales combination. Good voice and college education. Ex-professional sportsman. Write Box 76A, BROADCASTING.

Top news and commercial announcer. Production and direction experience. Available now. Box 147A, BROADCASTING.

28, college graduate, three years experience, radio-TV (On camera). Box 126A, BROADCASTING.

Experienced on camera. Children's show, M.C., dance party. Single. Box 127A, BROADCASTING.

Talented on camera handyman. Box 128A, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Experienced, capable supervisor seeking permanent position with a future. Eight years experience all phases tv, installation, maintenance, video tape, proof of performance, color, etc. Excellent references, proof of a job well done. Box 84A, BROADCASTING.

Production—Programming, Others

Program director, currently major market, looking for stability, permanence. Nine years experience every phase programming production. Creative, aggressive. 34, married. Box 30A, BROADCASTING.

Prefer West coast. Excellent background. Program director, news director, newscaster, promotion, merchandising. Can combine several of these jobs, for smaller market. Box 79A, BROADCASTING.

Back your sales staff with commercial copy that pulls in results. Experienced, employed writer seeks relocation. Box 88A, BROADCASTING.

Calling S.E. & Florida: Desires position in television or radio. Experienced in Philadelphia V'S fm-radio & theatre business. Married & wishes to settle in S.E. Please permit me to apply. Box 119A, BROADCASTING.

Producer-director, films with fourteen years experience in television broadcasting. Box 139A, BROADCASTING.

WANTED TO BUY

Equipment

Wanted to buy—Motorola MV-30, 1 watt microwave system for use in 6875-7125 STL band. George F. Sprague, WLOS-TV, Box 2150, Asheville, North Carolina.

Need cathode ray tubes. DuMont type K1317P15, new or used. Will pay top price for good tubes. Contact Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico.

Used 3 or 5 kw fm transmitter. RCA pref. No junk! Full details to KPLX, 925 Culebra, Hillsborough, California.

Modulation transformer for RCA BTA-5F transmitter. Stock #46394. Radio Station WSBT, 300 W. Jefferson Blvd., South Bend, Indiana.

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.

Electronic test equipment bought and sold. A-OK Electronics, P. O. Box 38350, Hollywood California, HOLLYWOOD 5-8774.

RCA UHF TV Antenna. State channel, type number, condition and cash price FOB truck. Box 175A, BROADCASTING.

RCA 12 Bay fm antenna, less than 6 months old, taken in trade for new Jampro fm antenna. Will retune between 100 and 108 Mc. Make offer. Jampro Antenna Company, 7500 14th Avenue, Sacramento, California.

For Sale—(Cont'd)

Equipment

Three 200 foot Blaw-Knox self supporting towers, San Diego, California area. Available immediately. Make offer. Box 113A, BROADCASTING.

Fidelipac tape cartridges. Best prices, same day shipment. Old cartridges reconditioned. Write for complete Sparta equipment brochure. Sparta Electronic Corporation, 6450 Freeport Blvd., Sacramento 22, California.

For Sale—1948 Television mobile truck RCA Type TJ50A without equipment. Will take best offer. Otis S. Freeman, WPIX Inc., 220 East 42nd Street, New York City, Phone No. Code 212, MU 2-6500.

Remote Studio Trailer. Complete remote broadcasting facilities incorporated in 35 foot by 8 foot trailer including the following: Custom designed console desk, 2 16" Rec-O-Cut TT, 2 16" Rec-O-Cut Pack Ups, 2 Gates M5235 Equalized Pre-amps, Gates 52 CS Console, RCA On Air Lights. Speakers, 1 Onan 5 kw Generator, 2 Air Conditioners, 2 Large neon lighted signs at each end for display of station call letters. Many many extras! Call or write Ed Hawkins, Chief Engineer, WITH, 7 E. Lexington Street, Baltimore 2, Maryland. LE 9-7808.

MISCELLANEOUS

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 deejay 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.

Special rates to Christian religious broadcasters 6 AM to 9 AM. WTOS, Milwaukee 13, Wisconsin.

Add-a-voice to your staff. 5 Philadelphia announcers will tape for your market. Commercials and news weather sports intros. Weekly service optional. Box 170A, BROADCASTING.

One line gag drop ins. 50 voice tracks. Send your tape, \$5. Will service your d.j. shows with Taylor-made gags or one-liners for your or your sponsors. Box 171A, BROADCASTING.

BUSINESS OPPORTUNITY

Anxious to invest in and work with current owner of going radio station. Eventual possibility of full purchase. 17 years radio sales and management. Box 167A, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave. Hollywood 27, California.

INSTRUCTIONS—(Cont'd)

FCC license in 6 weeks. Waldo Brazil instructor. Lowest tuition, with guaranteed results. It's Space City's best offer. Houston Institute of Electronics and Broadcasting. 1 Main Street, CA 7-0529.

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.

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.

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.

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 April 24. For information, references and reservations, write William B. Orden 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.

"Are you Cold?" Do you need first phone? Sunny Florida . . . Gulf Beaches . . . and an FCC first phone in five(5) weeks—"Guaranteed." Latest teaching methods. Connect with modern commercial station. Radio Engineering Institute of Florida, Inc., 3044 Bay Street, Sarasota, Florida.

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.

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.

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.

EMPLOYMENT SERVICE

BETTER JOB?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

RADIO

Help Wanted—Sales

OPENINGS

SIX SALESMEN

Radio, Television and/or
Ad Agency Experience
A Necessity

High-caliber men, free to travel, with accustomed earnings to \$25,000 yearly. Travel and entertainment allowance, plus commissions.

Call Main Office, HA 6-9266, Boston, Mass., or New York City Office, EL 5-4911, for appointment. Interviews will be held in accessible area.

"Call only if you are a salesman"

COMMERCIAL PRODUCERS, INC.

405 Park Square Building
Boston, Massachusetts

Announcers

TRADE SNOW TIRES FOR WATER SKIS!!!

If you are good enough, this is your opportunity in the land of sunshine. A leading network station in a major southern California market is looking for a top dj. No "Rock" but the bright sound of music and news demanding only quality showmanship and brilliance of presentation. If you think you qualify, send audition tape, photo and resume in complete confidence.

Box 108A, BROADCASTING.

Production—Programming, Others

KTRH Easton Texas

Expanding our programming, if you are a bright personality we need you. Contact

Buddy McGregor
KTRH
CA 7-4361

RADIO

SITUATIONS WANTED

Production—Programming, Others

LOS ANGELES LISTEN

Personality production, news and good voice. Can suit your station's approach. Top salary. Currently employed. Good ass't. PD material.

Box 96A, BROADCASTING

Situations Wanted—(Cont'd)

Production—Programming, Others

PROGRAM DIRECTOR-AIR PERSONALITY

Crack air personality-PD available for permanent job in top 60 market size city and \$160 week. Really deliver modern radio audience. Want exit from national programming firm with new, original ideas. Let's talk!

Box 98A, BROADCASTING.

Management

President Or Executive VEEP

Well-known broadcaster with unusual background in major-market, group radio operation. Knows the business from original construction, through successful operations, to capital gain. Prefer publicly-held corporation. Can invest.

Box 106A, BROADCASTING

TELEVISION

Help Wanted

Technical

ENGINEERS

Opening for Supervisor, Studio and Transmitter. Salary open. Full company paid insurance plan and other benefits. Send full Resume to WAIM, WCAC AND WAIM-TV, Anderson, South Carolina.

Production—Programming, Others

THE FUTURE IS OPEN . . .

for a young man who knows he will be successful as promotion assistant with leading television station. This young man has imagination, energy, drive and the intellectual need to create and grow. If you are the right man the future will bring higher management responsibilities. Although it might help, previous radio or tv experience is not essential. But an interest in research is. Are you this young man? Write to us. We would like to know your background, your immediate and long range goals and your reasons for thinking you are the man.

Box 60A, BROADCASTING

Help Wanted—(Cont'd)

Production—Programming, Others

Wanted: Top Woman Personality

for major east coast TV & Radio station. Must be able to represent the station both on and off the air by conducting daily TV and Radio shows, attending women club meetings and luncheons, handling interviews and covering news and features of interest to women. Send resume and picture to

Box 162A, Broadcasting

INSTRUCTIONS

RADIO-TV ANNOUNCING COURSES

ENGINEER & 1st FONE COURSES

Active Placement Service.
Attention Managers: A few Outstanding Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE "Since 1947"

207 Madison, Memphis, Tenn.

Miscellaneous

PHOTO BLOWUPS

Promotion dramatized with our giant photo displays from your copy. More stations annually use our effective nationwide service. Price list on request. Display art since 1899.

STITES PORTRAIT COMPANY
Shelbyville, Indiana

GOSPEL RADIO NETWORK

1520 Main St.
Puyallup, Washington

PAID RELIGION

STATIONS OWNERS

Complete analysis of your station problems. Sales, programming, news, personnel, etc. Prescribe formula for the successful operation of your station or stations. Furnish new personnel if necessary. Write:

Business Research Co.
Box 2357, Fort Lauderdale, Florida
All inquiries confidential.

MISCELLANEOUS—(Cont'd)

BROADCAST CONSULTANT

Broadcast pioneer withdrawing from active ownership-management and now available for limited Consultation. Can trouble-shoot all aspects of station operation, construction, sale-purchase, financing. Have made \$1 million plus for self and others. My know-how may help your balance sheet.

Box 105A, BROADCASTING

For Sale

Stations

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.

2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Unlimited, Local Frequency
exclusive, southwest. Solid operation
programs and finances same ownership
lengthy period. All circumstances confidential.

Box 73A, BROADCASTING

FLORIDA EAST COAST

Full-time radio station realistically priced
growth area.

Box 69A, BROADCASTING.

For Sale

Stations

GUNZENDORFER

ARIZONA FULLTOWER \$50,000 with
\$10,000 down, terms.

CALIFORNIA DAYTIMER GROWING MET
\$105,000, terms.

TELEVISION, PACIFIC STATES Good tv
Mkt. asking \$300,000.

FM's \$65,000, \$100,000, 125,000.

**WILT GUNZENDORFER
AND ASSOCIATES**

Licensed Brokers Phone OL 2-2800
864 So. Robertson, Los Angeles 25, Calif.

For Sale—(Cont'd)

Stations

STATION FOR SALE

Northwest Daytimer 1 kw. New
equipment . . . good lease. Average
gross \$45,000. Will take cash
\$40,000 & include acct. rec plus
cash in bank.

Write 36A, BROADCASTING.

STATIONS FOR SALE

NORTHWEST. Trade area exceeds 275,000.
Daytime. Gross \$60,000 in 1962 but has
done as high as \$90,000. Operates for \$4500
monthly. Asking \$10,000. 29% down.

MIDWEST. Exclusive daytime. Billing close
to \$40,000. Asking \$60,000. 29% down.

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 prop-
erties contact.

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 17, TEXAS

Fla.	single	daytime	\$28M	terms
Ariz.	small	fulltime	78M	29%
Fla.	medium	power	150M	29%
Fla.	medium	fulltime	185M	54M
N.C.	metro	daytime	125M	50%
Pa.	metro	daytime	200M	50M

and others:

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

NEED HELP?

LOOKING FOR A JOB?

SOMETHING TO BUY

OR SELL?

For Best Results

You Can't Top A

CLASSIFIED AD

in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 88

scheduled, and postponed commencement of hearing until date to be determined during further prehearing conference to be held on Jan. 21 in proceeding on its application and Griffith Bcstg. Corp. for new am stations in Buena Vista and Lynchburg, both Virginia, respectively. Action Jan. 2.

By Hearing Examiner Jay A. Kyle

■ Upon request by Geoffrey A. Lapping, continued Jan. 9 prehearing conference to Jan. 21, at which time oral argument will be held on Lapping's notice of intent to take depositions, and continued Jan. 21 hearing to Feb. 11 in proceeding his application for new am in Blythe, Calif. Action Jan. 7.

■ Granted petition by Secretary of Army and ordered that exchange of exhibits shall be accomplished by Feb. 18 in lieu of Jan. 15, and continued Feb. 18 hearing to March 18 in proceeding on am application of KDIA Inc. (KDIA), Oakland, Calif. Action Jan. 7.

■ Upon request by Progress Bcstg. Corp. (WHOM), New York, N. Y., scheduled further prehearing conference for Jan. 8 in proceeding on its application. Action Jan. 4.

■ Continued Jan. 23 hearing to Feb. 19 in proceeding on applications of Olney Bcstg. Co. and James R. Williams for new am stations in Olney, Tex., and Anadarko, Okla., respectively. Action Jan. 3.

■ Granted request by Broadcast Bureau and scheduled further prehearing conference for Jan. 9 in proceeding on application of Geoffrey A. Lapping for new am in Blythe, Calif. Action Jan. 3.

■ Upon request by Broadcast Bureau, extended from Jan. 4 to Jan. 14 time to file proposed findings and from Jan. 10 to Jan. 18 for replies in proceeding on application of Austin Bcstg. Inc. for new tv to operate on ch. 24 in Austin, Tex. Action Jan. 3.

■ Granted motion by J. B. Falt Jr. and corrected as requested transcript of record in proceeding on his application for new am in Sheffield, Ala. Action Jan. 2.

■ Granted joint petition by Radio Elizabeth Inc. and Jupiter Assoc. Inc. to extent of continuing Jan. 28 hearing to March 4, and ordered that exchange of written exhibits shall be accomplished by Feb. 4 and notification of witnesses desired for cross examination by Feb. 11, in proceeding on their applications and Somerset County Bcstg. Co. for new am stations in Elizabeth, Matawan and Somerville, all New Jersey, respectively. Action Jan. 2.

■ Ordered that deposition of Robert Roddy before notary public in Phoenix, Ariz., on Jan. 2 shall not be taken in proceeding on application of Geoffrey A. Lapping for new am in Blythe, Calif. Action Dec. 31.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at Jan. 4 prehearing conference in proceeding on am application of Southwestern Bcstg. Co. of Mississippi (WAPF), McComb, Miss., scheduled certain procedural dates, and continued Jan. 17 hearing to March 12. Action Jan. 4.

■ Formalized by order certain agreements reached and rulings made at Jan. 3 hearing in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, both Minnesota, respectively, and scheduled dates for applicants to produce certain witnesses for cross-examination and scheduled Jan. 21 for resumption of hearing. Action Jan. 3.

■ In consolidated am proceeding on applications of William S. Cook, Colorado Springs, Denver Area Bcstrs. (KDAB), Arvada, both Colorado, and Charles W. Stone (KCHY), Cheyenne, Wyo. in Docs. 14815-7, ordered that, unless some party hereto formally requests prehearing conference by Jan. 10 to discuss modified issues, provisions of Examiner's Nov. 21, 1962, order shall apply to issues as modified by Review Board's Dec. 28, 1962, memorandum opinion & order. Action Jan. 2.

■ Granted petition by Broadcast Bureau and extended from Dec. 31 to Jan. 10 time to file proposed findings and from Jan. 31 to Feb. 11 for replies in proceeding on applications of W.W.I.Z. Inc. for renewal of license of WWIZ Lorain, Ohio, etc. Action Dec. 31.

By Hearing Examiner Herbert Sharfman

■ Scheduled further hearing for Jan. 10 in matter of revocation of cp of Martin R. Karig for WIZR Johnstown, N. Y., et al. Action Jan. 2.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Jan. 8

KUKA San Antonio, Tex.—Granted increased power on 1250 kc, D, from 500 w to 1 kw; remote control permitted; conditions.

WOAP Owosso, Mich.—Granted increased power on 1080 kc, D, from 250 w to 1 kw, and installation of new trans.; conditions.

KVEN-FM Ventura, Calif.—Granted license for fm station and specify type trans.

WRDW-TV Augusta, Ga.—Granted mod. of cp to change type trans., type ant., and make changes in ant. system and equipment.

KVEN Ventura, Calif.—Granted mod. of cp to change studio and ant.-trans. location; and granted extension of completion date to June 26.

■ Granted cps to replace expired permits for following new vhf tv translator stations: **K09AA**, Star Valley Tv System Inc., Thayne, Wyo.; **K13BS**, Stuart Community Club Inc., Stuart, Nebr.; **K09BF**, Deer Lodge Community T. V., Deer Lodge, Mont.; **K08DS**, Quemado Tv Assn., Quemado, N. Mex.; **K11ES**, K06CP, Dell Valley Tv Assn., Dell City, Tex.; **K11CA**, K13CC, Browning T. V. Club, Browning, Mont.; **K10AH**, Chico T. V. Booster Club, Paradise Valley, Miner Basin, and Emigrant, all Montana.

WHHM Memphis, Tenn.—Granted authority to remain silent for period ending March 27, pending solution of financial difficulties.

Actions of Jan. 4

WTRF-TV Wheeling, W. Va.—Granted cp to change ERP to 306.2 kw vis. and 153.1 kw aur. (both horizontal), change type ant., make changes in ant. system and change ant. height to 960 ft.

WBIR-TV Knoxville, Tenn.—Granted cp to change trans. location to two miles southwest of Blaine, Tenn., change type ant., make changes in ant. system and ant. height to 1,870 ft.

Action of Jan. 3

KXJB-TV Valley City, N. Dak.—Granted mod. of license to change main studio location from Granger Hill, Valley City, N. Dak. to West Fargo, N. Dak.

Actions of Jan. 2

WIOK Normal, Ill.—Granted license for am and specify studios at trans. site.

***WCDR-FM** Cedarville, Ohio.—Granted license for noncommercial educational fm.

WVJS Owensboro, Ky.—Granted licenses covering increase in day power and installation new trans.; condition; and use of old main trans. as aux. trans.

WTIC-FM Hartford, Conn.—Granted license covering changes in ERP, ant. height, ant., and installation new trans. and new ant.

KZZN Littlefield, Tex.—Granted license covering installation of new trans. as alternate main.

WKJR Muskegon Heights, Mich.—Granted mod. of cp to change type trans.

■ Granted licenses for following fm stations: **WADV** Buffalo, N. Y., and **WTBO-FM** Cumberland, Md.

Actions of Dec. 26

■ Granted renewal of licenses for following stations: **KCNV** San Marcos, Tex.; **KDAV** Lubbock, Tex.; **KDJI** Holbrook, Ariz.; **KELK** Elko, Nev.; **KEOS** Flagstaff, Ariz.; **KEVT** Tucson, Ariz.; **KEYY** Provo, Utah; **KFLD** Floydada, Tex.; ***KHLB** (FM) Plainview, Tex.; **KHJ** Los Angeles, Calif.; **KMUZ** (FM) Santa Barbara, Calif.; **KNDE-FM** Aztec, N. Mex.; **KPEP** San Angelo, Tex.; **KPGE** Page, Ariz.; **KPIN** Casa Grande, Ariz.; **KQXR** (FM) Bakersfield, Calif.; **KRCM** (FM) Santa Barbara, Calif.; **KRRR** Ruidoso, N. Mex.; **KRUX** Glendale, Ariz.; **KSPT** Sandpoint, Idaho; **KVCV** Redding, Calif.; **KVIP** Redding, Calif.; **KWYK** Farmington, N. Mex.; **KZIP** Amarillo, Tex.; **WLAT** Conway, S. C.; **KRHM** (FM) Los Angeles, Calif.; **KNBA** Vallejo, Calif.; **KFJB** Marshalltown, Iowa; **KFMM** (FM) Tucson, Ariz.; **KIBE** Palo Alto, Calif.; **KNEV** (FM) Reno, Nev.; **KPGM** (FM) Los Altos, Calif.; **KRTR** Thermopolis, Wyo.; ***KSPC** (FM) Claremont, Calif.; **KVLV** Fallon, Nev.; **KVML** Sonora, Calif.; **KWTC** Barstow, Calif.

■ Following stations were granted extensions of completion dates as shown: **WCEN-FM** Mt. Pleasant, Mich., to March 1, 1963; **WYDD** (FM) New Kensington, Pa., to Feb. 28, 1963; **WIOU** Kokomo, Ind., to Feb. 28, 1963; **WKVT** Brattleboro, Vt., to April 11, 1963; **WTPA-FM** Harrisburg, Pa., to May 11, 1963; **WCRV** Washington, N. J., to Feb. 28,

1963; **WRAN** Dover, N. J., to March 15, 1963; **KVET** Austin, Tex., to Feb. 28, 1963; **WTTT** Amherst, Mass., to March 19, 1963; **WAQI** Ashtabula, Ohio, to April 26, 1963; **KPOL** Honolulu, Hawaii, to Feb. 28, 1963; **KGRB** West Covina, Calif., to May 26, 1963; **WISA-FM** Isabela, P. R., to March 31, 1963; **WITN-TV** Washington, N. C., to Jan. 26, 1963.

Action of Dec. 26

WADO New York, N. Y.—Granted license covering installation of trans. (previously licensed to **WHBI** Newark, N. J.) as alternate main trans.; and remote control permitted; condition.

WTCW Whitesburg, Ky.—Granted request for mod. of pre-sunrise operation condition attached to Nov. 28 grant of cp to increase daytime power to 5 kw, to extent of authorizing operation with non-DA with 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Rulemakings

FINALIZED

■ By report & order, commission finalized rulemaking in Doc. 14809 and shifted reservation from ch. *15 to ch. *12 for non-commercial educational use in Moscow, Idaho, and retained ch. 15 for commercial use in that city. U. of Idaho had petitioned for reservation of vhf channel. Action Jan. 3.

PETITIONS FOR RULEMAKING FILED

■ **KTCA-TV** St. Paul, Minn.—Requests amendment of Sec. 3.606 of rules so as to reserve uhf ch. 17 for non-commercial purposes in Minneapolis-St. Paul area. Received Dec. 26.

■ **WAKR-TV** Akron, Ohio.—Requests amendment of Sec. 3.606 of rules so as to make following changes in table of assignments: Akron, Ohio: add ch. 23+, delete ch. 49+; Massillon, Ohio: add 49+, delete ch. 23+. Received Jan. 2.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354 (c) of commission rules, that on Feb. 12, 1963, standard broadcast applications listed in attached appendix will be considered as ready and available for processing. Pursuant to Sec. 1.106 (b) (1) and Sec. 1.361 (c) of commission rules, application, in order to be considered with any application appearing on attached list or with any other application on file by close of business on Feb. 11, 1963, which involves conflict necessitating hearing with application on this list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sec. 1.354 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on Feb. 11, 1963, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Adopted Jan. 3, 1963. Applications from top of processing line:

■ **East Lansing, Mich.**—**WGSB** Bstg. Co. 730 kc, 500 w-D, DA.

■ **WIOK** Normal, Ill.—McLean County Bstg. Co. To 1440 kc, 500 w, 5 kw-LS, DA-2, unl.; from 1440 kc, 1 kw-D, DA.

■ **WADA** Shelby, N. C.—Cleveland County Bstg. Inc. To 1390 kc, 500 w, 1 kw-LS, DA-N, unl.; from 1390 kc, 500 w-D.

■ **KDIX** Dickinson, N. C.—Dickinson Radio Assn. To 1230 kc, 250 w, 1 kw-LS, unl.; from 1230 kc, 250 w, unl.

■ **Hendersonville, N. C.**—Mountaineer Corp. 1600 kc, 1 kw-D, DA.

■ **WDUN** Gainesville, Ga.—Northeast Georgia Bstg. Co. To 1240 kc, 250 w, 1 kw-LS, unl.; from 1240 kc, 250 w, 1 kw-LS, DA-D, unl.

■ **WCOR** Cornelia, Ga.—Habersham Bstg. Co. To 1450 kc, 250 w, 1 kw-LS, unl.; from 1450 kc, 250 w, unl.

■ **WCHB** Inkster, Mich.—Bell Bstg. Co. To 1440 kc, 1 kw, DA-2, unl.; from 1440 kc, 1 kw-D, DA.

■ **WFRA** Franklin, Pa.—Northwestern

Pennsylvania Bstg. Inc. To 1450 kc, 250 w, 1 kw-LS, unl.; from 1430 kc, 500 w-D.

■ **WLSM** Louisville, Miss.—Louisville Bstg. Corp. To 1270 kc, 5 kw-D; from 1270 kc, 1 kw-D.

■ **WGKV** Charleston, W. Va.—Edgar L. Clinton. To 1490 kc, 250 w, 1 kw-LS, unl.; from 1490 kc, 250 w, unl.

■ **Corydon, Ind.**—Harrison Radio Inc. 1550 kc, 250 w-D.

■ **Westwego, La.**—Jefferson Radio Co. 1540 kc, 500 w-D.

■ **KEBE** Jacksonville, Tex.—Wells, Waller & Ballard Inc. To 1400 kc, 250 w, 1 kw-LS, unl.; from 1400 kc, 250 w, unl.

■ **WKEI** Kewanee, Ill.—Kewanee Bstg. Co. To 1450 kc, 100 w, 500 w-LS, unl.; from 1450 kc, 100 w, unl.

■ **WMAA** Arecibo, P. R.—Abacoa Radio Corp. To 1070 kc, 500 w, 5 kw-LS, unl.; from 1070 kc, 500 w, unl.

■ **WNCO** Ashland, Ohio—Radio Ashland Inc. To 1340 kc, 250 w, 1 kw-LS, unl.; from 1340 kc, 250 w, unl.

■ **KHDN** Hardin, Mont.—Big Horn County Musicasters. To 1230 kc, 230 w, 1 kw-LS, unl.; from 1230 kc, 250 w, unl.

■ **WJOE** Ward Ridge, Fla.—Little Joe Enterprises. To 1080 kc, 1 kw-D; from 1570 kc, 250 w-D.

■ **Bayamon, P. R.**—Alfredo B. Diaz. 1600 kc, 5 kw, DA-1, unl.

■ **WPMO** Middleport-Pomeroy, Ohio—Radio Mid-Pom Inc. To 1390 kc, 5 kw-D; from 1390 kc, 1 kw-D.

■ **Chattahoochee, Fla.**—Chattahoochee Bstg. Co. 1580 kc, 1 kw-D.

■ **Utahdo, P. R.**—Central Bstg. Corp. 1530 kc, 250 w, 1 kw-LS, unl.

■ **Wallingford, Conn.**—Radio Wallingford Inc. 1380 kc, 5 kw, DA-2, unl.

■ **WBPZ** Lock Haven, Pa.—Lock Haven Bstg. Corp. To 1230 kc, 250 w, 1 kw-LS, unl.; from 1230 kc, 250 w, unl.

■ **WEEL** Fairfax, Va.—O. K. Bstg. Corp. To 1310 kc, 500 w, 1 kw-LS, DA-2, unl.; from 1310 kc, 500 w, 1 kw-LS, DA-N, unl.

■ **WETC** Wendell-Zebulon, N. C.—Wendell-Zebulon Radio Co. To 540 kc, 5 kw-D, DA; from 540 kc, 250 w-D.

■ **Monette, Ark.**—Buffalo Island Bstg. Co. 1560 kc, 250 w-D.

■ **KLOU** Lake Charles, La.—Dixie Bcstrs. Inc. To 1580 kc, 1 kw, DA-N, unl.; from 1580 kc, 1 kw, DA-1, unl.

■ **KFKA** Greeley, Colo.—Mid-Western Radio Corp. To 1310 kc, 1 kw, 5 kw-LS, DA-N, unl.; from 1310 kc, 1 kw, DA-N, unl.

■ **WKWK** Wheeling, W. Va.—Community Bstg. Inc. To 1400 kc, 250 w, 1 kw-LS, unl.; from 1400 kc, 250 w, unl.

■ **KNCO** Garden City, Kan. Ark-Valley Bstg. Inc. To 1050 kc, 5 kw-D, DA; from 1050 kc, 1 kw-D.

■ **Belfast, Me.**—Mid-Coast Maine Bcstrs. Inc. 1230 kc, 250 w, unl.

■ **Brush, Colo.**—United Bstg. Co. 1470 kc, 5 kw-D.

■ **WHPL** Winchester, Va.—Shenval Bstg. Corp. To 610 kc, 500 w, DA-2, unl.; from 610 kc, 500 w-D, DA.

■ **KTYM** Inglewood, Calif.—Albert J. Williams. To 1460 kc, 500 w, 5 kw-LS, DA-2, unl.; from 1460 kc, 5 kw-D, DA.

■ **White Sulphur Springs, W. Va.**—Earl M. Key. 1080 kc, 250 w-D.

■ **Mason, Mich.**—M. H. Wirth. 1110 kc, 250 w-D.

■ **WBRN** Big Rapids, Mich.—WBRN Inc. To 1460 kc, 1 kw, DA-N, unl.; from 1460 kc, 1 kw-D.

■ **WMAX** Grand Rapids, Mich.—Atlas Bstg. Co. To 1480 kc, 5 kw-D; from 1480 kc, 1 kw-D.

■ **WTAQ** LaGrange, Ill.—S & S Bstg. Co. To 1300 kc, 500 w, 5 kw-LS, DA-2, unl.; from 1300 kc, 500 w, 1 kw-LS, DA-2, unl.

■ **KPLT** Paris, Tex.—KPLT Inc. To 1490 kc, 250 w, 1 kw-LS, unl.; from 1490 kc, 250 w, unl.

■ **KWBE** Beatrice, Neb.—MIA Enterprises Inc. To 1450 kc, 250 w, 1 kw-LS, unl.; from 1450 kc, 250 w, unl.

■ **Burnsville, N. C.**—James B. Childress. 1540 kc, 1 kw-D.

■ **WHFB** St. Joseph, Mich.—Palladium Publishing Co. To 1060 kc, 5 kw-D, 1 kw (CH); from 1060 kc, 1 kw-D.

■ **WKPT** Kingsport, Tenn.—Kingsport Bstg. Inc. To 1400 kc, 250 w, 1 kw-LS, unl.; from 1400 kc, 250 w, unl.

■ **KPRB** Redmond, Ore.—KPRB, To 1240 kc, 250 w, kw-LS, SH; from 1240 kc, 250 w, SH.

■ **WPAT** Jersey City, N. J.—Capital Cities Bstg. Corp. To Jersey City from Paterson, both New Jersey.

■ **Kissimmee, Fla.**—Radio Florida Bcstrs. 1080 kc, 5 kw-D.

■ **WTTL** Madisonville, Ky.—Hopkins County Bcstrs. To 1310 kc, 500 w, 1 kw-LS, DA-N, unl.; from 1310 kc, 500 w-D.

CBS FOUNDATION INC.

News Fellowships for 1963-1964

CBS Foundation established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and in addition receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1963-1964.

Purpose of the Fellowships

CBS Foundation has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to select, from the wide curriculum of Columbia University, courses which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. Courses may range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, public administration, American history. With the approval of the University, the Fellow may become a candidate for a graduate degree.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them. The Fellows also will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS News offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The seventh series of fellowships, for the academic year 1963-1964, will start in September 1963.

Address request for application or other correspondence to:

JULIUS F. BRAUNER
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be postmarked not later than March 1, 1963. The Selecting Committee will announce its selections early in April.

Requirements for Applicants

1. Qualification in one of the following categories:
 - A. News and public affairs staff employees of (1) CBS News, (2) CBS Owned radio stations, (3) CBS Owned television stations, (4) U.S. stations affiliated with CBS Radio, but not owned by it, and (5) U.S. stations affiliated with the CBS Television Network, but not owned by it.
 - B. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
 - C. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

An applicant must be fully employed in one of Categories A, B and C, and must have sufficient full-time experience in the field to indicate ability and promise of greater development.

2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee (for 1963-1964)

Public Members

MARK ETHRIDGE, *Chairman of the Board, The Courier-Journal and The Louisville Times; Trustee, Ford Foundation; former President, National Association of Broadcasters; former Director, Associated Press; former Chairman, U.S. Advisory Commission on Information.*
ALFRED A. KNOPF, *Chairman of the Board, Alfred A. Knopf, Inc.; former member and Chairman, Advisory Board on National Parks, Historic Sites, Buildings and Monuments; member, Overseers' Visiting Committees, History and English Departments, Harvard University and Council of the Institute of Early American History and Culture, Williamsburg, Virginia.*

SOL TAISHOFF, *President, Broadcasting Publications, Inc.; Editor and Publisher, Broadcasting and Television Magazines; former President, Broadcast Pioneers; member Awards Committee, Saturday Review; recipient Distinguished Service in Journalism Award, University of Missouri, 1953; former National President, Sigma Delta Chi.*

Columbia University Members

LAWRENCE H. CHAMBERLAIN, *Vice President.*
RALPH S. HALFORD, *Dean of Graduate Faculties.*

CBS Foundation Members

RICHARD S. SALANT, *President of CBS News.*
BLAIR CLARK, *General Manager and Vice President of CBS News.*

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable. The decisions of the Committee are final.

All expenses at Columbia University (including tuition and special charges) will be paid for each Fellow. In addition, each Fellow will receive a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia on behalf of each Fellow, to average approximately \$8000 for each Fellow for the academic year.

OUR RESPECTS to Leslie Combs Bruce Jr.

Maximum ad budgets for aggressive sales support

Les Bruce, vice president for advertising and marketing research of Purex Corp., Lakewood, Calif., represents a new school of advertising men who bear little resemblance to the grey flannel ad men of fictional fame. To Les and his cohorts advertising is not "the ad game," but an integral part of the overall business operation which should be employed in a businesslike manner to produce the best results for the company they represent.

Answering a question at the 1962 meeting of Purex stockholders, Mr. Bruce said: "In our planning we strive to produce the maximum advertising and sales promotion budget for aggressive sales support within the profitability goal of our overall operations. We forecast our probable sales and the overall profit objectives of the company and then determine the maximum advertising expenditures justified by those forecasts."

Producer of a long list of cleansers and toiletries, Purex stands 29th among California's industrial firms, but it is a small, though defiant, David when compared to its Goliath-sized competitors—Procter & Gamble, Lever and Colgate. This has led Purex to adopt an advertising policy of concentrating its advertising into one major medium, network television. "This permits us to simultaneously advertise all of our national brands as well as our Purex corporate theme of 'The Woman's Touch,'" Mr. Bruce told the stockholders. "It also serves to offset the sheer advertising tonnage of our competitors."

The Big Look ■ The "real payoff," Mr. Bruce continued, "results from the way in which this one principal advertising medium is used. First, it must, of course, deliver effective commercial messages at an efficient cost-per-thousand. . . . It must give the brand and the overall company 'the Big Look.' It must convey to our field selling organization and to retail customers across the country a feeling that Purex and its brands are identified with the best in television."

A native of New York City (born June 18, 1926), Leslie Combs Bruce Jr. grew up in the East. He attended Westminster School in Simsbury, Conn., and George Washington U. in Washington, D. C., where he majored in business administration but left before getting his degree. ("I wanted to get married and I had to have a job.") He found the job—in New York with Benton & Bowles; married the girl—Sally Perkins Wilshire of Riverside, Conn., and that summer (1949) entered advertising as a trainee at B&B. Follow-

ing his indoctrination into agency operations, Les began his education in soap-and-detergent advertising as assistant account executive on the Tide account, working on copy, copy research, trade advertising and media for the P&G detergent. In 1953, he moved to Sherman & Marquette (no longer in existence), to work on Colgate's Ajax cleanser and Cashmere Bouquet toilet soap.

Young Man Goes West ■ Not long after his move to S&M, Les met Craig Davidson, who had left a New York agency berth (at Compton Adv.) and was then head of marketing (including advertising) for Purex. Les had for some time been feeling that he'd spent enough of his life in the East and it did not take much persuading for him to accept an offer to join Purex as associate advertising manager. He subsequently became brand manager and in 1957 director of advertising. Last fall, he was elected a vice president of Purex, in charge of advertising and marketing research.

When he joined Purex in 1954, the company's advertising budget was a little more than \$1 million a year, spent chiefly in print, Mr. Bruce recalls. The following year, Purex acquired Dutch Cleanser, whose advertising was handled by Weiss & Geller (now Edward H. Weiss & Co.), a Chicago agency, which that fall put Purex into network television as co-sponsor (with Speidel) of *The Big Surprise*, a \$100,000 giveaway show on NBC-TV. "After a slow start it took off like a wild bird into

the top 10 and it helped make Purex a national name."

Purex stayed with *The Big Surprise* for two seasons ("until we felt there were getting to be too many quiz shows on the air"), then became the original sponsor of *Perry Mason* (with Libby-Owens-Ford). "Then a year away from television convinced us that with six national or nearly national brands to advertise we needed its impact and its coverage and its effect on our own sales force and the trade as well as the public. An hour would be ideal, but we couldn't afford an hour each week."

"We asked Weiss to explore the problem with NBC and we got a package of seven special dramatic programs. There was Art Carney's telephone monologue, documentaries on the Sacco-Vanzetti trial and Mark Twain's America; it was an off-beat group of controversial and provocative programs that NBC hadn't been able to sell so we got them at a bargain price. They got good reviews from the tv critics and, somewhat surprisingly, good ratings, too, so we really had it both ways—worthwhile programs and a good cost-per-thousand."

Daytime Specials ■ "We wanted to follow these programs with something just as good and Weiss came up with the idea for a series of monthly daytime specials, something that had never been tried but the statistics indicated would work. The original idea was to take our slogan 'You'll find the Woman's Touch in every Purex product,' and make a series—'The Woman's Touch' in—politics, sports, art, the law and so on. It didn't work out quite that way, but developed into the *Purex Specials for Women*—The Cold Woman, The Trapped Housewife, Change of Life and the rest, which got us the results we were after and an Emmy to boot. "Meanwhile, we continued with evening specials of one kind and another, which developed into our 'The World of . . .' series, the World of Bob Hope, Billy Graham, Jacqueline Kennedy and the others."

Les and Sally Bruce live at Newport Beach with their children: Barbara, 11; Victoria, 8; David, 6, and Philip, 4. "I play a little golf and a little tennis, but my family is my real hobby and we spend a lot of time together."

His job and his family leave him little time for other activities, but Les makes a contribution to his community by serving on the advertising committee of the Southern California All-Year Club and he is general program chairman for the West Coast meeting of the Assn. of National Advertisers, to be held in April in Santa Barbara.



Mr. Bruce
No "grey-flannel" stereotype

Practical birth control

THE NAB last week submitted a set of realistic recommendations that the FCC would do well to observe in the development of am radio. As reported elsewhere in this issue, the NAB emphasized the need for a general repair of engineering standards and a tightening of the criteria governing financial qualifications of applicants for new stations. The association is to be commended for resisting the urgings of some members and high officials that it ask the FCC to invoke some form of economic protection that would shelter the haves and disenfranchise the have-nots.

Indeed there was a noticeable contrast between the presentation last week and the position taken earlier by NAB President LeRoy Collins.

At the NAB convention last April Gov. Collins decried the "over-population" of radio stations and said the NAB had no more important objective than finding ways to curb station population growth.

At the NAB-FCC conferences last week, George Hatch, chairman of the NAB delegation, said: "Radio does not need any transfusion, nor is it as sick as some would have us believe. With an expanding economy, with a growing America, with an increasing population, it is our belief that with greater reliance placed in am allocations upon sound engineering and adequate financial qualifications, the radio industry will reach new heights in prosperity and will continue to provide outstanding broadcasting service to the American people."

We side with the latest statement of NAB policy on radio's condition, and we hope it will not change with the next wind.

To be sure, some radio stations are in financial trouble, but the same can be said of businesses of every category, and it is unbecoming for broadcasters to wish for government protection against competition while also asserting their rights to operate under a First Amendment that guarantees freedom from government restraints.

We have no doubt that natural economic attrition will force some stations to close, but the possibility of failure is the risk that must be run by anyone who decides to enter business in any free marketplace. We have no doubt there will be station mergers, if the conditions suggested last week by the NAB are adopted by the FCC. But these too will be the products of natural competition, and the survivors that emerge will be made the better for the mergers.

The NAB took a forward step last week, largely because its more thoughtful members propelled it. Its forward progress will continue only as long as its more thoughtful members provide continuing propulsion.

Double whammy

FOR broadcasters the opening of the 88th Congress last Wednesday became official with the introduction of legislation to permit radio, tv and photographic coverage of House committee hearings. This has happened at each new session since 1954 and each session in turn adjourned with no action.

This has been so because the late, revered Speaker Sam Rayburn was unalterably opposed to "live" reporting of proceedings before the House or any of its committees. In the Senate, each committee chairman decides whether to provide access to the microphone and camera—the most modern vehicles of reporting—and most of them have afforded the access when broadcast media felt the proceedings warranted live coverage.

A year has passed since the speakership was assumed by Rep. John W. McCormack (D-Mass.). Mr. McCormack has made no flat commitment but is represented as feeling that the Rayburn ukase was too severe and that perhaps individual committees should be allowed to decide for themselves. Thus, prospects for favorable action on one or another of the several measures already introduced would appear to be better than they have been for nearly a decade. The various bills submitted last week would provide relief ranging from permanent changes in the House rules that would permit live broadcasting to temporary modifications that would give broadcasting a trial.

Certainly there is ample precedent. The Senate itself, for example. And the fact that presidential news conferences are available live. There are radio-tv galleries in Congress and provisions for pickups in most of the executive departments. In fact the microphone and camera have equal access everywhere except in the House and most of the federal courtrooms where an archaic Canon 35 is still embraced by old-school jurists.

One of the ironies of the 88th Congress, in the light of the House lockout of radio-tv, is to be found in the preparations being made by a House subcommittee to investigate "news management" by the administration and more particularly the Defense Department. This involves the people's right to know what its government is doing.

The broadcast media, where the House is concerned, have been getting the double whammy. Radio and television, along with other media, have been victimized by suppression and purported "management" of the news. But in the House they are denied equal access to boot.

Curtain raisers

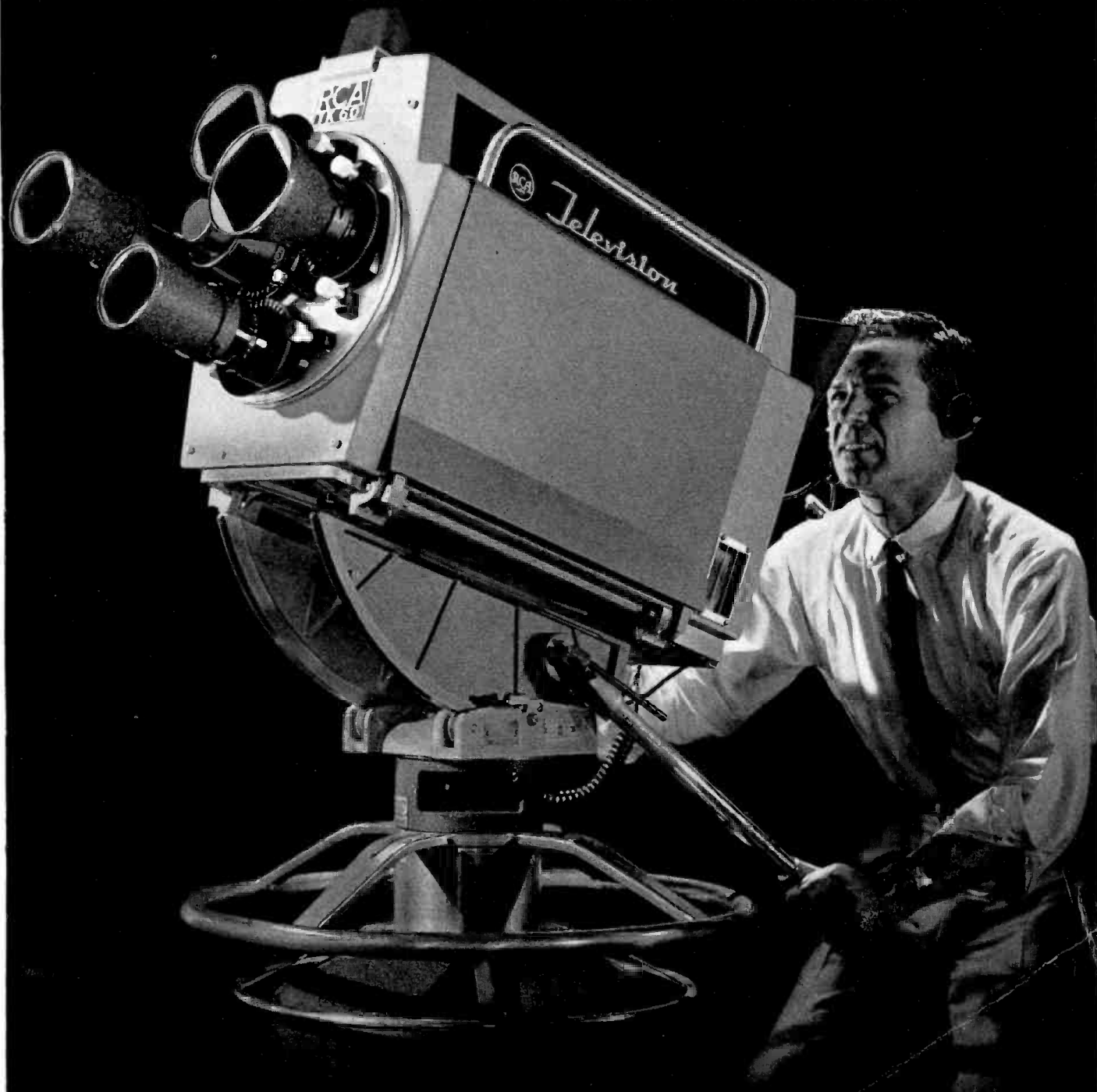
THE use of the RCA-built Relay satellite last Wednesday to transmit parts of NBC-TV's *Today* to Europe was a reaffirmation of the rapid approach of the international television era. The technical ingenuity that induced life in Relay after two weeks of failure and revitalized the older Telstar after a longer silence suggests that scientists have all but perfected the means of linking continents by live tv.

There may never be around-the-clock programming on international circuits, but even so the world's windows will be opened by occasional broadcasts of events of international significance. The Satellite Communications Corp. that is now in the process of formation could become a greater carrier of peace and understanding than all the doves that ever flew.



Drawn for BROADCASTING by Sid Hix
"Just listening to Joyce Brothers isn't enough . . . he has to have a couch."

TV Camera of the Sixties!



Distinctive silhouette of "TK-60", television studio camera that's years ahead in performance.

After five years of intensive development and two years of field testing, the TK-60 advanced studio TV camera is here! Big picture 4½" image orthicon pickup tube combines with stabilized circuits, ease of camera set-up, and simplicity of operation to make it every inch the TV Camera for the "sixties". Here's a great new monochrome camera that's sure to be a success with producers and station-men alike! The TK-60 produces pictures of sensationally new quality...over extended periods, without alignment delays. You can control contrast and mood as never before. You can produce tapes and live commercials that show the client's product in sparkling, life-like detail, with effects not possible on any other camera. Where striking picture quality can mean stepped-up product sales, this is the camera that "says it" and "sells it" best! See the RCA Broadcast Representative for the complete story Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



THE MOST TRUSTED NAME IN TELEVISION

I'VE GOT A SECRET

Music by

NORMAN PARIS



NORMAN PARIS, whose concert background has helped him achieve an enviable career, is a composer, arranger and conductor well known to the New York scene. In television he has been associated with *Candid Camera*, *J.F.K. Reports*, and *The Garroway Show* as well as with *I've Got a Secret*. Recently he wrote a distinguished score for the film *"David and Lisa."*

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