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THE BUS

USAF Air University
Library Serls Unit Acq Branch Y 10C
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Maxwell Air Force Base
Montgomery Ala
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NEWSPAPER

ING

AND RADIO

JANUARY 22, 1962

Anti-red programming catches on, reflecting
increasing national concern 27

Does the Census Bureau's homes tally give
radio-tv a short count? 64

Y&R, 15 reps, 22 stations named by Petker
in \$16 million conspiracy suit 32

Programming hearing resumes with Stanton;
news media plan coverage 42

COMPLETE INDEX PAGE 7

K L A C

LOS ANGELES

is now represented by

Edward Petry & Co., Inc.

WTR EFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

SPECIAL ANNOUNCEMENT

We interrupt this WTReffigy Series to report WTRF-TV is FIRST PLACE WINNER in the NBC Promotion Manager's Contest. For the third consecutive year, WTRF-TV's Promotion Department, headed by James H. Knight, has achieved this NBC award. This is the tenth time WTRF-TV has placed first in National Promotion Competitions. Need more proof that WTRF-TV is your top station for promotion? Put us to work for you!

(Number 11 in the WTReffigy series will appear here on February 19. In the meantime, write WTRF-TV for your set of frameables)

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

316,000 watts



network color



Represented Nationally by George P. Hollingbery Company

WHEELING 7, WEST VIRGINIA

WCBM Radio Programming Keeps Pace with a Growing City...a Growing Adult Audience!

Everywhere you go in Baltimore you see huge growth and expansion. This handsome new building in downtown Baltimore—an integral part of the vast Charles Center redevelopment plan—is evidence of growth . . . as is the rapidly developing suburban areas.

This is a market with vitality . . . new families—growing families—men, women and children who need all types of products and services. The adults who direct the family purchasing listen to radio . . . and prefer WCBM! Adult-directed programming is the reason for this preference. Reach them—the adult DECISION MAKERS—in ever increasing numbers—with WCBM the radio station that is growing with a growing Baltimore!

A CBS RADIO AFFILIATE

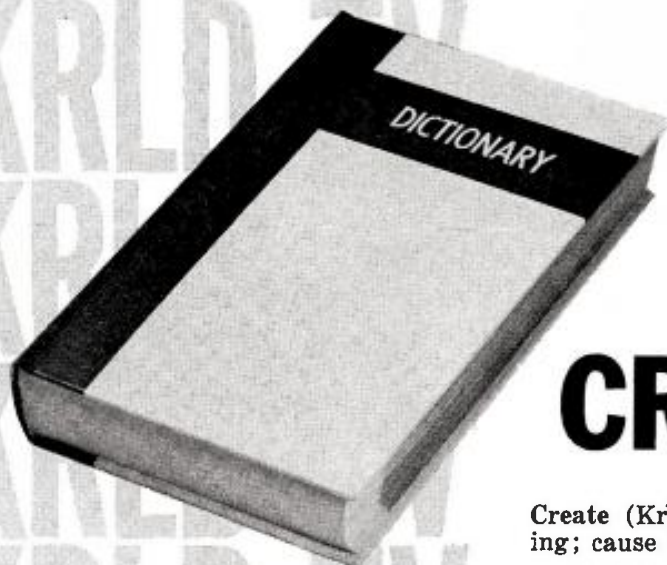
10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland



PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives



ONE CHARLES CENTER—
A 23-story \$12,000,000 building,
now under construction,
designed by Mies van der Rohe
for Metropolitan Structures, Inc.



CREATE

Create (Krĕ-āt'), v. To bring into being; cause to exist; produce.

Satisfied KRLD-TV clients know that every ad dollar spent with Channel 4 brings into being more buyers for their goods and services. For instance, the Nielsen Station Index for November, 1961, shows KRLD-TV's average quarter-hour homes reached is 43.1% greater than that of Station B, 53.6% greater than that of Station C, and 90.4% greater than that of Station D.

Discover for yourself how creative your ad dollar can be by putting it to work for you on KRLD-TV. See your Advertising Time Sales representative — he'll be happy to create a schedule just right for you.

Reach the Dallas-Fort Worth market **EFFECTIVELY** with KRLD-TV, Channel 4



REPRESENTED NATIONALLY BY ADVERTISING TIME
SALES — FORMERLY THE BRANHAM COMPANY

THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Fort Worth

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

Clyde W. Rembert
President



FBI stalks MCA

Dozens of top executives in television advertising and programming fields have already testified before federal grand jury sitting in Los Angeles to investigate Music Corp. of America, and federal agents are still scouting out more witnesses in New York. Proceedings of this kind are secret, and nobody's willing to talk, but authoritative word is that FBI men are busily interviewing New York tv buyers who have had dealings with MCA and its production arm, Revue. Top television brass at some of the biggest agencies has been questioned before grand jury, and intense activity of FBI indicates government is making major effort to build antitrust case against mammoth talent agency and production outfit.

NAB No. 14 lobby

Poll of members of Congress (of whom 175 responded) on influence of Washington lobbies, to be published in February issue of *Redbook*, lists NAB as ranking 14th in effectiveness of 23 organizations covered. Rated as having "high" influence was AFL-CIO. *Redbook* poll showed 11 organizations to be of "moderate" influence and 16 that fell into "low" influence classification. NAB was second in latter group.

Ranking behind AFL-CIO as organizations of "moderate" influence were American Legion, National Education Assn.; Chamber of Commerce, National Assn. of Manufacturers, American Medical Assn., American Trucking Assn., National Assn. of Home Builders, Assn. of American Railroads, American Retail Federation, National Catholic Welfare Conference and American Automobile Assn. Ranking ahead of NAB in "low" influence group was National Housing Conference. At bottom of list of 16 was John Birch Society.

Census Bureau check

U. S. Census Bureau understood to be running series of checks on methods used in 1960 decennial count to measure radio and tv homes saturation. Serious questions about validity of bureau figures have been raised by broadcasters (story page 64). Checks expected to be completed in March.

No compensation pitch

Biggest news out of ABC officials' meeting last week with ABC-TV affiliates Assn. Board members at Acapulco, Mexico, according to insiders, was something that didn't happen. Stations had come to secluded, four-day meeting apparently expecting network

to renew its idea of revising station-compensation arrangements, either by reducing payments for carrying public service shows or by other means to correct what ABC considers growing imbalance between station and network profits (*BROADCASTING*, Dec. 11, 1961). But word after meeting was that compensation had not been mentioned, that sessions were devoted to reports on program plans, sales and other matters normally dealt with in these get-togethers.

Military deferments

Manpower problems of broadcasters, particularly in light of current international situation and military requirements, will be on agenda at NAB Board meeting next week in Sarasota, Fla. Inquiries from broadcasters have suggested possible deferments from military service for key personnel, as was done during World War II. There's little likelihood, however, that blanket deferments are in offing, at this stage. But whole question of Defense Dept. manpower constantly is under review and status report is expected at Sarasota meeting.

Shift at White House

Move is under way to realign telecommunications office at White House, now unit of Office of Emergency Planning. Fred Alexander presently is director of communications at OEP. Plan is to give telecommunications higher status in executive offices. Dr. Irvin S. Stewart, former FCC member and ex-president of U. of West Virginia, had been considered for top post but reportedly has withdrawn for personal reasons. Among those mentioned for top job is Francis Colt de Wolf, special telecommunications assistant of State Dept.'s Office of Transport & Communications, former chief of telecommunications division and veteran of numerous international conferences as U. S. delegation head.

Emphasis comedy, on CBS-TV

Advance intelligence points way to continued emphasis on comedy names on CBS-TV next season. While plans are yet fermenting, Lucille Ball is expected back (*CLOSED CIRCUIT*, Jan. 15), Red Skelton might get hour show instead of current half-hour stanza, Jack Benny will be on again, Jackie Gleason may be considered for hour period. Garry Moore is slated for return. On top of these moves, CBS-TV retains many situation come-

dies, has been thinking more in terms of one or more comedy shows, along lines of Benny program (*BROADCASTING*, Nov. 6, 1961).

EIA irked

Set manufacturers are unhappy because FCC Chairman Newton N. Minow turned down invitation to address Electronic Industries Assn. spring meeting in Washington March 15. Before Christmas, James D. Secrest, executive vice president of EIA, extended invitation hoping chairman would explain to manufacturers FCC's all-channel receiver legislation as well as spectrum management ideas. In reply received last week, chairman said he could make no speaking engagement but might attend luncheon.

Nuisance factor

Most of radio stations (total reportedly was small) that cancelled Carlton Fredericks' *Living Should Be Fun* following FCC inquiry (*BROADCASTING*, Dec. 18, 1961) renewed program after reply to FCC on Mr. Fredericks' behalf by attorney Paul Porter (*BROADCASTING*, Jan. 15). Mr. Porter, former FCC chairman, accused agency of censorship and prejudging case. One Fredericks' station client, however, made cancellation stick because it did not want to go through expense and nuisance of making reply to FCC charges, although station said, it was convinced program was proper for its audience.

English breakthrough

What USIA regards as major breakthrough in tv programming is acceptance of *Let's Learn English*, 15-minute kinescope, running 130 episodes, by 23 countries. Fourteen of 18 Latin American countries have scheduled series designed as part of half-hour presentation, with local teacher on camera in opening and closing. Other countries: Japan, Thailand, Korea, Hong Kong, Iran, Egypt, Yugoslavia, West Germany, Belgium.

Program, which starts Feb. 5 in Egypt and will be followed by staggered openings in other countries, is being produced at USIA headquarters in Washington by Romney Wheeler, director of television services of USIA and former NBC head in London. Don Richards, WTOP personality, is host and teacher, with four students (American, African, Latin American, Middle Easterner) constituting panel.

No. 2 of a series

95,767
WOMEN WATCH WJBK-TV
PER DAYTIME QUARTER HOUR*

57% MORE than Station B 120% MORE than Station C 147% MORE than Station D

THE NO.1 BUY IN DETROIT IS



*NSI, Nov. 19, 1961 (Average M-F, 9 a.m.-5 p.m.)

NATIONAL REPRESENTATIVE: STORER TELEVISION SALES, INC.

WEEK IN BRIEF

All of a sudden Communism has caught fire as a theme for tv programmers. Networks, syndicators, station groups and stations are whipping up programs and series tied to the rising menace of Communism. See lead story . . .

RED THREAT PROGRAM THEME . . . 27

Radio broadcasters are still steaming over the way they were roughed up in the 1960 U. S. Census. First results of a Carolina study indicate that Uncle Sam's figures may be far below actual saturation. See . . .

DOES CENSUS SELL SHORT? . . . 64

Never let it be said that the FCC would interfere with the space program. But this orbit excitement has led to postponements of its network hearing. Now the starting date is definite—Jan. 23 in Washington. See . . .

NETWORK HEARING RESUMES . . . 42

Al Petker, Los Angeles radio syndicator who supplies a long list of stations with commercialized programming, has entered another field—litigation. He wants \$16 million from Young & Rubicam and others. See . . .

PETKER'S \$16 MILLION SUIT . . . 32

A week-long battle to survive was waged last week by a 45-year-old radio station, KWK St. Louis. KWK is under FCC fire due to an allegedly rigged treasure hunt and made its defense in Milwaukee and St. Louis. See . . .

KWK FIGHTS FOR LIFE . . . 46

What's happened since Newton Minow took over at the FCC? Plenty, judging by a review of fiscal year 1961. A high spot—the intensified commission interest in complaints made against stations and networks. See . . .

FCC INTENSIFIES WATCH . . . 56

Production of theatrical feature films is picking up a bit in Hollywood, compared to the last two years, but Theatre Owners of America survey predicts decline in number of features to be available for tv. See . . .

TOA STUDIES FILM FUTURE . . . 60

The shadow of Mr. Sam still exerts a powerful influence over the House. Speaker McCormack has decided, at least for the time being, to continue the Rayburn ban on radio-tv coverage of House hearings. See . . .

MEADER FAILS TO BEAT BAN . . . 48

Those who relegate radio to a secondary role in the American scheme should get in touch with WMCA New York. This station finds after intensive research that medium is much more powerful than many realize. See . . .

N. Y. STUDY BOOSTS RADIO . . . 74

The good-neighbor theme is back of a broadcaster mission to Latin America. A group of 28 broadcasters and wives will leave Feb. 3 for a tour of six Latin nations, meeting broadcasters and government officials. See . . .

GOOD NEIGHBOR TOUR . . . 68

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Chet Huntley Reported The date was January 10. The occasion, KMTV's Television Award Dinner. The purpose, to honor an Omahan . . . Arthur C. Storz . . . who had performed outstanding public service. The annual Award was created in 1958 to "encourage still more effective use of Television Public Service." Ask any Petry man about KMTV's image in Omaha. He'll probably add that "absolutely nothing gets into so many Omaha-Lincoln homes as often as KMTV."



Unaware of hidden prizes issue, says Booth

KWK COUNSEL TESTIFIES DEVELOPMENT SURPRISED HIM

Robert M. Booth Jr., Washington counsel for KWK St. Louis, testified Friday in license revocation proceeding against station that it was not until spring of 1961 that he had any inkling hiding of prizes in KWK treasure hunts in mid-1960 was greater issue than Bonus Club promotions (early story page 46). He said when he learned this at meeting with FCC attorneys April 13, 1961, it "shook me up a bit" because he had every reason to believe statements of KWK Sales Manager Don E. Hamel and former General Manager William L. Jones Jr.

Mr. Booth said he had believed stories of how treasure hunts were conducted because he had long known and had confidence in Mr. Hamel when latter was with former Headley-Reed Co. and thus Jones-Hamel stories corroborated one another. But after hint of treasure hunt trouble at FCC meeting, Mr. Booth recalled, he decided to thoroughly re-investigate entire subject on scene in St. Louis.

Mr. Booth testified that when he returned to St. Louis May 3-4, 1961, and Mr. Hamel confessed he had lied about hiding of prizes in treasure hunt, "I was

shocked. I felt the floor had dropped out from under me." He said subsequently KWK advised both Messrs. Jones and Hamel to retain counsel and main question then became how to best prepare full voluntary disclosure to FCC as quickly as possible. Mr. Booth said there never was any question on part of KWK principals about full disclosure as quickly as possible even if it meant providing facts which might support decision to revoke KWK's license.

Thought FCC 'Reckless' ■ Recalling his unsuccessful efforts earlier in case to get facts of allegations by FCC in its show cause order, Mr. Booth said that after Thanksgiving 1960 he had told KWK officers "the more I got into the case the more I felt it was a bum rap." He recalled he had told them that FCC acted without full investigation first "in a most reckless manner" and had not given KWK chance to answer before issuing revocation hearing order.

Mr. Booth also recalled going to St. Louis' Better Business Bureau to check complaints filed there against KWK.

He said he learned FCC investigator had been there and that BBB representative later supplied FCC with summary of its file of material, not verified, "for what it was worth." Mr. Booth said some allegations in FCC's show-cause order were based on this file and said "I was very upset that the Better Business Bureau would proceed in such a fashion."

KWK counsel said BBB representative expressed great concern about representations of Trans-Continental Air Lines in advertising in St. Louis area. It was indicated BBB had received many complaints. Mr. Booth said he and Mr. Spheeris promptly drafted letter to cancel KWK contract with TCA for transportation used as Bonus Club prizes.

Uhf comments deadline extended to Feb. 19

FCC Friday gave two weeks grace on deadline for comments on its omnibus uhf proceeding and its proposal to delete vhf channels from eight markets and to add third vhf channels in eight others (see page 46). Deadline for comments is now Feb. 19 and reply comments are due by March 23.

FCC explained, in light of its grant of request for additional deintermixture

information (made by Assn. of Maximum Service Telecasters and others), that it would give time for interested parties to study information before filing comments. Commission said it had received "informal requests" for deadline stay for this and other reasons.

ABC-TV also to carry White House special

ABC-TV will join NBC-TV in presentation of CBS news special, "A Tour of the White House with Mrs. John F. Kennedy," which CBS News was asked by the White House to make available to the other networks (BROADCASTING, Jan. 15.)

CBS-TV and NBC-TV have scheduled simultaneous broadcasts of the program on Feb. 14 (Wed. 10-11 p.m.). ABC-TV set later date, Feb. 16 (Fri. 7:30-8:30 p.m.). CBS News taped the tour last Monday (Jan. 15).

Miller sees 'no basis' for suit against Y&R

David Miller, Young & Rubicam vice president and general counsel, said Friday that preliminary study of complaint in \$16 million anti-trust suit brought against Y&R and 15 station representation firms by A. P. Management Corp. (story page 32) has convinced him there is "no valid basis" for suit.

Complaint and associated papers, served Thursday, brought no immediate comment from rep firms named. Show-cause hearing was slated Tuesday in U. S. Southern District Court in New York to determine whether preliminary injunction should be issued, but there were indications Friday that defendants would seek postponement to give lawyers more time to prepare.

WCBS-TV buys 41 features

WCBS-TV New York Friday (Jan. 19) became second CBS-owned station to purchase Seven Arts Assoc.'s third volume of 41 post-1950 features at price reported at more than \$1 million. Sale to WCAU-TV Philadelphia was announced previously. Volume III titles include: "Mr. Roberts," "Calamity Jane," "House of Wax," and "Dallas."

Coe adds ABC-TV duties

Robert L. Coe, vice president in charge of ABC-TV station relations, has absorbed all station affiliation responsibilities previously handled by Julius Barnathan, former vice president for

Accept KCPX-TV show

In line with current emphasis on programs dealing with communism (see story, page 27), KCPX-TV Salt Lake City announced last Friday (Jan. 19) that its one-hour "Soviet Timetable" program has been accepted by Television Affiliates Corp. for distribution to other TAC member stations.

Richard Carlton, TAC executive vice president, said "Soviet Timetable" is first program on communism theme to be accepted by TAC but added six other stations have indicated they will produce similar programs for consideration by TAC library.

KCPX-TV said "Soviet Timetable" received such "excellent mail pull" on its initial telecast last September that tape duplicates were made for civic and educational organizations, program was repeated on KCPX-TV in October.

WEEK'S HEADLINERS



Mr. James

Hal James, independent broadcast consultant, has joined New York office of Foote, Cone & Belding Inc. as associate director of broadcast and broadcast supervisor of agency's General Foods, Clairol, Trans-World Airlines and Angostura-Wupperman accounts. From 1959-60, Mr. James was partner and associate of Robert C. Durham, management consultant firm. He has been director of national sales for Independent Television Corp., vp and

radio-tv programming director at Doherty, Clifford, Steers & Shenfield Inc. and at Ellington & Co., and was a founder of Veterans Broadcasting Co.'s WVET (now WROC-AM-TV Rochester, N.Y.).

Charles Jones, **Allen Memhard**, **Charles Parker** and **Robert Williams** all appointed vps in client service division of Leo Burnett Co., Chicago. Mr. Jones, account supervisor, joined agency in 1958 following service as vp of Maxon Inc. Mr. Memhard, also account supervisor, came to Burnett two years ago after more than 20 years with N. W. Ayer & Son, Philadelphia. Mr. Parker, who joined Burnett six years ago, also is account supervisor. Mr. Williams, with Burnett since 1958, becomes account supervisor in addition to vp.

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

affiliated tv stations, who has been elected president of newly-formed ABC owned tv stations (BROADCASTING, Jan. 15). Research department, formerly reporting to Mr. Barnathan, will now report directly to Oliver Treyz, ABC-TV president.

More CBS executives scheduled to testify

In addition to witnesses with prepared statements representing CBS at FCC network program hearing tomorrow (Jan. 23)—President Frank Stanton, CBS-TV President James T. Aubrey and CBS News President Richard S. Salant—following CBS vice presidents will be on hand to assist in testimony: Oscar Katz, programs; Michael H. Dann, program department, New York; Guy della Cioppa, program department, Hollywood; William H. Hylan, sales administration; W. Spencer Harrison, business manager, talent and contract properties; William B. Lodge, affiliate relations and engineering; Joseph H. Ream, program practices; also Jay Eliasberg, director of research (for early story, see page 42).

NAB opposes devices on fm frequencies

FCC proposal to authorize unlicensed operation of telemetering devices and wireless microphones in fm band (88-108 mc), conditioned to type approval and non-interference with fm stations, was attacked by NAB last week.

Previously devices were used without authorization in 30-100 mc range (BROADCASTING, Nov. 27, 1961). NAB

said that because persons who are prone to disregard FCC regulations would probably still do so, new rule would be ineffective. Trade group said use of equipment in fm band would create harmful interference to fm operations. Interference to fm receivers would be highly likely in areas of high population concentration, such as apartment houses, NAB said.

Kits for making portable wireless mikes could be misused, resulting in interference to fm; and because of portable nature of mikes, offending equipment would be difficult to detect, NAB argued.

Several broadcasting interests submitted similar comments against proposal. It was supported by certain manufacturers and users of equipment and parties who have interest in keeping 30-100 special radio band interference-free.

NBC protests to French for barring newsmen

NBC President Robert E. Kintner on Jan. 19 protested temporary withdrawal of credentials of John Rich, NBC news bureau chief in Paris, by DeGaulle government. Mr. Kintner asked French leader in wire how this action could be reconciled with French tradition of jealously upholding spirit of freedom. Mr. Rich, assigned to Paris for more than year, is in U.S. participating in NBC foreign correspondents tour. In Washington, D. C. speech at National Press Club he was critical of DeGaulle regime. Mr. Kintner also sent appeals to President Kennedy, State Secretary Dean Rusk and to Gen. James Gavin,

ABC likes FDR series

ABC-TV is happy over its projected new series on Franklin D. Roosevelt and is currently aiming it for prime-time slot next season. Charlton Heston would supply voice of FDR and Arthur Kennedy would narrate. Series would utilize some of production people and techniques employed in Churchill series last season, newsclips and stills as well as participation of some political figures active in those years. Mrs. Eleanor Roosevelt set to appear in series also. Network seeks advertisers for series.

U. S. Ambassador to France, asking for their help in Mr. Rich's reinstatement.

Metromedia executives put on tap as speakers

Metromedia Inc., owner and operator of Metropolitan Broadcasting and international short wave station WRUL New York, is setting up speaker's bureau through which business clubs and educational and civic organizations may request appearances by top executives of company. Bureau to be headed by Mark Evans, vice president for public affairs, who noted that on speaking engagement he had found widespread interest by organizations for talks on television and communications in general.

Kornegay replaces Flynt on House Committee

Rep. John Flynt (D-Ga.) has resigned from House Commerce Committee to accept election to Appropriations Committee. His place on Commerce was filled by Rep. Horace R. Kornegay (D-N.C.).

Rep. Flynt's resignation leaves vacancy on Commerce Committee's Communications Subcommittee.

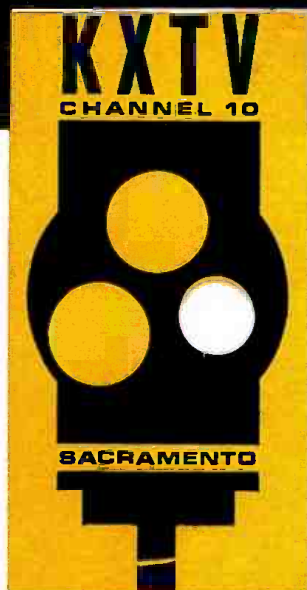
Rep. Kornegay, 37, is first-term congressman. He practiced law in home town of Greensboro and served as prosecuting attorney before his election to Congress from North Carolina's sixth district.

Eau Claire tv outlet sold

WEAU-TV Eau Claire, Wis., was sold Jan. 19 by Morgan Murphy group to Appleton (Wis.) Post-Crescent. Price was \$2.1 million cash. Blackburn & Co. was broker. Station is NBC-TV and ABC-TV affiliate. Purchase of KXLY-AM-FM-TV Spokane, Wash., by Murphy group was approved earlier in week by FCC (story page 70).



MAP: COURTESY CALIFORNIA DIVISION OF MINES AND GEOLOGY



**REACH FURTHER WITH KXTV
A CORINTHIAN STATION**



**REPRESENTED BY
H. R. TELEVISION, INC.**

A GIANT NEW TOWER HAS EXPLODED THE SACRAMENTO MARKET TO 25TH IN THE NATION. 3RD LARGEST ON THE WEST COAST. 608,400 TV HOMES BIG!

All the old facts and fancies about TV coverage in California have changed. Suddenly, the KXTV market is 74% larger... covering a piece of real estate 200 miles wide and 180 miles long. And that area covers most of San Francisco's "bedroom" communities. In the heart of all this bigness is the lush, plush Sacramento market: 25th largest in the nation. And 3rd largest TV market on the Pacific Coast.

Behind this KXTV jump from 456,200 to 608,400* homes is a new 1549 foot antenna that towers above anything on the California skyline (or the Manhattan skyline, for that matter).

So if you're shaping a new California TV schedule, pick up the KXTV piece. It might be just the perfect fit.

*Source: C. R. Smith, Research Consultant.



Honorable LeRoy Collins, President
National Association of Broadcasters

Dear Mother Hello...
This is my first letter to you
I love you more and more every
day I am sorry not to write you sooner
because I can't But know Doctor Skelton
the WFIL-TV program and with his help
I am able to day Tell you Happy mothers
Day... God Blesses you, love you
Irene

I'm 52 years of age and have 3 children,
The youngest of which helps me with my work.
She corrects my work every morning, after my
lessons with you.

OPERATION

"Democratic institutions and human
freedom cannot develop in the same
household with illiteracy. That is
true throughout the world and, of
course, in our own land.

The WFIL-TV program, 'Operation
Alphabet', is broadcast public serv-
ice at its very best. This was proved
in Philadelphia. The offer now to
broaden the base is one of extraor-
dinary value and generosity.

I hope that our telecasters will take
advantage of it and share with the
men of WFIL-TV the thrill of turn-
ing up the lights of knowledge and
banishing the darkness of igno-
rance, where so much wrong breeds
and multiplies."

LeRoy Collins

what I am earning will come
in handy, as my husband owns a candy store, and
when I help him I'm happy to read many words
I couldn't read before.

I was looking for this opportunity, ever
since I returned to this country from Italy, to
learn to read and write.

but I don't do the spelling but now thanks for
a wonderful teacher. Dr. Alexander Stewardson
I might also be right a note for my American friends
I am Hungarian 88 years old

Sometimes when I try
to sound out around I am at
a loss to help him I wonder
how on earth I ever learned
to read. Please keep these tele-
vision lessons coming because
they are Bill's only hope.

When I went into
the hospital yesterday I
blessed you. When I had
to go to the X-ray I
was able to read. When I
had to go to the clinic
I had no trouble because
I could read. The sign-

My family are proud of I learning the lesson.
I have learn many things from you each morning.
I write each word 20 times. So I can remember to spelled.
I write this letter myself. little help from dictionary. hope it
is the right way.

Nearly eight million adult Americans bear the burden of illiteracy. This is a national problem so staggering that President Kennedy is asking the Congress for fifty million dollars to drive it from our land. WFIL-TV has proved that television can answer this pressing national need.

"Operation Alphabet" is an early morning half-hour television program produced by WFIL-TV in cooperation with the Adult Extension Division of the Philadelphia Board of Education. This highly successful twenty-week series presented on WFIL-TV aided more than fifty thousand adult illiterates to read and write to the fourth grade level. Opening new worlds of human communications . . . adding new meaning to democracy.



ALPHABET

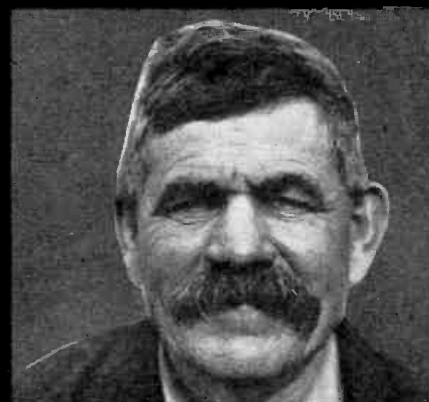
**AVAILABLE TO ONE STATION IN
EACH MARKET AT NO CHARGE**

Now through a grant from The Annenberg School of Communications of the University of Pennsylvania, WFIL-TV is privileged to offer the videotapes of this series at no charge. One station in each market throughout the country will be permitted to carry the program as a public service. Stations will be accepted on a first-come, first-served basis and will be expected to pay shipping charges.

You will find many allies in your community eager to work with you on this project at the grass roots level. Organizations like churches and synagogues, school systems, civic groups, and representatives from labor and industry who can support and promote the series and aid in special "classroom" instruction.

Nearly eight million people ask and need your help.

*you never to
old. To learn I am. a Grandmom
going on 60. I am appy To see
all The professors on WFIL.
This is College for me.*



Act now. Write: Program Director, WFIL-TV, Philadelphia 39, Pennsylvania

MICHIGAN'S

UPPER PENINSULA
IS EASILY AVAILABLE

NOW



The New \$100,000,000
BIG-MAC Bridge

carries thousands to the U. P. daily!

Paul Bunyan Television

WPBN-TV

Traverse City

WTOM-TV

Cheboygan

One Rate Card

Covers 25 Northern Michigan Counties
INCLUDING a big chunk of the U. P.
and parts of Canada

Offering the Only Principal
City Grade and Grade A
coverage to Traverse City,
Cheboygan, and much of Resort-Rich
Northern Michigan

Reach the **MOST** homes with **P B N** *

7000 MORE Homes Reached Than Sta. B
(M-F, Noon-6 PM)

1900 MORE Homes Reached Than Sta. B.
(M-F, 6 PM-Mid.)

2800 MORE Homes Reached Than Sta. B.
(Sat. 6 PM-Mid.)

1900 MORE Homes Reached Than Sta. B
(Sun. 6 PM-Mid.)

*ARB (March, 1960)



Network Representative Elisabeth Beckjorden

DATEBOOK

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

*Indicates first or revised listing.

JANUARY

*Jan. 23—Final phase of FCC hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify before FCC en banc. Washington, D. C.

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

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

Jan. 25-27—South Carolina Broadcasters Assn. 15th annual convention. Holiday Inn. Sumter. South Carolina AP Broadcasters Assn., which had originally scheduled its meeting in Columbia Jan. 28 has rearranged plans to hold meeting in conjunction with SCBA's winter session.

*Jan. 28-Feb. 2—American Institute of Electrical Engineers, Winter General Meeting, Statler Hilton Hotel, and Electrical Exposition, New York Coliseum.

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

FEBRUARY

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

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

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

Feb. 4-13—Advertising Recognition Week.

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

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

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

gomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

*Feb. 6—KTLA Day at Los Angeles Ad Club. Clete Roberts, head of KTLA's news department, will discuss the role of television in the news field and the place of news in a station's program schedule. Statler-Hilton Hotel, Los Angeles.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

MARCH

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

March 12-16—American Management Assn., "Effective Advertising" course for manage-

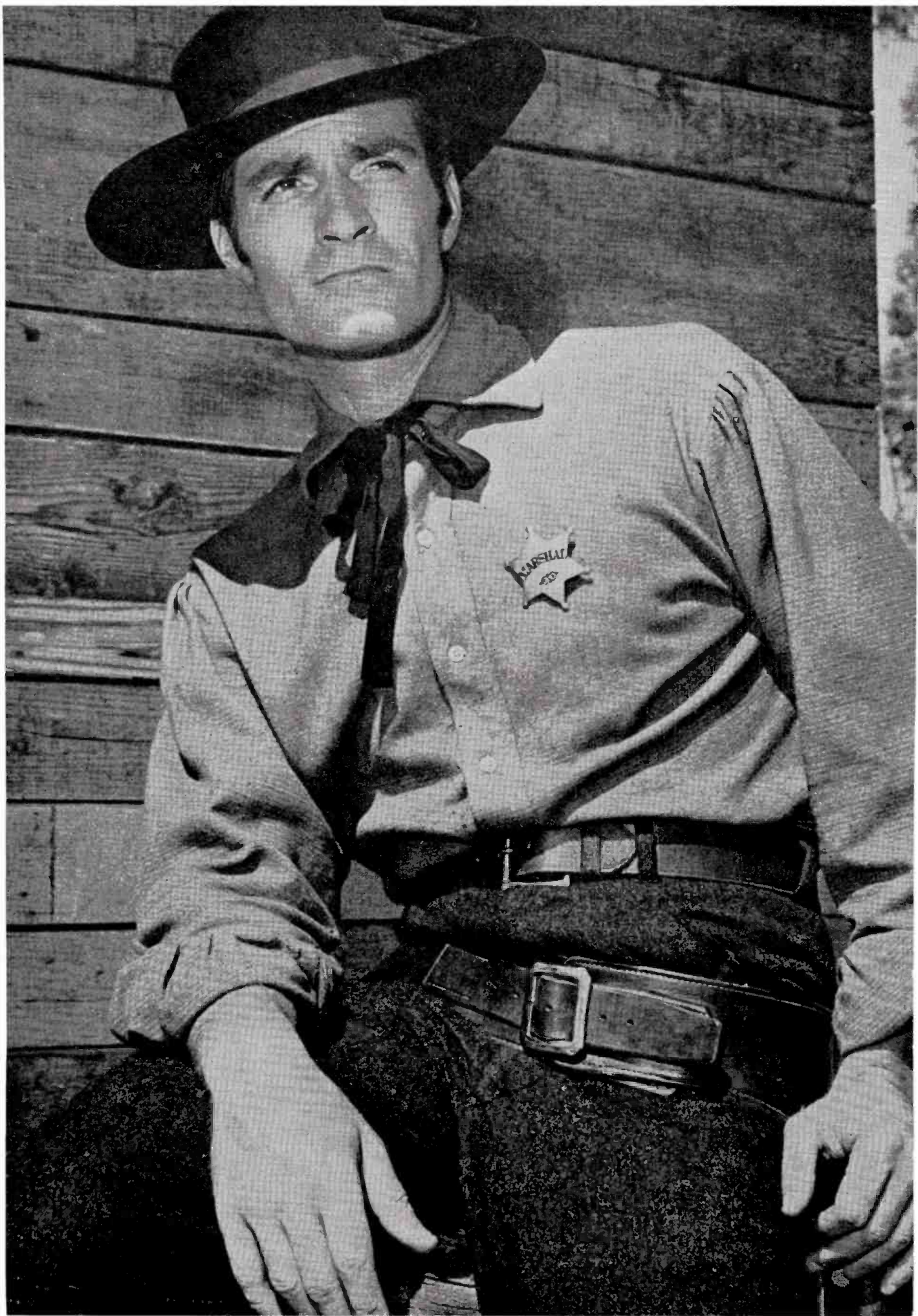
BROADCASTING, January 22, 1962

WROC **ROCHESTER**

announces the appointment of

Edward Petry & Co., Inc.

as national radio representative



How to Double Your Share of Audience with

The Life and Legend of

★
**WYATT
EARP**

Case in point: KDKA-TV, Pittsburgh. WYATT EARP moved into a 7:30-8:00 P.M. time slot (Thurs.)—and whoosh! N. S. I. ratings zoomed from a previous high of 11.5 to 23.3—and homes delivered jumped from 128,850 to 207,800. Want the hottest syndicated show going? Get WYATT EARP. But don't take our word for it. Consult your N. S. I. or ARB. You'll see how WYATT EARP does it:

In Kansas City on KMBC-TV (Thurs., 6:30-7:00 P.M.)—pulls a 23.95** rating... delivers 102,200 homes... becomes the top rated syndicated show in the K. C. market.

In Boston, WYATT EARP started just recently—(WBZ-TV, Thurs., 7:00-7:30 P.M.)—now delivers 237,700** homes, more than any other syndicated show in Boston.

In Los Angeles, WYATT EARP on KRCA (Friday, 7:00-7:30 P.M.) rockets to first place in its time period, more than doubles homes delivered with 250,150.*

In New York on WPIX against prime time network competition at 8:30 P.M., Tuesday, WYATT EARP practically doubles the lead-in rating... doubles the homes delivered.*

In Cleveland, KYW-TV (Tuesday, 7:00 to 7:30 P.M.) goes to the top of its time period as WYATT EARP delivers 228,450 homes.*

And so it goes—the day WYATT EARP goes on the air for you, you're on your way to the top in ratings... share... homes delivered.

That's right—for home delivery strength, strength where it counts for stations and advertisers—it's WYATT EARP, ready to go for you now.

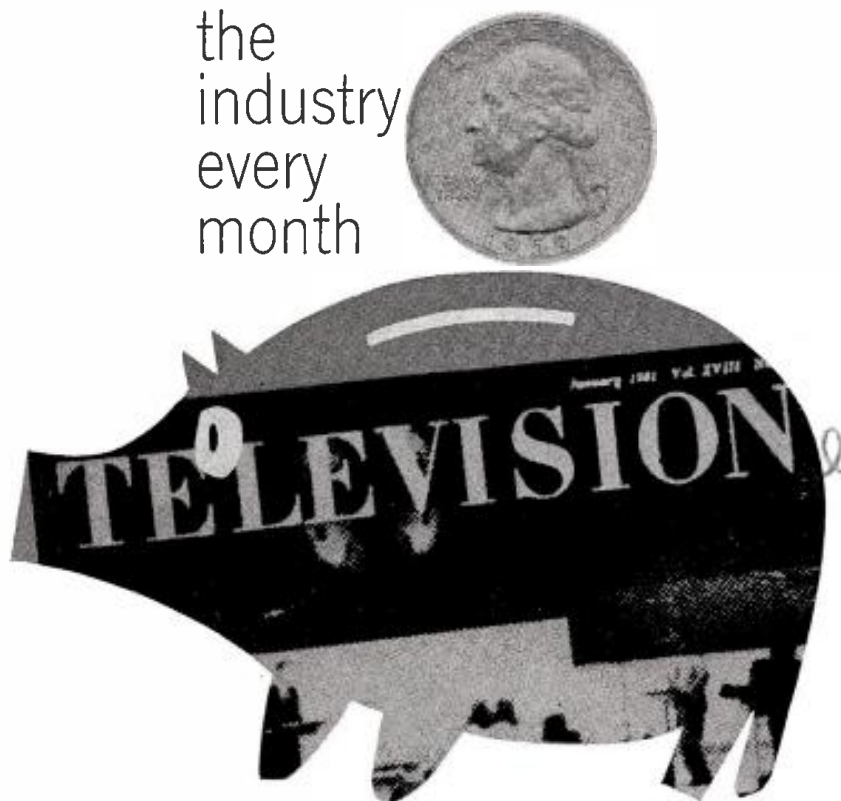
ABC FILMS, INC.

1501 Broadway, New York City, New York • Phone: LA 4-5050

360 N. Michigan Avenue Chicago 1, Illinois Telephone AN 3-0800
190 N. Canon Drive Beverly Hills, California Telephone NO 3-3311
4871 Dumfries Houston 35, Texas Telephone PA 3-1307

*Source: NSI, Oct., Nov. 1961 **Source: ARB, Oct., Nov. 1961

25¢
gets you
inside
the
industry
every
month



special:
\$3 for 12 issues
of Television...
the magazine that
probes beneath
the surface of
topical news



444 MADISON AVE.
NEW YORK 22, N. Y.

SUBSCRIPTION ORDER

- ☐ Please send me a year of TELEVISION at special introductory rate of \$3.00.
☐ OR, I'll take advantage of the TWO YEAR money-saving rate of \$5.00.
☐ I enclose \$_____ ☐ Bill me later.

NAME _____ TITLE/POSITION _____
 COMPANY NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____
 PLEASE SEND TO HOME ADDRESS: _____

ment, in Chicago for the first time. La Salle Hotel, Chicago.

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

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

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

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

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

*March 26-30—American Management Assn., course in trade practice regulations. Hotel Astor, New York.

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

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

APRIL

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

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

April 6-7—Region 11 (southeastern) conference, National Assn. of Educational Broadcasters. U. of Georgia, Adult Center for Continuing Education. Athens.

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

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

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

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

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

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

MAY

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

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

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

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

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

May 15-16—Council on Medical Television, fourth annual meeting. Clinical Center, Na-

device

It's so easy for people to register displeasure. In broadcasting, an audience can ignore you with a mere turn of a knob or the push of a button. A choice is presented, a judgement is made. There is only one device in the world that will lock a station selector in place: consistently good programming. People listen. People watch. People know.

POST • NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, CHANNEL 9, WASHINGTON, D.C. ©

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA ©

WTOP RADIO, WASHINGTON, D.C.

"The Giant of
Southern Skies"



GIANT MARKET IN THE SOUTHEAST

2.1 million People
\$2.8 billion Incomes
\$1.8 billion Retail Sales

Compare it with Birmingham,
Miami, and New Orleans, "The
Giant's"

**GREENVILLE-SPARTANBURG-
ASHEVILLE MARKET**

Contact us or our
Reps. for facts,
availabilities and
assistance



SAVE TAPE, TIME AND MONEY



EDITALL* TAPE EDITING BLOCKS

- Patented curved groove holds tape without clips for fastest, safest splicing.
- Spliced tape can be used thousands of times and splices never separate.
- For single-track, 2-track and 4-track.
- Only in the EDITALL can shattered bits of tape be put together good as new.
- Splices require NO TRIMMING, NO GOUGING, do not stick or "wow."
- EDITALL remains accurate for over 1,000,000 splices.
- NEW S-2 and KS-2 EDITALL have adhesive-mounting, no hole drilling!
- 1/4-inch to 1-inch sizes, \$6.50 up.

THE TALL COMPANY • 27 EAST 37TH ST. • NEW YORK 16
In Canada, Alex L. Clark Ltd., 3751 Bloor St. West, Burlington, Ont.

(Dealer inquiries invited) *TRADEMARK

tional Institute of Health, Bethesda, Md.
May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the National Naval Medical Center, Bethesda, Md.
*May 20-22—Assn. of National Advertisers, spring meeting. Hotel Commodore, New York.

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

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

JUNE

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

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

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

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

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

AUGUST

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

Aug. 21-24—Western Electronics Show and Convention, Los Angeles Memorial Sports Arena.

SEPTEMBER

Sept. 11-13—Electronic Industries Assn., committee, section, division and board meeting. Biltmore Hotel, New York.

OPEN MIKE®

Tearing troubles

EDITOR: As a steady reader of BROADCASTING, it's about time I write you with a complaint. Since your magazine is so newsy, I find many items demand additional distribution outside of the office and it's necessary to tear out a number of tidbits from nearly every issue.

The complaint: how the heck do you get pages out? Most other magazines will tear easily and evenly at the binding. Not so with BROADCASTING. My pages are so wrinkled and ragged by the time I get them extracted, I'm ashamed to send them on. Since thousands of readers must have the same problem, can anything be done to help us?—Bruce M. Radder, Bruce M. Radder Advertising Agency, Grand Rapids, Mich.

[BROADCASTING has found it impractical in the past, because of production and other problems, to perforate pages or change the binding. Most of the people in our offices use razor blades.]

Dentsu Videometer

EDITOR: I was surprised to find an article on the Dentsu Videometer in BROADCASTING [INTERNATIONAL, Jan. 8]. I wish to thank you for handling it so favorably.

I have sent a tear sheet to Mr.

BROADCASTING PUBLICATIONS INC.

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VICE PRESIDENT.....MAURY LONG
VICE PRESIDENT.....EDWIN H. JAMES
SECRETARY.....H. H. TASH
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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 Taissoff

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

BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING®—The News Magazine of 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
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BROADCASTING, January 22, 1962



BIGGER THAN EVER

WPIX-11 started its Popeye show in the 6-6:30 p.m. strip back in 1957, and it's been tops from the start.

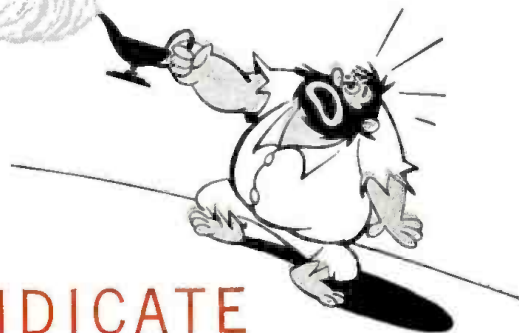
This fall, WPIX began playing the **NEW Popeye cartoons** — and only the new ones — the Popeyes that King Features is now producing specifically for TV.

And now, WPIX's Popeye audience is
BIGGER THAN EVER...

897,400 kids per average telecast
38.0% share of audience*

FIRST IN ITS TIME PERIOD BY 80%

With his new films
POPEYE IS BIGGER THAN EVER.



KING FEATURES SYNDICATE

235 EAST 45TH STREET

NEW YORK 17, N. Y.

* (NSI Nov. 5 — Dec. 2, '61)

Yoshida, our president (in Tokyo), informing him of the help you have extended to us in the past.

Please let me know when we can be of help to you in Japan.—*H. Yoshioka, manager, Dentsu Advertising Ltd., New York.*

Republic Steel story

EDITOR: We at WHBC certainly appreciate the MONDAY MEMO of Jan. 8 from Bruce Stauderman of Meldrum & Fewsmith in Cleveland regarding the Republic Steel Corp.'s use of the Cleveland Indians baseball games on WHBC in 1960. . . .—*Paul E. Gilmor, manager, WHBC Canton, Ohio.*

The radio factor

EDITOR: . . . In reference to your editorial on Shell's return to television [EDITORIALS, Jan. 8], your points are well made, but I do hope you have not completely forgotten local radio in your thinking.

The Shell dealers in this area have never advertised on television and are anxiously awaiting the opportunity to return to the co-op advertising program they had on our station before Shell's venture into 100% newspaper. I understand this feeling is quite widespread among local dealers; yet, from your editorial one would not realize radio was

even a factor in Shell's past or future plans.—*Don Michel, manager, WRAJ Anna, Ill.*

Quality folks

EDITOR: Our four-station organization stands wholeheartedly behind Mr. Minow and the proposed improvements in broadcasting. We believe in quality and we are exerting every effort to bring quality to the Pacific Northwest.—*Otto J. Feucht Jr., Pacific Adult Radio Network, Palo Alto, Calif.*

Tv stocks story

EDITOR: Fine story this week on the state of tv stocks [LEAD STORY, Jan. 8].

Why not publish a weekly resume of action in communications stocks in general—for those of us who like to follow them but find it troublesome to ferret them out from all the others in the *Wall Street Journal*?—*Richard J. Lutz, Ann Arbor, Mich.*

[BROADCASTING carries reports, when they are made, on the stock issues of companies in the broadcasting field whose stock is publicly held.]

Jamaican mixup

EDITOR: I have read with interest the story about Jamaica [INTERNATIONAL, Jan. 15]. I am not particularly concerned with the negotiations between

the U.S.A. and the United Kingdom about the North American Regional Broadcasting Agreement. My objection is about the listing of four frequencies as being operated by Radio Jamaica Rediffusion (RJR) when in reality they are operated by Jamaica Broadcasting Corp. (JBC).

At the present time there are two networks in Jamaica. RJR operates: 550 kc Montego Bay, 580 kc Port Maria at Galina, 720 kc Kingston, 770 kc Mandeville at Spurtree. JBC operates: 560 kc Kingston, 620 kc Mandeville at Spurtree, 700 kc Montego Bay, 750 kc Port Maria at Galina.

Since June 1959, when JBC started service, it has used the foregoing four frequencies with 5 kw each. Since RJR started in June 1950 some of the frequencies and power have been changed. At one time RJR used 880 kc and 1180 kc mentioned in the article.

Some readers may be confused in checking the frequencies of both networks. Hence, as sales representative of JBC, I would like to prevent such misinformation.—*A. M. Martinez, president, Caribbean Networks Inc., New York.*

[The assignments in Jamaica came, as indicated in the Jan. 15 story, from the listings issued by the International Telecommunications Union. The identification with Radio Jamaica Rediffusion (RJR) came from West Indies sources in Washington; they were, it is obvious, incorrect.]

**Listeners
Know
That
KLZ
Is The
STATION
For
NEWS
IN
DEPTH!**

Thirteen CBS World News Roundups, News Analyses and World News Reports Daily!

Ten local and regional news reports gathered and reported up-to-the-minute daily!

Two regular, full-time Washington Correspondents broadcasting news on KLZ throughout the day!

Exclusive broadcasts direct from the floor of the New York Stock Exchange daily!

*** HERE'S PROOF THAT KLZ NEWS SPONSORS GET RESULTS!**

* Successful business firms sponsor KLZ local and CBS newscasts year after year—one sponsor now in his 31st year—many others for more than fifteen years! You too can capitalize on this powerful audience attraction in the rich Rocky Mountain Area!

560 First On The Dial

KLZ radio
CBS IN DENVER

Represented by the Katz Agency



NEW RCA PORTABLE AUDIO CONSOLE

Type BC-10A

SPECIFICATIONS

Length:	44 inches
Width:	16½ inches
Height:	10 inches
Standing Height:	31 inches
Weight:	68 pounds
Frequency Response:	70 to 15,000 cycles cps $\pm$ 2 db
Output Level:	+ 6 VU

You'll find everything for handling remote programs in this handy unit! Includes two 3-speed 12-inch turntables with transistorized amplifiers and solid-state power supply. Frequency response is excellent from 70 to 15,000 cycles. Distortion is less than 3 per cent.

Mixing is provided for turntables, microphones and a remote input. Each of the turntables has individual mixing controls. Two microphones and the remote input are selectable by a three-position switch. (High Level source, such as tape recorder or remote amplifier, can be fed into remote input.)

The console is a one-piece fiberglass unit. The legs are detachable and the unit has convenient handles for carrying. Base of console is flat when legs are in storage position, permitting ease of transportation.

Order now from your RCA Broadcast Representative or write to RCA, Broadcast and Television Equipment, Dept. DD-22, Building 15-5, Camden, N.J.—for full information.



The Most Trusted Name in Radio

MONDAY MEMO

from R. D. EDWARDS, Glendale Federal Savings & Loan Assn.

Making the advertising fit the prospect—without gimmicks

The savings and loan business has become one of the most competitive fields in the country and Glendale (Calif.) Federal Savings is operating in a region where high demand for mortgage loans to house the exploding population requires that we snare every saved dollar we can.

In attempting to woo these savings into one of our 11 branches, we face competition not only from the 109 savings and loan associations doing business in this area, but from the commercial banks, the securities investment industry and the vast array of consumer products.

The forces of competition tempt nearly every businessman to use "gimmicks." The gasoline retailers have had their price wars. Loss-leaders have become almost traditional in the grocery business. In the financial arena, premiums of many kinds have been offered as inducements to depositors.

Fortunately for all business, a goodly number of these "gimmicks" have gone by the boards as sounder heads have prevailed or, in some cases, government regulations have restricted their use. The competitive aspect is still with us, however, and must now be met within the confines of those wiser decisions and government restrictions. This brings us back to the sound business methods of promotion—advertising and good public relations.

Which Way Best? ■ To get the greatest value from our expenditure, we are forced to make many decisions. Should our approach be metropolitan-wide or concentrated in our local areas? Should we establish our budgets according to the assets we now have or according to the goals we have set for ourselves? Should we let as many people as possible know about the benefits we offer or should we attempt to reach only those with substantial savings?

During its history, Glendale Federal Savings has run the gamut of possible choices. We were organized in 1934 as a one-man, one-shop operation with assets of \$6,000. The advertising "budget" was measured in hundred dollar amounts and local newspapers were selected as the first media.

As the association's assets grew, so did its choice of media. Direct mail was used, the number of newspaper ads was increased and an occasional billboard was utilized.

With growth came the need for additional offices. And with additional offices came the necessity to supplement our local advertising program with a

metropolitan approach. The use of radio, television and metropolitan newspapers was designed to have a mass appeal and to make everybody in the region aware of our presence and our services. It was strictly a "shotgun" approach to give identification and to make pertinent points about our high rates of interest, insurance of accounts, convenience and other benefits.

Our technique during this period is typified by our use of the Dodgers just after they made their big move from Brooklyn to Los Angeles. Individual players were used in radio spots, newspaper ads and direct mail pieces. Our objective was simple. As sports enthusiasts ourselves, we hoped to stimulate interest in the community's first big league ball club. As businessmen, we hoped that identification between the Dodgers and Glendale Federal would lead many baseball-starved former easterners and midwesterners to bring their savings to our offices. We used this campaign during the team's first two years here, while interest was at its peak, and it proved very successful.

Shotguns and Rifles ■ We are now aiming our shots at particular groups. To supplement our local campaigns and our "shotgun" blasts, we are now trying to get our message to "thinking" people—those whose intellectual and financial resources are such that we consider them prime targets.

Our sponsorship of the Dr. Albert E. Burke television series on KCOP (TV) is an example of our attempts to reach this select group. Generally, companies do not sponsor highly provocative programs because they feel their business will be affected. We at Glendale Federal feel that everything that can be done should be done to stimulate the thinking of the American people.

Although Dr. Burke's audience is a small one, it is vital. It is also conversant, as illustrated by the fact that this is currently one of the most talked-about shows on local tv. Important to us, too, is the fact that this audience represents a much larger proportion of potential savings customers than does the mass market.

Another example of this specialized approach is our sponsorship of a one-hour special during prime time on New Year's Day. This show, called "Tune Up for America" and produced locally by KNXT (TV), featured the Glendale Symphony Orchestra, a dance band, chorus and soloists and a collection of film clips, all tied together into a brief history of the past 20 years.

This program was designed to appeal primarily to the older person who likes a bit of nostalgia. The older group obviously has a higher than average income, has gone through the problems of family raising and now has a few extra dollars which it can salt away at Glendale Federal.

For Everybody ■ So now we have reached a point in our advertising where we try to have a little something for everybody. The Dr. Burke series has worked so well that we will be looking around for other "think" shows to sponsor. "Tune Up for America" is probably not the last show of its type we'll back. We are sure that these programs were viewed by the audiences at which they were aimed. We will certainly continue our radio spots and news broadcast sponsorship, our newspaper advertising and direct mail.

Intelligent advertising has worked for us and will for any legitimate business. The passing of the "gimmick" doesn't sadden us at all. Now we can get down to business.



Raymond D. Edwards, who joined Glendale Federal in 1945 as a teller, became senior vice president in 1959. As head of the administrative division he has primary responsibility for the association's advertising and public relations program, working through Davis, Johnson, Mogul & Colomatto of Los Angeles. Mr. Edwards is chairman of the California Savings and Loan League Public Relations Committee. Born in Los Angeles, he holds a BA degree from the U. of California.



TARGET JINGLES NEW hit intro package

ANNOUNCED JAN 8TH
SOLD IN ONE WEEK
IN 18 MAJOR MARKETS

because they're

FORM FITTING

TAILORED FOR YOU EVERY MONTH AT NO EXTRA COST.

360 360 Jingles a year. Thirty every month, ten of them especially customized to your exclusive specifications. I.D.'s; contest promos; local organizations. Repeat: **CUSTOMIZED** for you at no extra cost. Plus ten new general record intros each month and ten new musical beds each month.

AND EVERY JINGLE CREATED to musically match and crossfade into a current top-selling tune. That's why, as of Jan. 12, only five days after Hit Intro Package was made available, these stations bought the hottest, sales-producingest jingle package in radio today.

WHB KANSAS CITY	WTIX NEW ORLEANS	KFJZ FORT WORTH	WICE PROVIDENCE	WIP PHILADELPHIA
KOMA OKLAHOMA CITY	WQAM MIAMI	WICK SCRANTON	WHIH NORFOLK	KOIL OMAHA
KXOK ST. LOUIS	KONO SAN ANTONIO	KWBB WICHITA	WALT TAMPA	
WDGY MINNEAPOLIS-ST PAUL	KNUZ HOUSTON	KISN PORTLAND, ORE.	WCPO CINCINNATI	

Segué into more sales with **hip**. Send for your demo today or call your Ullman-man.

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President, 1271 Ave. of the Americas, N.Y. 20, PL 7-2197

Dick Morrison, Vice President, 3200 Maple Avenue, Dallas 4, Texas, RI 2-2651

TARGET JINGLES AND RICHARD H. ULLMAN, INC. ARE DIVISIONS OF



THE PETER FRANK ORGANIZATION, INC.

HOLLYWOOD / NEW YORK / DALLAS



First Nielsen Report, 1962*

NETWORK	RATING
ABC-TV	19.9
Net Y	19.5
Net Z	19.3

*Source: Nielsen 24 Market TV Report—January 1-January 7, 1962. Average Audience all commercial programs, Monday thru Sunday, 7:30-11 P.M.

RED THREAT LIVEST PROGRAM THEME

- Advertisers and audiences showing increasing interest
- Networks, syndicators and multiple owners plan series
- Although all attack communism, approach varies widely

Communism has suddenly emerged as the hottest new program subject in television.

Not only the three tv networks but syndicators and multiple-station operators are building a bandwagon out of a vehicle that first demonstrated dramatic pull with both audiences and advertisers less than a year ago.

No fewer than 100 programs, including five series for syndication to stations, are currently in the planning and production stage, not counting a mounting volume scheduled or planned by individual stations. All focus squarely on communism, but from different angles ranging from the straight documentary to out-and-out anti-communist preaching.

Producers Busy ■ The five independently produced series in work as of the first month of 1962 are almost equivalent to the syndication field's total production of new entertainment

series in all of 1961. The entertainment total for last year came to seven series.

Independent producers and group operators currently preparing programs dealing with one facet of communism or another include Storer Programs, in association with UPI-Movietone; Westinghouse Broadcasting Co.; B. F. Nielson Assoc.; U. S. Video Assoc., and Intertel.

In addition, all three networks—which till now have been virtually the only nationwide source of programming in this area—plan to expand the considerable volume of programs they already have devoted to communism and the threats and problems it poses for the U. S. and its allies.

A collateral development, authorities say, is a keener interest in, and better acceptance of, radio-tv materials supplied by such outspoken anti-communist organizations as the Christian

Anti-Communist Crusade, the Christian Crusade and the National Education Program. Spokesmen for these groups say that over the past few months, requests from stations for audio and film recordings of an anti-communist nature have increased substantially.

Dramatic Theme Lags ■ The surge in informational programming dealing with communism apparently is not being paralleled in the television dramatic area—yet. A striking example of several years ago was Ziv Television Programs' *I Led Three Lives*, which attracted huge sales as well as audience. Single episodes of anthology series may deal with a communist theme, according to network and producer sources, but no regular series are in the blueprint stages. One producer observed, however, that the subject lends itself favorably to "drama-documentary" treatment and that he "wouldn't be at



Programs emphasizing the menace of communism have had feature billing on all of the networks and their popularity is increasing as more are planned for coming season (see story above). "The Land Beyond the Wall—Three Weeks in an East German City" was recently featured in prime time on CBS-TV. This scene (l) shows



Bonn correspondent Daniel Schorr narrating a part of the program in an East German street. A scene from ABC-TV's "Close-Up" (r) shows the so-called anti-Red prince of Cambodia, Prince Sihanouck, working beside his subjects on a public project in the Communist-troubled southeast Asian country.

RED THREAT LIVEST PROGRAM THEME *continued*

all surprised if someone comes up with a show by next fall."

Reasons cited for the mounting enthusiasm for programs on communism are:

- The climate seems "right" for programs probing into "the left" because of a growing curiosity about, and fear of, the communist expansion. Several producers claimed there is a "wave of conservatism in America," evidenced by the proliferation of so-called anti-communist schools throughout the country and wide acceptance of the recent telecast of *Hollywood's Answer to Communism*.

- The trend toward documentary programs in general over the past year, spurred by pressures from governmental and opinion-leading sources (BROADCASTING, Dec. 25, 1961), has prompted producers to consider specializing in a specific documentary area ("and what's more crucial than communism today?" one producer commented).

- These programs can be produced more economically than entertainment programs since many rely on existing film footage in newsreel libraries, plus film or tape inserts to provide timeliness.

- Tv stations are said to be receptive toward buying programs on communism today, according to program planners contemplating such shows.

- There also appears to be a growing market for such programs among advertisers, not only as demonstrated by sponsorship history but as indicated by the fact that some of the current productions are being underwritten anonymously by businessmen concerned about the communist threat.

Producers on both the network and local levels are reticent generally about providing specific details on the types of programs they plan, citing competitive considerations. But from brief descriptions, types range from the history and nature of the communist movement to infiltration by Soviet agents throughout the world and an examination of internal developments within a specific country or geographical area.

Programs to be offered through regular television sources, rather than fringe organizations, will be "fair and reasonable" in treatment, producers said. Those from organizations outside the industry will be sternly anti-communist in tone and content, although spokesmen for these groups contend they will be factual.

Business Support ▪ One independent producer, Nielson Assoc., New York, reported that its tv programs on communism would be supported financially by "businessmen interested in fighting communism." But Joseph Mawra, presi-

dent and executive producer of Nielson, stressed the programs will be "controlled editorially" by Nielson. He declined to reveal the names of individuals who will underwrite his films.

A summary of program plans in the area of communism follows:

ABC-TV: The network has under consideration a full-length series outlining communist threats to U. S. security in various parts of the world. An ABC-TV source declined to provide any additional details on this project, pointing out it requires "high-level" clearances but hopes to have it ready before the fall.

Over the past several months, four of the eight Bell & Howell *Close-Up* programs carried by ABC-TV have

Awakening to demand

The staff director of the House Un-American Activities Committee sees the developing trend to anti-Communist television programs as an awakening, on the part of the industry, to a public demand.

"There's been a great deal of publicity in recent years on the other side of the picture," said Frank Tavenner, indicating a sensitivity to the controversy in which HUAC's activities have involved it. "Now the public wants to hear this side of the anti-Communist picture."

News media are "very sensitive to demands of the public for information," and they are responding now "to a demand for information in this area," he said.

been devoted to examination of communism in Germany (two episodes), Yugoslavia and Italy, and four additional programs of this subject are scheduled for this winter and spring, covering the Far East, Western Europe, Mandalay and India. An ABC News policy enunciated by vice president James C. Hagerty last November calls for "adequate and instant rebuttal" to communist "propaganda claims and counterclaims" on network news programs.

NBC-TV: The network is producing a one-hour "fundamental study of communism in the U.S. and abroad," intended for a teenage audience, and is exploring the potential of three other similar programs. George Heinemann will be the producer and Robert Abernathy the commentator. Three special programs on the "internal threat of communism" are being developed by

Chet Hagen, NBC news producer, for showing this spring or summer. The network is discussing sponsorship of these three specials with the Purex Corp.

An NBC "white paper" program to be telecast Feb. 25 will be devoted to a report on and evaluation of Red China. Next month a *Chet Huntley Reporting* program will analyze the influence of communism on Cuba.

CBS-TV: Spokesmen declined to give titles or contents of programs in preparation but said CBS-TV will "pay closer attention to the subject of communism in the months ahead." Projected for this winter and spring are from nine to 11 programs in this area—two to be carried on *20th Century*, two on *CBS Reports*, one on *Eyewitness* and a series of four or six hour or half-hour special programs.

Research Project ▪ **Storer Programs Inc.:** For the past two years, Storer has been researching the many facets of communism and within two weeks a pilot, produced in association with UPI-Movietone News, will be ready, according to Terry Lee, vice president and general manager. The 26-episode, half-hour series will be available for network sale or for syndication, Mr. Lee said. He declined to supply additional details, noting that a general announcement will be made within a few weeks. The series is reported to be a history of communism and will make use of United Press-Movietone (UPMT) footage and film inserts for updating purposes.

Westinghouse Broadcasting Co.: In the blueprint stages at Westinghouse is a half-hour series, said to be of a "documentary-dramatic nature" that would analyze the nature of communism vis-a-vis democracy. Though company officials were reluctant to discuss the project, it was reported that such diverse elements as the Korean War, Berlin, Karl Marx and Lenin are expected to be woven into the series. Westinghouse is reported to be aiming for a fall release.

International Television Federation (Intertel): Five of 12 programs to be produced by Intertel will spotlight various phases of worldwide communism. Four programs will center on Latin America, Southeast Asia, Cuba, Africa and a fifth on Cambodia, South Vietnam, Pakistan and Ghana. Intertel members are Associated Rediffusion Ltd. of Great Britain; the Canadian Broadcasting Corp.; Westinghouse Broadcasting Co.; Australian Broadcasting Commission and the National Educational Television Network (NET).

B. F. Nielson Assoc.: This production company reports it has access to more than 15 million feet of newsfilm acquired over a period of years from various sources. Joseph Mawra, presi-

West Coast programs give anti-communist shows momentum

The anti-communist programming trend seemed to gather its first real momentum early last fall. On Oct. 16, a special program entitled *Hollywood's Answer to Communism*, originating from KTTV (TV) Los Angeles, was telecast live over a 35-station specially devised network in prime evening time. On the 8-11 p.m. program, a series of speakers addressed a capacity audience in the Hollywood Bowl on different aspects of communism (BROADCASTING, Oct. 23).

During the same week, the Crown Stations (KING-TV Seattle, KREM-TV Spokane, both Wash., and KGW-TV Portland, Ore.) presented a special prime-time 90-minute program entitled *The Threat*. Short talks were given by prominent individuals, followed by a question and answer period with the studio audience (BROADCASTING, Oct. 30).

On Nov. 2, WPIX (TV) New York telecast the complete tape of *Hollywood's Answer*, again in prime time, and again received the distinctly favorable audience reaction to programming of an anti-communist theme that the Crown and other western stations had experienced. And audience interest was matched by business enthusiasm.

In favorable conditions such as these, it is not surprising that a new wave in public affairs broadcasting swept over the U. S., mirroring public concern with the causes of communism as well as with its all-too-apparent immediate effects.

Stations reported they adopted a



Among American broadcasters who have carried programs on their stations pointing up the dangers of communism is Charles Crutchfield, executive vice president and general manager of the Jefferson Standard Broadcasting Co. (WBT-WBTV Charlotte, N. C., and WBTW [TV] Florence, S. C.), who visited Russia in 1957 and saw it in action. He is shown here during that trip standing in front of the Kremlin with two Russian boys.

variety of methods for presenting the facts and theories on communism. Among the many stations to report, two formats were the most widely used:

▪ **Speakers**—Addresses seemed to

be by far the most popular format. WKRC Cincinnati presented a taped 40-minute address by W. P. Strube Jr., a director of the Christian Anti-Communism Crusade in three different time slots. KMMJ Grand Island, Neb., and KXXX Colby, Kan., began to present a featured anti-communist speaker from industry or government every Sunday afternoon on their continuing program *Crusade Against Communism*. Many stations began program series to provide background about the Communist Party Congress, which met at mid-October. WJW-TV Cleveland telecast a five-minute live presentation entitled *Moscow Tonight* throughout the party congress. Dr. Michael Pap of John Carroll U. detailed each evening what had happened in Moscow that day, citing historical precedent, and forecasting possible effects. WLWT (TV) Cincinnati presented four prominent speakers, two on two separate occasions, via videotape.

▪ **Dramatization**—Some stations reported they used dramatized episodes to illustrate their featured speaker's points, or to drive home as effectively as possible varying aspects of communism. WBTV (TV) used semi-dramatizations on its *Land of the Free* series together with special guests. In Miami, WTVJ (TV), that city, presented a filmed fictional version of how the Communists might take over the city. Entitled "The Day Miami Died," the program portrayed foreign agents capturing key points throughout the city.

dent and executive producer, said last week that production will begin in February on a series of 26 half-hour programs, tentatively titled *Communism: Worldwide*, which will depict Red infiltration into countries throughout the world. Financing for the series, he said, will be provided by businessmen, many of whom are involved in the "oil industry," but he declined to name them.

Feature ▪ Nielson is also producing a 90-minute theatrical feature film called *Das Kapital*, tracing the evolution of communism from the days of Karl Marx. This film will be divided into a three-part tv series for distribution to stations. On a contract basis, Nielson Assoc. will film and produce 14 one-hour films of the Christian Crusade Convention and Seminar in Tulsa, starting Jan. 29. Mr. Mawra emphasized that he has no connection with

the Christian Crusade or any other organization, and said the latter project is merely an outside assignment. Nielson's own productions, he added, will be financed by "businessmen interested in combatting communism," but will be controlled by the producer.

U. S. Video Assoc.: This firm has outlined a weekly half-hour series to be produced on tape called "*Counter-Challenge—Program for Victory*," for distribution to tv stations. It will be a discussion program with a panel of three Soviet specialists discussing each week a specific Soviet challenge, such as education, civil liberties, the labor movement, enslaved peoples, and religion, and subsequently proposing a counter-challenge.

Hardy Burt, who has produced such programs as NBC-TV's *Can Freedom Win?* and ABC-TV's *Answers for Americans*, is president of U. S. Video

Assoc. He reports that several sponsors are now interested in the program either for outright sponsorship or for underwriting of production costs. Two permanent panelists on the program, according to Mr. Burt, will be Eugene Lyons, senior editor of *Reader's Digest* and a veteran writer on Soviet affairs, and Robert Strausz-Hupe, director of the foreign policy research institute, U. of Pennsylvania. A third panelist will be an expert on the particular subject under examination.

Source Groups ▪ The three most prominent outside organizations providing radio-tv materials to stations are the Anti-Communist Christian Crusade, which makes its headquarters in Long Beach, Calif.; the Christian Crusade in Tulsa and the National Education Program in Searcy, Ark. Spokesmen for these groups said they stress religion in their materials, but that while both

RED THREAT LIVEST PROGRAM THEME continued

crusade groups are directly anti-communist, the National Education Program emphasizes the positive values of life in a democratic country.

The Anti-Communist Christian Crusade is perhaps better known than the other two organizations, largely because of the well-publicized *Hollywood's Answer to Communism* three-hour rally which was carried on a special tv network of 35 stations in six western states under the sponsorship of Richfield Oil Co. (BROADCASTING, Oct. 23, 1961).

This telecast attracted thousands of letters; was acclaimed by Richfield for sales it generated and was repeated on several other stations throughout the nation.

The organization has been conducting anti-communist seminars in various cities during the past year and often persuades local radio and tv stations to carry them. Its radio-tv activities are centered in Texas and are directed by W. P. Strube Jr., president of a local insurance company.

Mr. Strube said last week in a telephone interview that over the past six months there has been "fantastic interest" in the group's material. It has more than 20 hour and half-hour tape recordings, describing the nature of communism, for distribution to radio stations. He said the organization has only a few film programs at present.

The group's credo, he said, is that "you don't have to be objective about narcotics, morals or communism." Anti-communist rallies have been held in Los Angeles and New Orleans, and next summer, he volunteered, the Anti-Communist Crusade will "move into metropolitan New York City" for a five-day rally and school. The organization's aspirations are to persuade an advertiser or group of advertisers to "carry this project across the country via television."

Hargis Active ■ The Christian Crusade in Tulsa is headed by the Rev. Billy Hargis who said that radio stations have been using tapes of speeches by himself and his top followers since 1950. He estimates that as many as 250 stations use Christian Crusade material, which is "available every day of the year." He said 11 tv stations currently are using a half-hour film produced by the group but as many as 50 outlets have carried them. The Rev. Mr. Hargis noted there has been "a tremendous emphasis on anti-communism" in the past year, and added: "people are tired of liberalism. There is a resurgence of thinking—a conservative renaissance."

He explained that the Anti-Communist Christian Crusade is similar to his Christian Crusade and applauded the

efforts of the ACCC. He conceded that "we have been behind those people in big television rallies but we're going to emulate them."

The Christian Crusade's most far-flung project to date will be its five-day convention and leadership school in Tulsa, starting next Monday (Jan. 29). The group has engaged Nielson Assoc. to film and produce 14 one-hour programs covering the event.

Big Plans ■ "Our plans for the use of these films are most ambitious," the

Anti-red school sponsored

Technicolor Corp. and Schick Safety Razor Co. will co-sponsor the KTVU (TV) Oakland-San Francisco coverage of the San Francisco Bay Region School of Anti-Communism to be held Jan. 29-Feb. 1 at the Oakland Auditorium Theater. KTVU is pre-empting its regular programming for 2½ hours, 7:30-10 p.m. on those four evenings to televise the school.

Rev. Mr. Hargis pointed out. "Initially, the Christian Crusade will buy time on stations in the top seven or eight markets and conduct all-night telethons called Christian Crusade Answer to Communism. We will syndicate the programs to other stations and charge merely for production costs."

The National Education Program is located on the campus of Harding College in Searcy, Ark. Dr. George S. Benson is president of NEP and of the college. In a telephone interview with BROADCASTING from Marion, Ala., where he was on a speaking engagement, Dr. Benson said NEP has been active for than 15 years, distributing literature, films and audio recordings to universities, civic groups, industrial organizations and radio and tv stations.

NEP has 25 films of various lengths available for distribution to tv stations and many taped lectures for radio stations. He could not estimate the number of stations currently using NEP materials, but commented: "We have had more requests for our material in the past year than in the preceding five years."

The Foreign Policy Assn. in New York reported that many local radio and television stations throughout the country have been utilizing its discussion material on international affairs, much of which is in the communist area, to develop programs in association with local civic and educational groups.

ANTI-RED MINISTERS

Are their broadcasts prayers or editorials, FCC wonders

The anti-Communist theme is a salient feature in the regular broadcasts of many religious spokesmen who have taken their ministry to the air.

Never backward in expressing their attitudes on public issues, many of these mainly fundamentalist preachers in recent months have focused their fervor on the Communist threat. This has raised a delicate question in the minds of some communications lawyers, both inside and outside the FCC: Are the programs properly religious programs, or discussions of controversial issues?

If they are commentary on public issues, this reasoning speculates, shouldn't the broadcasters carrying these spokesmen be required to provide equal opportunity for opposing views? This is the doctrine of fairness to which broadcasters are expected to adhere in line with FCC admonishments ever since the commission reversed the Mayflower decision in 1949.

There is no official investigation of this type of religious programming under way at the FCC, but Broadcast Bureau staff executives are aware of the problem.

Leading Figures ■ Two of the leading figures in the religious-public issue arena are Billy James Hargis, the Tulsa evangelist, and Carl J. McIntyre, founder of the Bible Presbyterian Church, organized after split with the official Presbyterian Church.

Both supply tape recordings to 200 or more radio stations.

Tv networks may cover Texas anti-red crusade

The growing interest in movements espousing anti-communism is typified by the reaction of television networks to an invitation to cover a five-day convention and seminar of the Christian Crusade in Tulsa, starting next Monday (Jan. 29).

A CBS-TV spokesman said the network has scheduled coverage of the event and if newsworthy developments occur, will telecast footage on news programs. He added CBS News is considering the production of a special program on the meeting for use on *Eye-witness* or *CBS Reports*.

NBC-TV reported it was "very interested" in covering the five-day meeting, but said it was communicating with the Christian Crusade to learn more about the organization and its planned project.

An ABC-TV spokesman said the network has "no plans at present to cover the event, but we may change our mind about it."

HOTBED!

Central Iowa is a hotbed of consumer buying activity. It's sparked, but no longer dominated, by the farm dollar. Booming industries (including 43 new ones during the first 7 months of '61) give this area a profile of prosperity and widely diversified growth. For 6 consecutive months in '61, Des Moines has ranked among the Nation's top 37 markets (Sales Management).

WHO-TV's primary coverage area includes all of Central Iowa. It represents a vital \$2.5 billion market for advertisers. Less than half of the area's total income now comes from agriculture. But the Central Iowa farmer is still extremely important. His average annual income: \$14,700!

WHO-TV programming, audience promotion, and services are aimed at *every* segment of this important market. Sell *all* of Central Iowa, *all* the time, with WHO-TV. See your PGW Colonel for availabilities.

*Sources: Sales Management Survey of Buying Power,
May 10, 1961; SRDS, June 15, 1961;
and U.S.D.A. Census Reports.*

WHO-TV is part of
Central Broadcasting Company,
which also owns and operates
WHO Radio, Des Moines
WOC and WOC-TV, Davenport

[illegible]

WHO-TV

Channel 13 • Des Moines**NBC Affiliate**

Peters, Griffin, Woodward, Inc.
National Representatives

Petker starts \$16 million antitrust suit

ACCUSES Y&R, 15 REPRESENTATIVES, 22 STATIONS IN CONSPIRACY CHARGE

A. P. Management Corp., radio programming and sales firm, started a \$16,171,500 antitrust suit against Young & Rubicam and 15 station-representation firms last week.

The company, which is headed by Al Petker, charged in its complaint that Y&R and the rep-company defendants conspired to destroy its business, and claimed it had suffered at least \$5,390,500 in loss and damages and asked for treble that amount under the antitrust laws.

The complaint also named 22 radio stations as co-conspirators but not defendants. It charged that defendants forced these stations to cancel contracts with A. P. Management under threat of losing future business from Y&R and other agencies. It contended that other stations are being similarly threatened.

Secret Meet ■ Y&R was accused of organizing, and the defendant rep companies of participating in a "secret meeting" last Dec. 11 to plan a radio-station boycott of A. P. Management's so-called Petker plan. The defendants also compiled and furnished "misleading disparaging material" about the Petker plan to Bristol-Myers, which at that time was considering an expansion of its use of the plan, the complaint asserted. Y&R is agency for Bristol-Myers' Bufferin, one of several products which Bristol-Myers executives had recommended for inclusion in the Petker plan, used earlier by B-M's Ipana Toothpaste.

A. P. Management works directly with radio stations and with advertisers, furnishing programs, merchandise and services to the stations in return for commercial time which it sells to advertisers. Thus, the complaint asserts, stations participating in the Petker plan get programs, merchandise and services not otherwise available to them, and advertisers get radio time at costs not commissionable to agencies and reps and "far less" than they would have to pay in dealing through usual channels.

As part of its case, A. P. Management submitted a copy of a Nov. 10, 1961 memorandum written to other Bristol-Myers executives by R. C. Whitman, Bristol-Myers radio-print advertising coordinator, describing the Petker plan proposal as being, "in cold dollar-efficiency . . . conservatively six times as efficient as 'normal' radio purchases."

Efficient ■ Parenthetically, Mr. Whit-

man said that "normal" radio purchases "are themselves, by today's buying practices, extremely efficient."

He said a 13-week schedule under the Petker plan "costs \$100,000 (\$32,000/month) net. The guaranteed affidavit value of the broadcast time you receive is \$360,000 (\$200,000/month). It usually runs higher than that; Ipana's affidavits for the month of September alone were \$212,000."

Mr. Whitman's memo said a study made for Dumas Milner Corp. (Pine-Sol), which had used the Petker plan and gained a 22% increase in sales during one three-month period in which it used no other advertising, showed that over a 52-week period the Petker plan's cost per thousand per commercial minute would be 33 cents as against \$2.33 on the CBS Radio network and \$1.63 on ABC Radio.

In addition, Mr. Whitman told his Bristol-Myers associates, "Al Petker is at all times ready to conduct regional or national contests among local personalities and staff announcers" as further promotion.

Mr. Whitman said the Petker plan, whose station participants are heaviest in the smaller markets, "may well become the pattern of the future" in radio. He said one network's spot sales organization and some stations had tried to discredit the plan with the FCC

but that FCC not only "summarily turned down these efforts, but has termed the Petker plan the most constructive force in local radio today, because it is effectively helping local radio stations to help themselves."

FCC Letter ■ Another part of the suit's documentation was an FCC letter interpreting the commission's rules on sponsor identification as they might or might not apply to programs furnished under the Petker plan.

Mr. Whitman quoted letters from Montgomery Ward, Newport cigarettes and Pine-Sol in commendation of results they achieved using the Petker plan. The complaint said users in the last four years also have included such companies as P. Lorillard, National Biscuit, Pillsbury, American Motors, Kellogg, Hormel, Comstock Packing and Nestle Alimentana.

In his own affidavit Mr. Petker said his plan had enjoyed "meteoric" success among radio stations. The number of stations participating in it, he said, went from about 350 in 1957 to about 1,500 to 1,600 in 1961. But, he said, the "conspiracy" of the defendants had resulted in at least 35 station cancellations and the company is still losing station participants. In addition, he contended, advertisers have refrained from doing business with him.

He said he had been receiving \$32,-

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

National Video Tape Productions Inc. (division of Sports Network Inc.), 36 W. 44th St., NYC 36
Ace Bowling Co. (bowling balls), three 60s, live, tape. Agency: E. T. Howard.

Armstrong Cork Co. (ceilings), one 60, live, tape. Agency: BBDO; Henry Monasch, agency producer.

Fred Niles Communications Centers Inc., 1085 W. Washington Blvd., Chicago 7

Hotpoint Appliances, one 60, live, film. William Harder, prod. mgr.; Lou Marlowe, director. Agency: Compton Adv., Milt Houston, a. e.

International Shoe Co. (shoes), 16 48s, live, film. William Harder, prod. mgr.; Charles Ticho, director. Agency: Krupnick & Assoc., Ray Armbruster, a. e.; Sue Perkins, prod. mgr.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69

Advertising Federation of America (institutional), two 60s, animation and stills, film. John Marshall, prod. mgr.; Fred Crippen, designer. Agency: Needham, Louis & Brorby; Joseph Creaturo, prod. mgr.

Rodel Productions Inc., 2424 G St. N.W., Washington, D. C.

Community Coffee Co. Four IDs ("Muppet" characters), film. No agency. Muppets Inc., producer; Alden Murray, prod. supervisor.

La Touraine Coffee Co. Three IDs ("Muppet" characters), film. Agency: Hoag & Provandie. Muppets Inc., producer; Alden Murray, prod. supervisor.

Videotape Productions of New York Inc., 101 W. 67th St., NYC

Beech-Nut Life Savers Inc. (chewing gum), one 60, live & animation, tape. William McCauley, prod. mgr. Agency: Young & Rubicam; John Lamb, a. e.; Leon McNamara, prod. mgr.

National Life Insurance Co. (insurance), six 60s, six 20s, live, tape. Harold Stone, prod. mgr. Agency: Noble-Dury; William Holder, a. e.; William Graham, prod. mgr.

**"Charlotte market a dynamic one ...
new jet service offers exciting opportunities"
— McConnell, Eastern Air Lines**

"Our long use of WSOC radio has been a very good investment, and we are grateful for your splendid support of our promotions. Charlotte is a dynamic market and the advent of Eastern jet service there February 1 offers us exciting new opportunities."

HENRY S. McCONNELL
Eastern Air Lines

Speed your sales growth in the Carolinas by concentrating your broadcast schedules on Charlotte's WSOC stations. WSOC radio, 5000 watts at 930 kc, reaches over a million people. WSOC-TV, channel 9, serves America's 19th largest television market with the best of NBC and ABC. It is one of the great area stations of the nation.

WSOC
RADIO & TV-CHARLOTTE

*WSOC radio
represented by
Peters, Griffin,
Woodward, Inc.,
Television
by H-R.*

Ad Council in profile

A preview of "The Good Persuaders," a documentary film reviewing the first 20 years of The Advertising Council, was presented by Westinghouse Broadcasting Co. at an anniversary dinner for the council, on Wednesday (Jan. 17), in the Waldorf-Astoria, New York.

Arrangements for subsequent broadcast of the film was made by the council in association with Westinghouse, which donated the film in honor of the organization's 20th birthday.

Dave Garroway narrated the production in which Kukla and Ollie are co-starred.

000 a month from Bristol-Myers for Ipana's participation in the Petker plan and that under the negotiations going on last fall for an expansion of Bristol-Myers' participation, he was to receive \$50,000 a month.

He submitted telegrams and letters to support his contention that stations cancelled as a result of the alleged "conspiracy" even though only a short while earlier they had expressed enthusiasm for the plan.

Action Underway ■ Service of the complaint and show-cause order, the latter returnable Jan. 23 in U. S. Southern District Court in New York, was begun in New York last week. In the Jan. 23 proceeding the defendants must undertake to show why a preliminary injunction should not be issued enjoining them—pending final decision on the suit—from inducing stations not to do business with the Petker organization, disseminating misleading material about the Petker company and boycotting the company and its business.

Rep companies named as defendants on grounds that they were represented in the alleged "conspiracy" were Venard, Rintoul & McConnell; Robert E. Eastman Co.; John E. Pearson Co.; John Blair & Co.; Paul H. Raymer Co.; Select Station Representatives; Adam Young Inc.; Avery-Knodel; Devney-O'Connell; Bolling Co.; Spot Time Sales; Katz Agency; Forjoe & Co.; H-R Representatives; and Peters, Griffin, Woodward.

In addition the complaint named a "John Doe" defendant, claiming that "other persons to the plaintiff presently unknown" were "parties to the conspiracy hereinafter alleged and should be made defendants to this action after their identity becomes known."

Stations named as co-conspirators but not defendants were WSVA Harrisonburg, Va.; WKLO Louisville, Ky.;

KTHT Houston; WTRU Muskegon, Mich.; WLEE Richmond; KUSN St. Joseph, Mo.; KKKW Lafayette, La.; WAME Miami; WJTN Jamestown, N. Y.; KWTX Waco, Tex.; WSAV Savannah, Ga.; KCOH Houston; KIOA Des Moines; KORK Las Vegas, Nev.; WHYL Carlisle, Pa.; WHYY Orlando, Fla.; WGRD Grand Rapids, Mich.; WPIC Sharon, Pa.; WMGW Meadville, Pa.; WBCM Bay City, Mich.; WWOL Buffalo, N. Y. and KFH Wichita.

The show-cause order, signed by Judge Richard H. Levet, directed the defendants to submit their answers in the show-cause phase of the suit by noon on Jan. 22. They were given 20 days to answer the complaint itself.

World's Fair budget: \$188,000 to radio-tv

Television and radio together will receive \$188,000 of the Seattle World's Fair advertising budget allocated by the state of Washington, according to Bob Lyte, promotion director of the project. The account is being placed by Hal Ryan & Son, Seattle, agency for the state.

The \$641,000 allocated out of a \$644,000 budget is spread among media as follows: Magazines \$268,000, newspapers \$137,000, television \$140,000, radio \$48,000, outdoor \$48,000.

Mr. Lyte said the budget distribution has been questioned by some media representatives. He said the fair "has no intention of asking for public service time from broadcasters while purchasing space from print media," as has been charged.

Such charges were coupled with a letter sent by FCC Chairman Newton N. Minow to Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate Commerce Committee, after Mr. Lyte had inquired about the FCC's public service views on fair announcements.

Mr. Minow wrote, "If we are correct in our assumption that the proposed announcements and programs consist solely of material publicizing the Seattle World's Fair and that no payments are to be made to the stations broadcasting the material, then the announcements and programs may be entered in the station's logs as non-commercial spot announcements and programs. In my view, such broadcasts would clearly fall within the public service category."

No Pressure ■ Mr. Lyte said the Minow letter is not being used to induce radio and tv stations to run free publicity while the fair's advertising budget is diverted to other media. Chairman Minow's view was sought at the request of broadcasters he said. About 100 tv stations are using fair

publicity films, he said. Special 8-second ID's with call letters have been supplied. About 200 radio stations have indicated they will carry public service announcements.

Otto Brandt, KING-AM-TV Seattle, vice president of the fair for public relations, said fair officials have made every possible effort to be equitable in distributing advertising funds. He voiced confidence that there is no discrimination against radio or tv.

Fair officials said some of the print and outdoor advertising was paid for out of the advertising budgets of advertisers interested in promoting the event.

Another advertising fund, which is in addition to the state's \$644,000 budget, will be allocated by the fair itself in the spring about the same time the event gets under way. It will total about \$100,000 and will be spent mainly in Washington, Oregon and British Columbia on special events and visitor information. Kraft, Smith & Ehrig is agency for this fund. Its plans envision use of radio and tv.

The first advertising by the state was concentrated in magazines and was designed to promote exhibitor acceptance.

'Equitable' ■ Art Moore & Associates, Seattle radio-tv station representatives, reported to its stations it feels the advertising allocation is being handled in an equitable way and described the fair as "worthy of any support you can give."

A recent letter to tv stations, sent by Ken McClure of the fair's tv public relations staff, called the Minow letter "additional evidence of our non-profit status." It explained how stations "can benefit by scheduling announcements and programs pertaining to the Seattle World's Fair."

The fair is an \$80 million project and its six-month run is scheduled to start April 21.

Rheingold-Mets plans fixed

Broadcast plans were virtually completed last week for Rheingold Beer's radio-tv sponsorship of the New York Mets, whose first season in the National League will start this spring. The sponsor and team management on Wednesday (Jan. 17) jointly announced that WABC New York will carry all 162 scheduled games, and said some 130 games will be telecast by the Mets' previously announced tv outlet, WOR-TV New York.

Two of the team's three announcers were appointed. They are Lindsey Nelson, who has called play-by-play for NBC-TV's *Game of the Week* for the past five years and Bob Murphy who has been a broadcaster for the Boston Red Sox and the Baltimore Orioles.

Rheingold's agency is J. Walter Thompson.

VOL.3—"FILMS OF THE 50's"—NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS

DORIS DAY RAY BOLGER CLAUDE DAUPHIN



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564 — STate 8-8276

SEVEN ARTS "FILMS OF THE 50's"—MONEY MAKERS OF THE 60's

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

APRIL IN PARIS!



TvAR: network tv doesn't do complete job

'TILT' PRESENTATION CLAIMS SPOT ADVANTAGES

Television Advertising Representatives Inc. is preparing to make a new presentation, "Tilt: the After-Math of Network Television," which was pre-viewed in New York last week.

The point made by the TvAR presentation is that when used alone by the advertiser, network programs don't permit market-regulated advertising pressure and thus spot tv used either in place of network tv, or as a supplementary method, can help the advertiser's media strategy.

TvAR executives acknowledge that a similar "tilt" might well be characteristic of other nationally-measured media—magazines for example—but they have no studies to prove it.

The color-slide presentation claims that the top 20 tv markets contain 55% of all the television homes in the country; however, "the vast majority of networks shows fail to deliver 55% of their audience in these markets which represent the prime source of income for most companies."

The analysis was prepared by Robert M. Hoffman, TvAR vice president for marketing and research. Among the highlights:

- Of 65 network programs studied (covering all nighttime programs now

on the air and for which market-by-market data are available in American Research Bureau's latest local market comprehensive report), 62 receive less than 55% of their national audience from the top 20 tv markets. And nearly half get only 35-45%.

- There is a "lost" audience, or a deficiency in many highly popular programs. These numbers are found by computing the national audience (from the spring 1961 ARB report) and applying this to the tv population spread in the top 20 markets. If the audience in those 20 markets falls below the 55% of the national total, the difference is considered a deficiency by TvAR.

The size of the market is but part of the imbalance in audience, according to TvAR's study, which adds that other factors are the number of stations in a market, station coverage and clearances, the viewing level, program appeal, competitive programming and the popularity of a station.

Larry H. Israel, the station rep's president, said "Audiences for network programs tend to 'tilt' away from the markets that represent the prime marketing target for most companies." His point was that sometimes prime market doesn't show up so well in numbers of viewers desired by the individual advertiser, a situation that spot can correct.

a single agency, advertised in a joint campaign, indicates a decrease in the Belair billings placed last year through Ted Bates, and estimated at more than \$6 million.

According to John W. Burgard, B&W vice president of advertising, the transfer of the Belair account does not affect other B&W brands at Ted Bates which include Kool, Viceroy, Life, Kentucky Kings and DuMaurier cigarettes and Tube Rose snuff.

Haeg urges greater care in buying radio time

To get the most effective impact from their radio campaigns, agency executives in the Midwest were told last week



Mr. Haeg

by Larry Haeg, general manager of WCCO Minneapolis, to be more selective in their choice of stations and to "put more creative power into their messages."

Speaking Tuesday before the Broadcast Advertising Club of Chicago, Mr. Haeg told agency timebuyers that radio that delivers "both quantity and quality" is the best medium.

The WCCO manager said that if he were an advertiser he "would not spend a single nickel on at least half of the radio stations in this country." He called them "nothing more than licensed jukeboxes, whose managements' chief concern is oscillating constantly between the fast rating and the fast buck." Fortunately, he continued, "there are enough stations—the right kind of stations—at your disposal to blanket the entire country or any part in which you do business."

Quality must be sought in both audiences and programming, Mr. Haeg explained. The quality audience, he said, is the audience "with buying power," that responds to the advertising messages they hear. Quality programming is "a whole complex of sounds accompanied by a solid philosophy of service."

Rep appointments...

- WTAW College Station, Tex.: John E. Pearson Co. as national representative.

- KPEL Lafayette, La.: John E. Pearson Co. as national representative.

- WFYI Mineola, Long Island; WVOX New Rochelle; WVIP Mt. Kisco, and WGHQ Saugerties, all New York (Herald Tribune Radio Network): Kettell-Carter Inc., Boston, New England states representative. Venard, Rintoul & McConnell is national rep.

The network's reach

The TvAR study says the network program audiences in the "top 20" tv markets looked like this (expressed as a percent of the total national audience):

ALL TV FAMILIES	55%
I've Got a Secret	35%
Bonanza	37%
Tall Man	37%
Route 66	37%
Tales of Wells Fargo	38%
National Velvet	38%
Wagon Train	39%
Laramie	40%
Bachelor Father	40%
Rawhide	40%
Maverick	40%
Andy Griffith	41%
Dennis the Menace	42%
Hennesey	42%
Red Skelton	42%
Outlaws	42%
Pete and Gladys	43%
Danny Thomas	43%
Dobie Gillis	43%
Have Gun, Will Travel	43%
Cheyenne	43%
Rifleman	43%
Real McCoys	44%
Price is Right	44%
Perry Mason	44%
To Tell The Truth	44%
Ed Sullivan	45%
U.S. Steel Hour	45%
Armstrong Circle Theatre	45%
Gunsmoke	45%

Belair joins Raleigh in coupon promotion

A reason for Brown & Williamson Tobacco Corp.'s shifting of its Belair cigarette brand from Ted Bates to Keyes, Madden & Jones (Chicago) was revealed last week: B&W has extended its Raleigh coupon to the Belair menthol king-size cigarette introduced nationally in 1960. KM&J, a specialist in the coupon promotion field, has handled the Raleigh account 25 years.

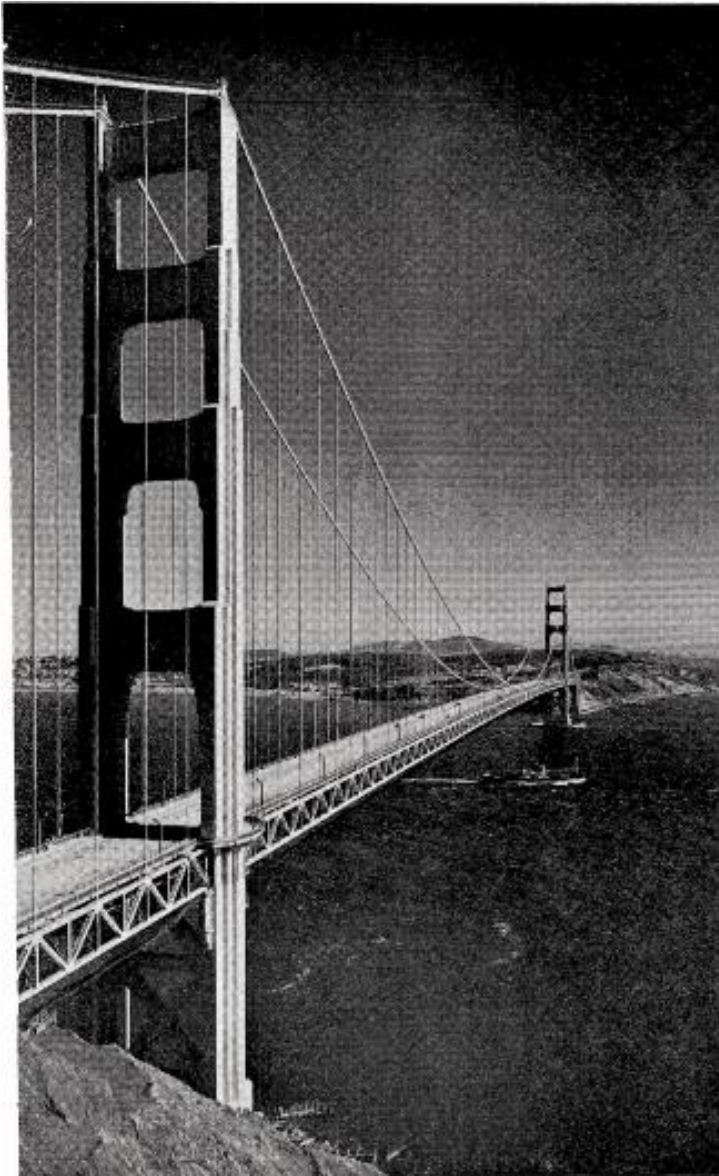
Sharing the same advertising times in 1962, Belair and Raleigh will get heavy network tv showing. Both brands will be carried on four NBC-TV daytime shows, *Jan Murray*, *Here's Hollywood*, *Truth or Consequences* and *Say When*, and on two ABC-TV nighttime series, *Naked City* and *Bus Stop*.

On each of the shows, a commercial featuring the Raleigh coupon will precede a Belair commercial using the theme, "Now for the first time you can get famous Raleigh coupons with a light menthol cigarette."

The network tv schedule will carry the bulk of Belair advertising. Aside from tv, Belair ads will be placed in tobacco and grocery trade publications. The consolidation of the two brands at

SPECTACULAR

...is the word that best describes the growth of San Francisco's KTVU. Both ARB and NSI reports for 1961 disclose an impressive gain in ratings, homes reached and share of audience over any previous year in KTVU history. This success may be attributed to KTVU's awareness of the varied tastes of the San Francisco TV audience. An emphasis on live sports, local events, strong syndicated programming and first-run, post-1950 movies has been the basic reason for KTVU's growth in this past year.



Famed Golden Gate Bridge, longest single suspension span in the world. Designed by Joseph B. Strauss. Including approaches, the Golden Gate Bridge is 2.7 miles long. Completed in May, 1937 at a cost of \$33,600,000. More than 20,000,000 cars crossed the Bridge in 1961. Photo by Moulin Studios.

The Nation's LEADING
Independent TV Station



SAN FRANCISCO • OAKLAND

Represented Nationally by H. R. Television, Inc.

Radio drive succeeds, extended by J. I. Case

J. I. Case Co., Racine, Wis., has extended a radio spot campaign that it claims resulted in record fourth-quarter sales, and in the most "enthusiastic" dealer acceptance in several years for a Case company-dealer sponsored package for its farm equipment.

D. E. Fricker, Case manager of advertising and public relations, last week announced a new five-month campaign that will be carried in some 200 markets. Placed through Geyer, Morey, Madden & Ballard Inc., New York, the campaign during the first half of 1962 involves a combination of spots and farm service programs. As in a similar campaign last fall, Lou Crosby, radio-tv personality, will again handle the commercials.

More than 1,000 J. I. Case dealers will be participating in the new program, which is tailored to some 30 different products in a wide variety of seasonal markets, according to Charles Might, farm radio director of the Racine office of GMM&B. Some spots will run full-length except for live dealer tags, while others are transcribed lead-ins for use with live dealer copy to meet local market conditions. The stations to be used in the campaign are being selected on the basis of their localized farm programming activities.



Morris W. Reid (r), vice president and director of marketing for J. I. Case Co., confers in Racine with personality Lou Crosby who is recording the commercials for the spring campaign.

Max Factor, Eldon leave K&E for parts unknown

Kenyon & Eckhardt last week lost two accounts with total annual billings of approximately \$4 million: Max Factor Inc., Hollywood, and Eldon Industries, Hawthorne, Calif. Their new agencies were not revealed.

Max Factor's billings, estimated at

nearly \$3 million, involved several products: Natural Wave hair spray, Hi-Fi fluid make-up and Three Fragrance Lines. The broadcast share of Factor's billings was put at about \$600,000.

K&E will service the account until a new agency is named. Other Max Factor products are handled by Carson/Roberts Inc., Los Angeles.

Eldon Industries moved to K&E last fall from Guild, Bascom & Bonfigli. Billings on its toy line are estimated at \$1 million annually, but it's understood that K&E placed only a \$300,000 share in a pre-Christmas campaign, the bulk of which was spent in children's programs on tv.

Remco plans increases in television budget

Remco Industries Inc., Newark, N. J., toy manufacturer, has announced an increased spring and summer tv budget of over \$1 million. The company also said it will add \$1,780,000 to its tv budget in September.

In addition to advertising on *Shari Lewis Show* on NBC-TV (Sat., 10-10:30 a.m. EST), the company began sponsoring a 15-minute portion of the weekly *Video Village Junior Edition* on CBS-TV (Sat., 10-10:30 a.m. EST). A 52-week local spot campaign in 20 markets began Jan. 15.

Remco said it will again sponsor Macy's Thanksgiving Day Parade on NBC-TV.

Rambler buys space shoot

American Motors Corp., on behalf of Rambler, signed last week for coverage of America's first manned orbital space shoot over both CBS Radio and NBC Radio on Wednesday, starting at 7 a.m. The agency is Geyer, Morey, Madden & Ballard, New York.

ABC Radio earlier had announced that Sylvania Electric Corp. will sponsor its coverage of the event. Gulf Oil will sponsor the man shoot as part of its "instant news" arrangement with NBC-TV, but as of late last week neither CBS-TV nor ABC-TV had obtained sponsors for its coverage.

Milani to Riedl & Freede

Louis Milani Foods Inc. has named Riedl & Freede Inc., Clifton, N. J. to handle its advertising, effective Feb. 1. The new agency succeeds Cunningham & Walsh.

Milani's media budget of \$750,000 will be "considerably increased" in 1962, according to a company spokesman. Although a media breakdown has not been drawn up as yet, plans are to make "extensive use of radio-tv," the spokesman added.

FC&B's Cone indicts 'fearful' ad critics

This "historical inclination of a small group of constitutionally fearful Americans to look on the contemporary scene with a shudder" was suggested Thursday by Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding, Chicago, as a principal reason for the general and continuing attacks on advertising by teachers, ministers, social scientists and writers.

He warned, however, that there is "a considerable danger in shrugging it off as merely foolish or misguided." Mr. Cone addressed the Advertising Club of Minneapolis.

Mr. Cone agreed with Robert H. Bennett, marketing vice president of General Foods Corp., who once said advertising can never be fully understood unless the average family or student understands "that there are only two economic forces in our lives in America." One is government and the other is business, he noted, again quoting Mr. Bennett: "If we question our competitive profit system, then we have a political consideration on our hands and certainly not an advertising consideration."

Mr. Cone quoted—and agreed—with Mr. Bennett further: "If business is to serve the American society, it must have the ability to give voice to its [ventures]."

"This does not mean that the American society will collapse if General Electric (or General Foods or General Mills or General Motors or anyone else) is not permitted to advertise. But it does mean that enterprise without a voice to announce, to explain, to expose itself to the fierce, white light of publicity will shrivel and recede."

Mr. Cone said that what is bad in advertising must be hunted down and protested "so that we may protect what is good."

Universal, Doris Day, Lever set radio drive

A national tie-in campaign involving more than \$1 million and including a saturation radio spot drive using 6,000 announcements has been developed by Universal Pictures Co. and Doris Day's Arwin Productions with Lever Bros.

The campaign offers consumers a special Doris Day album with songs from the singer's new movie "Lover Come Back" in exchange for two package backs from Lever's Imperial Margarine and one dollar.

Special spot announcements in major markets, featuring the record offer and plug for "Lover Come Back" are scheduled Feb. 19-26.

*all their big guns
have been fired...*

BUT

**KLZ-TV IS STILL
FIRST IN DENVER!**

There have been many changes in television programming this season, but one thing has not changed—KLZ-TV is still the leader in Denver! The November ARB reports KLZ-TV with more programs in the top 50 than all other Denver stations combined, (27 out of 50). The only local programs in the top 50 were nine originated by KLZ-TV. Eight of the top ten syndicated programs were also on KLZ-TV.

KLZ-TV news, weather and sports again led in audience preference by a substantial margin. As a matter of record, KLZ-TV was first in the 9:00 a.m. to midnight bracket, seven days a week!

CBS  DENVER
KLZ
TELEVISION 
TIME-LIFE BROADCAST INC.

 **THE KATZ AGENCY, INC.**
National Representatives

HUSTON PRAISES RADIO

Cites L&N test case to prove medium can sell new products

Radio is the ideal medium to deliver an advertising "one-two punch" of comedy that creates interest in a new product, and serious copy that produces continued sales after the item has been introduced. This was the view expressed by Ted Huston, vice president of Lennen & Newell and manager of the agency's Beverly Hills, Calif., office at the January luncheon of the Southern California Broadcasters Assn. last Wednesday (Jan. 17).

Using Granny Goose potato chips as a case history, Mr. Huston said the first part of the problem was to introduce to Southern California a product unknown to food chains, store managers and consumers in the area. Humorous radio announcements were chosen as the best way to capture listener attention and interest.

Ralph DeSalle, who had written radio comedy for the networks before joining L&N as a copy writer-producer in San Francisco, created the Granny

Goose spots and produced them, providing all the male voices himself. Mr. DeSalle described the spots to the SCBA audience and played a number of them—mainly satires on topical subjects which could be humorously tied in with the product.

After six weeks of the humorous commercials, L&N made a telephone survey, checking names at random, and found that 28% of those called had heard of Granny Goose and knew that the company made potato chips. After another six weeks a second survey showed a 31% recognition response and at the end of 18 weeks the figure had risen to 38%, half of these reporting purchase of the product. After nine months, 50% of the people called at random recognized the name and knew the product.

But, Mr. Huston related, few of those called could recall the qualities that make Granny Goose different from other potato chips. So a new type of radio commercial was created, with a much more serious approach. Research had indicated that most potato chips are consumed not by children after school or at parties but by housewives who munch them between chores during the

daytime. The new spots were aimed directly at this female audience.

Dave Rose was engaged to compose a light, brisk musical background, over which went the copy.

After eight months, the playback of the qualities of Granny Goose chips was up 48%, Mr. Huston said. Acceptance by both stores and consumers, has been remarkable, due largely, L&N feels, to the one-two punch delivered by radio.

Weaver to address ANA's tv ad workshop

Sylvester L. Weaver Jr., president of M-E Productions, a subsidiary of Interpublic Inc., will discuss what's ahead for tv advertising at the Assn. of National Advertisers' workshop on tv advertising Feb. 28, at the Hotel Plaza in New York.

Also scheduled on the workshop program: Newt Mitzman, vice president and manager of commercial production, Ogilvy, Benson & Mather Inc., whose topic considers the question, "Tape or Film Commercials—When and How to Use Each Most Effectively?"

Appraisal of commercials: vigor, taste blending in tv ads

An unsponsored program Jan. 12 on WNBC-TV New York gave a free ride to eight commercials in 30 minutes during a discussion of tv commercials titled "And Now a Good Word From Your Sponsor." Brian O'Doherty, moderator of the local show, *Dialogue* (Fri. 7-7:30 p.m.), was host to Jerry Schnitzer, vice president of Robert Lawrence Produc-

tions, and Pierre Garai, Ogilvy, Benson & Mather vice president.

What Mr. O'Doherty, an art critic, wanted to discover was why more commercials do not have the "intelligence, wit and creativity" of the ones run off on the program. The tv commercial, he said, "is often brilliantly inventive and creative in the way that it coerces,

stimulates, forces, bludgeons, tickles, teases you and me to buy a product." Mr. Garai agreed, saying that "a series of endless barrages, screaming announcers, screaming machines is not necessarily the best way to convince." And all agreed that the level of "good taste" in commercials is getting higher.

Mr. Schnitzer summed up this change as a "coming of age." He said:

"We're adopting a motion picture approach, making our commercials more like a little movie; we're giving them more structure, a beginning, a middle and an end. They're going to have characterization because we're learning how to use the tools of motion pictures in a very confined area. We're making little cameos now—fine jewelry—where before we were making costume pieces. We are coming of age now in this business; we are now able to accommodate a story in one minute."

"Good taste is an important factor in any kind of persuasion," Mr. Garai said in conclusion. "There is some debate perhaps on what makes for 'great taste.' I think in general the advertisers and the film makers share the concern of the public that they create the most powerful and at the same time the most acceptable commercial possible."

The commercials shown were for Karman Ghia cars, 7-Up, Sugar Krisp, Drano, Mutual of Omaha, Martini & Rossi, Levy's bread and Ban deodorant.



Good taste, creative technique and more competent mechanics are steadily becoming the hallmarks of current television commercials, according to Jerry Schnitzer, vice president of Robert Lawrence Productions. Mr. Schnitzer drew his conclusion for viewers of WNBC-TV New York's weekly discussion program, "Dialogue" on the topic, "And Now a Good Word

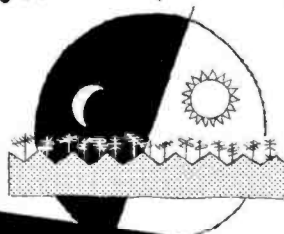
From Your Sponsor." The series' host, Brian O'Doherty (c), and Pierre Garai (r), vice president of Ogilvy, Benson & Mather, agreed that good taste is on the increase in tv commercials, and that the variety of techniques now available to producers of commercials will cater to the presentation of the most effective and most acceptable advertiser announcements.

IN THE RICH ROCHESTER N. Y. MARKET
THERE ARE ONLY **2** TELEVISION STATIONS...

WROC-TV is No. 1

CLEARLY THE DOMINANT STATION

Here's why!



WROC-TV DELIVERS...

- THE MOST HOMES
- AVERAGE 1/4-HOUR
- 9 A.M. TO MIDNIGHT
- 7 DAYS A WEEK

WROC-TV... AVERAGES 53.3% OF TV HOMES
STATION B... AVERAGES 46.7% OF TV HOMES

Plus WROC-TV carries the **FIRST 9** Top Shows:

	SHOW	RATING	
No. 1	Sing Along with Mitch	45.25	Channel 5
No. 2	The Price Is Right	43.0	Channel 5
No. 3	Dr. Kildare	40.5	Channel 5
No. 4	Walt Disney's World	40.25	Channel 5
No. 5	Perry Como	39.75	Channel 5
No. 6	Dick Powell	38.25	Channel 5
No. 7	Bonanza	36.75	Channel 5
No. 8	Saturday Night at the Movies	36.0	Channel 5
No. 9	Hazel	35.0	Channel 5
No. 10	Checkmate	34.0	Station B

November, 1961 ARB

WROC

Formerly WVET.
Rochester, N. Y.

TV CHANNEL 5

Basic NBC
ABC Affiliate

Represented by EDWARD PETRY & CO., Inc.

BROADCASTING, January 22, 1962

FCC's network program hearing resumes

STANTON FIRST UP; ALL NEWS MEDIA PLAN EXTENSIVE COVERAGE

After two rounds of rescheduling to avoid collision with a man in orbit, the FCC has announced with finality that its *en banc* network programming hearing will resume tomorrow (Tuesday) with CBS Inc. President Frank Stanton as the first witness.

The hearing originally was scheduled to begin Jan. 9 but was postponed to tomorrow (Jan. 23) at the request of the networks. Then, when it was pointed out that the U. S. plans to attempt to orbit a man around the earth tomorrow, the FCC hearing was postponed until Wednesday (BROADCASTING, Jan. 15). Last week, the government announced that the space shot would be attempted Wednesday so the commission promptly moved its hearing back to Tuesday.

Executives of all three television networks will testify during this final phase of the FCC's extended inquiry into network programming which began officially Feb. 26, 1959, but actually dates back to 1955. Each network has been allotted one week to present its case with NBC-TV to follow CBS-TV and ABC-TV executives to testify the third week.

In addition to Dr. Stanton, other CBS witnesses will include James T. Aubrey Jr., president of CBS-TV, and Richard S. Salant, president of CBS News (who plans to use film to illustrate his testimony). Other top executives of the network will be on hand to testify if called.

NBC-TV's testimony will be key-noted by Board Chairman Robert Sarnoff. ABC-TV President Oliver Treyz will set the stage for that network. All seven commissioners will sit for the

hearings, which will be held in Hearing Room B of the Interstate Commerce Commission. The commission will not hold a regular meeting this week but as of last Friday it had not been determined whether the hearing will convene this Wednesday.

The FCC will hold a meeting a week from Wednesday (Jan. 31), a day on which the ICC already has informed the FCC that it will need to use the hearing room.

Network Homework ■ All three networks have been putting in extended hours of overtime preparing for the FCC hearings and the voluminous amount of information that must be submitted ahead of the public testimony. CBS already has submitted much of the required documents but none have been made public as yet.

Ashbrook P. Bryant, chief of the FCC's Network Study Staff, has the primary responsibility for eliciting information from the witnesses beyond their prepared statements. He will be assisted by associate James Tierney and Broadcast Bureau Chief Kenneth Cox. In addition, the individual commissioners will ask questions.

Wide coverage of the hearings by radio, tv and print media is assured and the commission has established a set of ground rules for the news and cameramen. Briefings were held last week for radio-tv-newsreel technicians and cameramen and a session with reporters will be held this week to brief them on the background of the hearings. Over 75 Washington reporters have told FCC Information Chief George Gillingham they plan to attend today's briefing.

NBC-TV will tape the hearings on a

pool basis for all tv stations, networks and syndicators wanting coverage. NBC has scheduled three special programs on successive Sundays (beginning Jan. 28) featuring taped highlights of the hearings. ABC-TV and CBS-TV plan to cover the hearings in newscasts.

Washington Tv-Radio Programs Inc. plans to syndicate excerpts of the hearings as its first offering to tv stations in a new series, *United States Hearing Highlights*. WNYC New York will broadcast the hearings live and Mutual plans extensive taping. The Triangle tv and radio stations also plan extensive coverage.

Long, Long Trail ■ The genesis of this week's hearings occurred in 1955 when Congress appropriated \$221,000 for a special FCC study of network broadcasting. In November of that year the FCC created a special staff, headed by Dean Roscoe Barrow of Cincinnati U., to make the study and outlined its scope.

This led to the 1,400-page Barrow Report in October 1957 which, though it did not cover tv programming as such because of the "time element," recommended that a study in this field be undertaken. Consequently, in early 1958 the FCC held its first public hearing on the subject to give interested parties an opportunity to comment on the Barrow recommendations.

On Feb. 26, 1959, the commission enlarged its inquiry to include an investigation of tv network programming practices. The following May hearings were opened in New York with testimony from advertising agencies on the role they play in the selection of network programming. The hearings continued in Washington in July 1959.

Later that same year, on Nov. 9, the investigation again was enlarged to determine the commission's statutory authority over television programming. Hearings were resumed in early December 1959 and continued through February 1960 before the FCC *en banc*. During that phase over 5,000 pages of testimony and exhibits were taken into the record from 100 witnesses representing women's, educational, religious, legal, advertising, network, agricultural and other professional groups.

California Bound ■ In October 1960, the hearing site moved to Los Angeles with testimony from program producers and syndicators. Further sessions were held in California in March 1961. In June of last year the inquiry returned



Commissioner Robert E. Lee (back to camera) briefs still photographers and newsreel-tv cameramen on ground rules for coverage of the FCC's pro-

gramming hearings resuming tomorrow (Tuesday). FCC Chairman Newton N. Minow will brief news reporters on the hearings today.



Groucho sold it to us!

People everywhere are sold on Groucho. So is station after station from coast to coast. "The Best of Groucho" (and we mean 250 of the very best from Groucho's 11-year network comedy hit) is capturing outsize local audiences in market after market. Right now, he's the major attraction in: ■ Scranton, WNEP • Kansas City, WDAF • Los Angeles, KTTV • Knoxville, WBIR • Greenville, WFBC • Chicago, WGN • Wichita Falls, KEDX • Phoenix, KPHO • San Diego, XETV • New York, WPIX • El Paso, KTSM • Richmond, WRVA • Bellingham, KVOS • Baltimore, WMAR • Washington, WRC • Columbus, Ohio, WBNS • Tampa, WFLA • Evansville, WFIE • Salt Lake City, KSL • Seattle, KOMO • Houston,

KHOU • Portland, Ore., KATU • Greensboro, N.C., WFMY • Orlando-Daytona Beach, WESH • Sacramento, KRCA • Albuquerque, KGGM • Paducah, WPSD • Jacksonville, WJXT • Portland, Me., WCSH • Tulsa, Okla., KOTV • Springfield, Mass., WHYN • San Francisco-Oakland, KTVU • Fresno, KICU • Flint, WJRT • Detroit, WWJ • Bristol, WCYB • Minneapolis, WCCO • Boston, WBZ • Nashville, WSM • New Orleans, WWL • Greenville, N.C., WNCT • Providence, WSAR • Spokane, KHO • Cincinnati, WCPO ■ Aren't you included? The people in your area would like to be! Call NBC Films at Circle 7-8300 in New York. Discover all the reasons why...

STATIONS GO FOR

NBC FILMS 

to New York to receive testimony from tv writers, producers, directors and big-name personalities. Because of statements made by writers and producers at this time, the FCC felt constrained to warn the industry not to attempt any retaliatory action against these witnesses.

The most recent phase of the inquiry was held in New York last September-October when executives of the blue chip tv advertisers appeared. This week's *en banc* proceedings will be the first hearings in the inquiry since last fall. Chief FCC Hearing Examiner James D. Cunningham has sat for the out-of-town hearings and one possible session remains after the networks appear.

Court action has been started in Los Angeles to force MCA Inc. to produce subpoenaed records and testimony from its principals. During the Los Angeles hearings, MCA refused to testify unless its statements and records were promised secrecy. The FCC refused to accept this condition and went to court.

Results Are Showing ■ Several actions already have been taken by the FCC as a result of the inquiry, No. 1 of which was the July 1960 statement on programming responsibilities of licensees. In October 1959, the commission adopted rules prohibiting networks from representing tv stations in spot sales except for network-owned stations.

After first ruling that the long-established time option requirements of network affiliation contracts were "reasonable and necessary," the FCC in September 1960 reduced the maximum allowable option time from 3 to 2½ hours for the four time periods of the day. Last May, after an appeal of this decision to the courts by KTTV (TV) Los Angeles, the commission took the unusual step of asking the court to return the case to the FCC for reconsideration. New comments have been accepted and oral argument held and the case now awaits a new decision.

Federal fetters unwanted

The residents of Minnesota's Third Congressional District are overwhelmingly opposed to government control of television programming. This was made clear by the results of an opinion poll taken by the district's congressman, Clark MacGregor, a Republican. One of the 15 questions contained in the poll asked, "Would you favor national government control of television programming?" Of the 12,000 residents Rep. MacGregor said responded, 83.1% said, no, 12.8% said yes, and 4.1% didn't reply.

FCC ASKS \$13.1 MILLION

\$575,000 more wanted for monitoring, enforcement of rules, space activity; FTC asks \$11.8 million

President Kennedy requested \$13.1 million for the FCC in the \$92.5 billion budget he sent to Congress last week. The FCC request is \$575,000 more than he requested—and got—for the commission in the fiscal year ending June 30, 1962. But it is \$1.9 million less than the commission originally requested for fiscal 1963 in preliminary talks with the Budget Bureau.

Almost 60% of the proposed FCC budget increase is earmarked for the Field Engineering and Monitoring Bureau, which plans to establish a monitoring station in Puerto Rico. Most of the remainder is to enable the commission to improve enforcement of laws and FCC regulations and to undertake responsibilities in space communications.

The President's new budget also proposes \$11,845,000 for the Federal Trade Commission, a \$1.5 million increase over the \$10,345,000 appropriation granted the agency in fiscal 1962. The agency seeks 180 new employees, and would use 21 of them to strengthen its deceptive-practices policing activity, which includes monitoring of radio and television commercials.

The FCC budget proposes a \$3,946,000 appropriation for field engineering and monitoring, \$343,000 more than the \$3,597,000 expected to be spent for this activity in the current fiscal year. The FEMB is responsible for inspecting radio stations, administering operator examinations, monitoring the spectrum, determining the location of illegal radio signals and collecting engineering data.

The number of am, fm and tv stations to be regulated by the agency will increase about 600, according to a budget estimate. But the commission is seeking only an additional \$43,000—or \$2,987,000—for this regulatory work. The budget request estimates the commission will be regulating 8,432 stations by June 30, 1962, and 9,090 by the end of the following fiscal year.

Uhf Test in Budget ■ The FCC budget also contains \$408,000 for the uhf test now underway in New York. These funds represent the balance of the \$2 million appropriated by Congress in 1961. Originally, the appropriation was limited to the two-year period ending June 30, 1962, but Congress last year extended the period for six months.

To handle its expanded workload, the agency is seeking an average for the year of 34 new employees, or a total of 1,388. FCC employees now earn an

estimated average annual salary of \$7,556, a figure expected to rise \$186 in fiscal 1963.

The FTC budget proposes \$2,638,000 for the investigation and litigation of deceptive practices. This is \$350,000 more than will be spent in this field in the current year, according to budget estimates, and the budget request notes that "investigation and trial of deceptive practice cases will be expedited" in 1963.

The U.S. Information Agency would get a healthy boost of \$14 million under the proposed budget—up to \$125 million from its fiscal 1962 appropriation of \$111,487,000. The agency's radio arm, the Voice of America, would get almost \$3 million of the increase—\$23,056,000—compared with its current appropriation of \$20,206,000. USIA's still-young television service (it was established in 1958) would be increased more than 50%, from \$2,043,000 to \$3,783,000.

In the almost \$3 billion budget request for the National Aeronautics and Space Administration, \$85,377,000 is set aside for space communications work. In the current fiscal year, NASA is spending \$48,347,000 of its \$1.2 billion in this new field. The budget states that technological developments are being made available to encourage the earliest possible operational use by industry.

The President also requested \$5,988,000 for the Justice Dept.'s Antitrust Division, \$119,000 more than that division expects to spend this year. The total request for the department in fiscal 1963 is \$309,300,000, or \$12,630,000 more than the department's current budget.

Crosley loses new move

Crosley Broadcasting Co. lost more ground last week in its effort to continue operating ch. 13 WLWI (TV) Indianapolis. The FCC instructed its staff to prepare a document that would deny Crosley's petition for reconsideration of a commission decision which revoked the 1957 ch. 13 grant to Crosley and awarded it to WIBC Indianapolis (BROADCASTING, Nov. 6, 1961).

The commission reversed itself upon a re-evaluation of the comparative criteria after the case was remanded by the U. S. Court of Appeals in Washington. The November action granting the application of WIBC was taken on a 4-2 vote; the original grant to Crosley was on a vote of 4-3.

KTTV WINS ROSE PARADE RATING SWEEPSTAKES FOR 7TH CONSECUTIVE YEAR!

■ With a choice of 5 of the 7 Los Angeles TV stations carrying the spectacularly beautiful Tournament of Roses Parade, Angelenos traditionally choose KTTV. KTTV's 34.0 average share of audience, with a rating high of 21.0, almost doubled the nearest competition.*

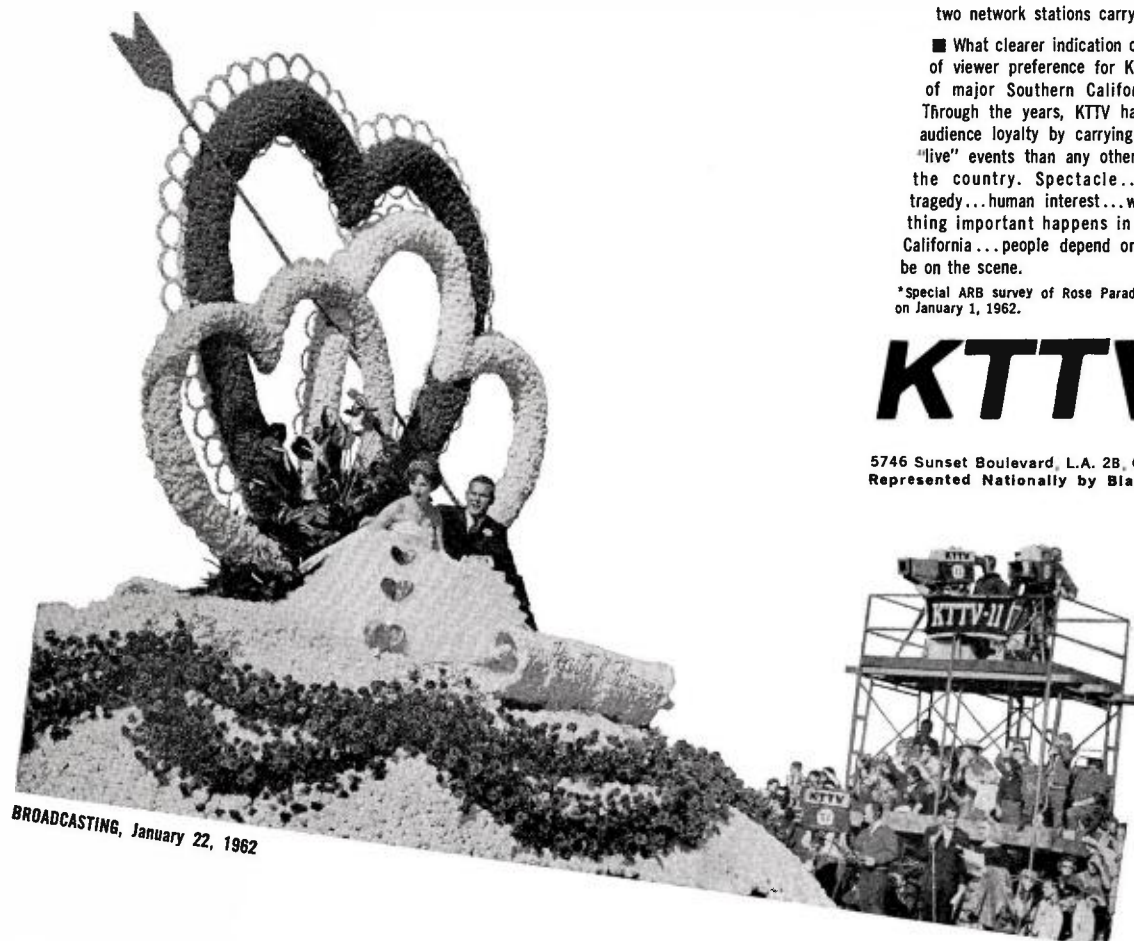
Significantly, the KTTV total audience exceeded the combined audiences of the two network stations carrying the event.

■ What clearer indication could there be of viewer preference for KTTV coverage of major Southern California events! Through the years, KTTV has built this audience loyalty by carrying more local "live" events than any other station in the country. Spectacle...sport...tragedy...human interest...when something important happens in Southern California...people depend on KTTV to be on the scene.

*Special ARB survey of Rose Parade viewing on January 1, 1962.

KTTV

5746 Sunset Boulevard, L.A. 28, Calif.
Represented Nationally by Blair-TV



BROADCASTING, January 22, 1962

A tale of three cities: KWK's fight to live

MIDWESTERNERS TAKE STAND TO DEFEND ST. LOUIS STATION

KWK St. Louis called midwest advertising agency and station representative executives, and other prominent citizens, to the witness stand before an FCC hearing examiner early last week in Milwaukee and Chicago as character witnesses for the station's principles in its fight to keep its license.

The defense portion of the case moved to St. Louis Thursday and Friday for the unusual event of three of KWK's attorneys taking the witness stand to relate their knowledge of certain aspects of the case. Portions of their testimony and that of some other witnesses appeared to be in conflict with that given earlier by former KWK

general manager William L. Jones Jr. about the two controversial KWK treasure hunts conducted in mid-1960 (BROADCASTING, Sept. 25, 18, 1961).

The FCC has alleged that the contests were rigged and in November 1960 ordered KWK to show cause why its license should not be revoked (BROADCASTING, Nov. 7, 1960). The case is being heard by Examiner Forest L. McClennig and is expected to continue in St. Louis this week.

During the FCC Broadcast Bureau's portion of the hearing last fall, Don E. Hamel, KWK general sales manager, testified he personally hid the prize capsules in the treasure hunts only

hours before they were found, but he said he did so under orders from Mr. Jones. He said he also lied to KWK officers and to the FCC investigators under orders from Mr. Jones, but later, upon realizing the seriousness of the matter, confessed the truth to KWK president Andrew M. Spheeris and subsequently to the FCC.

KWK began its defense presentation in Milwaukee last Monday with a roster of top local citizens who appeared to testify to the character and public spirit of Mr. Spheeris. (He is president of WEMP Milwaukee as well as KWK.) The list included Milwaukee Mayor Henry W. Maier; Milwaukee

FCC tips its hand, a little, on its uhf planning

The FCC revealed some of its thinking on the use of the uhf part of the spectrum and deintermixture last week, acceding in part to requests for additional information by the Assn. of Maximum Service Telecasters, WCIA (TV) Champaign-Urbana, Ill., and WICU-TV Erie, Pa. (BROADCASTING, Oct. 30, 1961).

The commission set forth the criteria under which it selected eight markets for deintermixture and gave some idea of its plan for creating uhf "pools" in certain markets. To some of the AMST requests (there were some 30 items), the FCC replied they are contentious and are not addressed to current specific proposals in the agency's public files; the agency refused to deal with these matters.

Markets were selected from those which have single vhf channels and one or more operating uhf channels, the FCC said. The proposal to delete the lone vhf is based upon "lack of competitive service," substantial receiver conversion to receive uhf and "the impact on the general public." The purpose of deintermixture, said the FCC, is to encourage more service to the public and the markets selected are comparable in size to other markets now supporting three or more competitive tv services.

The FCC revealed it used ARB figures on the saturation in a market of uhf receivers, assuming the new uhf station would operate with 500 kw and a 500-1,000-ft. antenna to provide Grade B service within a

radius of at least 40 miles.

The commission said it's not prepared to announce a specific proposal of how uhf pools would be worked out but gave one possible solution and invited comments on the standards it should prescribe. The FCC emphasized it wants to avoid a rush for the lower uhf channels: though they may currently be more useful than the higher channels because of advanced technology, the FCC hopes the disparity will diminish with electronic development. The commission fears applicants will select low assignments without proper regard to the impact on overall efficiency and intends to erect some barriers.

The FCC Plan ■ For example, the FCC said, assignments could be made in particular areas for specific groups of uhf channels. This would require a somewhat flexible grid designating certain key cities or areas in which particular groups may be used. Chicago, for instance, might fall in Area A, to which chs. 16, 22, 32, 38, 44, 50, 60, 66, 72 and 78 would be assigned. An applicant could then select any one of the channels not applied for. In surrounding areas (55 miles or more distant) a different group of uhf channels would be up for grabs, so an applicant in St. Louis, say Area B, would have a choice of chs. 14, 20, 26, 28, 34, 40, etc.

Sen. Gordon Allott (R.-Colo.) last week wrote the FCC that its proposal for deintermixture, designed to promote wide tv coverage, "abro-

gates rather than serves this purpose." Using Colorado as an example, the senator said it has only nine commercial stations, all vhf, but "virtually every isolated mountain and plains home is served," either directly or through translators. Should the stations ultimately be moved to the uhf band, service would be reduced greatly because of the more limited range of the uhf signal, he said. "... It has been demonstrated repeatedly that uhf signals do not satisfactorily cover mountainous terrain," Sen. Allott stated, adding that millions of dollars in station and receiver conversion costs would be involved.

The senator suggested the FCC wait for results of its \$2 million uhf study in New York and its proposal that Congress require manufacture of all-band receivers before proceeding further with deintermixture.

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, reiterated his promise to hold hearings on the deintermixture proposal. The assurance was sought by Michael J. Howlett, Illinois state auditor and co-chairman of the bipartisan Illinois Maximum Coverage Television Committee, and Rep. Peter F. Mack Jr. (D-Ill.). Mr. Howlett presented Rep. Harris with 2,500 letters of protest—a sample, he said, of 50,000 received in opposition to the deintermixture proposal. The proposed rulemaking would affect WCIA (TV) Champaign-Urbana and WREX-TV Rockford, both Illinois.



Big Chief Desi say:

YOU MAKUM MUCH WAMPUM!

Givem heap big haha
in their teepee teevies!



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we callum you!"

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--	--

and smoke signals tellum you more big rating-scalpers on way —

DESILU PLAYHOUSE • THE TEXAN • THE ANN SOTHERN SHOW • HARRIGAN & SON • THE UNTOUCHABLES
BROADCASTING, January 22, 1962

County Circuit Judges Robert C. Cannon and Christ T. Seraphim; Roger Le Grand, general manager of WITI-TV Milwaukee; Dayton Johnson, partner of Johnson & Hacker Adv. there; Dr. C. C. Cornell, lay preacher and executive secretary of the Greek Orthodox Church of the Annunciation in Milwaukee, in which Mr. Spheeris is an active member; and Stanley Stacy, president of Cavalla Tobacco Co. and Stacy Vending Co. there.

From Chicago, Too ■ Chicago witnesses who testified to the "excellent" reputation of Mr. Hamel included John Wrath, manager of the Chicago office of Paul H. Raymer Co.; Dixon L. Harper, vice president of Aubrey, Finlay, Marley & Hodgson; Clayton Rossland, media director of Campbell-Mithun's office there; Harvey Mann, media planner with Campbell-Mithun, and Joan Mandel, media buyer with Edward H. Weiss & Co.

All said they had been very "distressed" or surprised to read of Mr. Hamel's implication.

Mr. Wrath testified that before joining the Raymer Co. he had been with the former Headley-Reed Co. and had hired Mr. Hamel as a salesman in Chicago. He said he had investigated him beforehand.

Mr. Jones Disputed ■ John Leslie, general sales manager of WEEK-TV Peoria, Ill., appeared at the Chicago portion of the hearing and said he knew both Mr. Spheeris and Mr. Jones but that he had not had lunch with either of them at any time. In earlier testimony Mr. Jones recalled meeting Mr. Spheeris, Mr. Leslie and Mr. Wrath in Chicago around Aug. 12, 1960, at which time he said Mr. Spheeris told him to get back to St. Louis and hide the prize in the second contest. Mr. Wrath testified Tuesday he was in New York on the date mentioned by Mr. Jones.

A portion of the day Thursday was spent in argument before the examiner about whether KWK lawyers would lose their client-lawyer confidence rights in the event they testified. Local KWK counsel Gerald M. Smith and special Washington counsel Jack P. Blume were willing to testify on narrow aspects of the case, provided they did not lose their immunity.

It appeared, however, that KWK's Washington counsel, Robert M. Booth Jr., was not concerned about waiving his immunity as he began late Thursday what appeared would be extensive testimony.

During Mr. Blume's examination of Mr. Booth, the attorney-witness denied the accuracy of certain statements made earlier by Mr. Jones, about when the prizes were hidden, and how the affidavit for the FCC was prepared.

MEADER FAILS TO BEAT BAN

McCormack sticks with Rayburn ruling, holds House blackout of radio-tv should be continued

The late House Speaker Sam Rayburn may be gone, but his long-maintained ban on radio-tv coverage of House committee hearings stands as firm as ever. That was evident last week when the famed Texan's successor, Speaker John W. McCormack (D-Mass.), upheld the prohibition in a formal ruling from the chair.

Speaker Rayburn's decision had been "well considered," the new Speaker said. If the House wants radio-tv newsmen to bring their cameras and microphones into committee hearings, he added, it will have to change its rules. House members showed agreement by applauding.

Rep. George Meader (R-Mich.), who for several years has sought to change the rules, raised the issue in a formal parliamentary inquiry. In his view, the ban constitutes a denial of the people's right to observe how their government conducts their business.

He is also unhappy because House hearings are blacked out while the President and senators get publicity on radio and television. He feels this can only result in reducing the House's importance in the public's mind.

Crowded Corridors ■ Radio and tv newsmen, their equipment barred from committee hearings, are reduced to arranging catch-as-catch-can camera-and-microphone news conferences with committee members and hearing wit-

nesses in Capitol Hill corridors. They are no substitute for on-the-spot reporting of the hearings, says Rep. Meader.

This also was the view of NAB's Freedom of Information Committee, which said last week it would continue its efforts to end this "obvious discrimination" against radio-tv coverage.

Frank P. Fogarty, committee chairman and executive vice president of Meredith Broadcasting Co., Omaha, said the McCormack ruling "is a great disappointment to the entire broadcasting industry, which has demonstrated an unparalleled ability to keep the public informed." Despite the "setback" to the industry, he said, "we are still determined to put broadcast journalism on an equal footing with the print media."

Support for a rules change came also from G. Bennett Larson, veteran radio-tv executive and producer of the new television series, *U.S. Hearing Highlights*. In a letter to Speaker McCormack and 16 other House members, he urged relaxation of the ban to plug the "one vital information gap" that exists so far as television is concerned. House hearings rank as important news to which the reporting eye of the television camera should have the same access as the reporter's ear, he said.

Present Rules Sufficient ■ Rep. Meader, in requesting a ruling, contended no new rule is needed, that present

Newsmen quiz Pearson on commercials

The appearance of radio news commentator and newspaper columnist Drew Pearson in radio and television commercials for Listerine Antiseptic got him into trouble with some of his fellow members of the Senate and House Press Galleries last week.

Gallery rules prohibit members from engaging in "paid publicity or promotion work." And Mr. Pearson's appearance in the radio-tv spots, which have been aired in markets across the country, led some gallery members to file complaints with the correspondents' committee that runs the galleries.

Called before the committee last week, Mr. Pearson contended he didn't interpret the rule to mean he couldn't endorse products in commercials. But he promised to abide by this interpretation in the future, provided the rule is clarified.

Nevertheless, two of the five committee members sought to have his gallery privileges suspended for the duration of his 13-week commercial schedule, which began last month. These privileges include access to the press galleries of the House and Senate and use of the press facilities located off the galleries.

The majority, however, voted against suspension, adopting instead a motion merely noting that Mr. Pearson had violated the rules as the gallery interpreted them.

Whether the rules will be clarified to include broadcast commercials within the meaning of "paid publicity or promotion work" was in some doubt last week. Noting that a new gallery committee was to be elected last Thursday, one of the members who had voted for suspension grumbled, "That will probably be the end of it."

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Such attention carries a tremendous impact on the 2 billion dollar market covered by the WOC-TV signal. The average household spends \$4,246 on retail sales and part of that expenditure has come about because they heard and saw it on WOC-TV.

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

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Exclusive National Representatives — Peters, Griffin, Woodward, Inc

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



Mr. Fogarty



Rep. Meader



Mr. Larson

rules provide for radio-tv coverage of committee hearings—if only the Speaker would interpret them that way.

He backed this argument with a brief, later augmented with two other points. He noted that the Speaker, before his formal election to that post, had agreed to limited television and radio coverage of activities in the House chamber on the first day of the new session (BROADCASTING, Jan. 15). He said this can be construed as a precedent for permitting electronic coverage of committee hearings.

Also, he said, the new Speaker, during the congressional recess last fall, sat with a House subcommittee in Bos-

ton which allowed its proceedings to be televised.

Speaker McCormack replied that the Boston hearings did not constitute a precedent since he was neither Speaker *pro tem* nor acting speaker at the time. He then dismissed the other arguments, citing Speaker Rayburn's rulings in 1952 and 1955, which held that since House rules do not expressly provide for radio, tv or photographic coverage of committee hearings, there is no authority for it.

"The chair," said Speaker McCormack, "thinks Speaker Rayburn's opinions were well considered and the chair intends to follow those opinions until such time as the House, by its own action in mending its rules, provides for a different method of proceeding."

Rep. Meader promptly issued a statement declaring he would press for a decision on the floor of the House. But his chances of getting it there appear remote.

The Rules Committee, which would have to report a resolution for the House to vote on, last year shelved a proposal Rep. Meader introduced to open House hearings to radio and television. The vote was 8-6, and Rep. Howard W. Smith, committee chairman, indicated there is little likelihood the committee will reconsider the matter.

About his own feelings on televised committee hearings, he said, "I don't think it's a very desirable thing. Committee hearings should be all business."

FCC disciplines KARY with 'short' license

Alleged unfulfilled programming representations brought KARY Prosser, Wash., a reprimand from the FCC last week in the form of "the equivalent" of a short-term license renewal.

In a letter to KARY, the commission said the licensee failed to broadcast any programs in three categories during the composite week, despite its proposals to carry such program types. The FCC

said this constitutes a failure by KARY to operate with that "degree of responsibility" the commission expects of licensees but that the station's proposals for the future warrant a short-term renewal.

The commission noted that KARY's license application has been held up two years and that under normal procedure it would be due to expire again Feb. 1, 1963. Therefore, the commission said, the current renewal should be considered as a short-term renewal for one year only.

At the same time, the FCC granted an application by Forrest H. Bishop for relinquishment of positive control of KARY to Raymond Rockstrom and associates through the sale of 31.67% to the licensee corporation, Prosser-Grandview Broadcasters Inc., for \$8,500.

Commissioners Rosel H. Hyde and T. A. M. Craven dissented to the stipulation that the renewal is to be considered a one-year permit only.

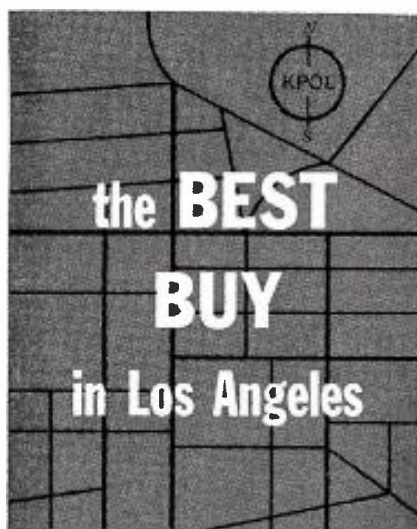
WGMA's overall record to be part of hearing

WGMA Hollywood, Fla., has been given a chance to discuss its overall performance before the FCC in the proceeding on its license renewal application, with particular regard to the "reliability and candor" of its licensee, Melody Music Inc.

Acting on petitions by the station (owned 50% each by Jack Barry and Daniel Enright), the commission last week, while refusing reconsideration of the hearing designation order, amended the licensee-qualification issue, placing emphasis on the "reliability and candor" consideration.

WGMA's renewal application was designated for hearing in April 1961 because of Mr. Enright's involvement in the rigged quiz shows *Twenty-One* and *Tic Tac Dough*, of which he and Mr. Barry were co-producers. (BROADCASTING, April 17, 1961). At that time, the issues raised by the commission included (1) the extent of Mr. Enright's responsibility for the "controls" used in the quizzes, (2) whether Melody Music, in light of the above, is qualified to be a licensee and (3) whether renewal of WGMA's license would serve the public interest.

The hearing opened last November, with Mr. Enright giving testimony with regard to the quizzes and representing that such "controls," deemed necessary to drama and excitement, were common practice in the industry (BROADCASTING, Nov. 20, 1961). The hearing is to resume March 5 with the extended issues.



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Caravelles and 4 more 707 Intercontinentals will give Air France 64 pure jets—*serving more cities in more countries with these jets than any other airline!*

Air France's proud jet fleet is a certain sign of the progress and expansion of this modern, world-wide organization. And it is also something

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AIR  FRANCE

WORLD'S LARGEST AIRLINE / FIRST IN INTERNATIONAL PASSENGER EXPERIENCE

KRLA record draws Broadcast Bureau fire

COOKE DEFENDS IT, BUT ADMITS 1959 'PANIC PERIOD'

KRLA Pasadena, Calif., has compiled the kind of record which would prohibit the FCC from renewing the license of the station, the FCC's Broadcast Bureau told the commission in an oral argument last week.

Counsel for KRLA countered that the station has achieved a remarkable history of public performance and service since an initial "period of panic" in 1959, when the present licensee acquired the station. Such a performance justified a renewal of the license, Washington attorney, Thomas Dowd of Pierson, Ball & Dowd argued.

Hearings were held in 1960 in Los Angeles on KRLA's renewal application on issues including alleged hidden ownership, fraudulent contests, misrepresentations to the FCC and altered program logs (BROADCASTING, Nov. 14, 1960). An initial decision last spring recommended that KRLA be given a one-year renewal (BROADCASTING, April 24, 1961).

Robert Rawson, chief of the FCC's Hearing Div., maintained last week that Jack Kent Cooke (at that time a Canadian citizen) put up the major portion of the money for his brother, Donald Cooke, to purchase the station in the spring of 1959 and that Jack Cooke actually controlled the station in violation of FCC rules. Mr. Rawson charged that two KRLA contests in September 1959—at the time the station changed its programming format—were completely fraudulent and designed with contempt for the public.

He said that at the beginning of the

contests in September 1959, KRLA broadcast nothing but false contest clues for 54 hours in complete disregard of its programming representations and the public interest. The station, Mr. Rawson said, failed to fulfill in programming proposals in the application for sale approval and made false statements to the FCC in answer to a letter of inquiry from the agency.

Time of Emergency ■ Mr. Dowd said that licensee Donald Cooke and his program manager for a short time, Jack Cooke, had made mistakes during an emergency and time of panic shortly before the September contests. But, he said, there was never any attempt to mislead the commission or intent to disregard program proposals. He stated the method of financing the purchase of KRLA, including an option for Jack Cooke to buy the station, were fully explained to the FCC.

Mr. Dowd cited a June 1959 memo from Donald Cooke to KRLA's employees setting out program changes necessary to fulfill obligations made to the FCC as proof that the promises were made in good faith. He said that the contests under a cloud were "stupid" and that no attempt was being made to defend them. However, he said, they were past mistakes that have not been repeated and since then KRLA has operated in the public interest.

The KRLA attorney said that Jack Cooke, who instituted the contests, was at the station for only a brief period in the summer of 1959 as program direc-

tor after the former occupant of that position had been discharged. There is nothing in the record to justify a charge that KRLA has performed in bad faith, Mr. Dowd argued, with the station fully complying with its representations to the FCC. After the initial "period of panic," KRLA has established a record of competence and outstanding performance in the Los Angeles area, he said.

NLRB refuses rehearing in WCKY-AFTRA case

A request by L. B. Wilson Inc., operator of WCKY Cincinnati, for a rehearing in the long-pending secondary boycott case involving the American Federation of Television & Radio Artists was turned down Jan. 18 by the National Labor Relations Board. NLRB had ruled Oct. 31, 1961, that AFTRA not been guilty of secondary boycott violations in connection with a labor dispute at WCKY.

In another NLRB case WHLS Port Huron, Mich., entered into a settlement stipulation. The board ordered WHLS to stop discouraging membership in National Assn. of Broadcast Employees & Technicians and to offer reinstatement to one employee and a payment to a second employee who declined reinstatement.

Four employees of WCKT (TV) Miami, Fla., are not entitled to reinstatement on the news staff and back pay following a staff reduction in 1958, according to a recommended supplemental ruling issued Jan. 12 by Examiner John H. Dorsey.

Originally NLRB had held in a Nov. 30, 1959, ruling that three discharges and a demotion were violations of the labor act and ordered reinstatement. However, U.S. Court of Appeals, fifth circuit, ruled April 21, 1961, that remedy was artificial. Examiner Dorsey held there no longer is basis for reinstatement and back pay.

The FCC last week...

■ Amended its rules to permit telephone companies to make certain interconnections available between designated toll points and the nearest accessible commercial radio network during Conelrad alert periods without charge. The amendment also permits telephone companies to render such free service in connection with the Emergency Broadcast System and other national defense maneuvers.

■ Denied a petition by WSEE (TV), ch. 35, Erie, Pa., to assign a second vhf channel to that city. The one existing vhf in Erie (WICU-TV ch. 12) would be deleted as part of the commission's deintermixture plan, the comment deadline for which is Feb. 5.

Will truth serum replace some FCC hearings?

Another blow against the bureaucratic red tape of FCC hearing procedures was loosed last week by Examiner Thomas D. Donahue, who felt "constrained to make comment."

Mr. Donahue's views were given in an initial decision recommending power increases from 250 w to 1 kw for WMOH Hamilton, Ohio, and WASK Lafayette, Ind., and to 500 w for WANE Fort Wayne, Ind. The grants should have been made without the necessity of a hearing in the first place, the examiner said, because from the very first a favorable recommendation was a "foregone conclusion."

No one familiar with the hearing processes of administrative agencies would recommend them for efficiency, Examiner Donahue said.

Agencies are continually under fire about the cost and delay inherent in administrative hearings, he said, concluding: "A not inconsiderable factor contributing to that problem is the practice of agencies processing matters via the hearing route that either should never have been placed there in the first place or, having been placed in hearing for good cause, have been retained in hearing status after cause has dissipated. . . . Simply because the [hearing] system exists for a very specialized purpose does not mean that it should be used as a dumping ground for administrative matters that cannot be conveniently handled elsewhere."

Some day, Mr. Donahue theorized, science may furnish a superior substitute to hearings "with something in the nature of a truth serum."



"Take off everything but your portable radio..."

Don't laugh. You might be told just that next time you visit your doctor. Because, according to a lot of WJR fan letters, many professional people firmly believe that WJR radio helps take folks' minds off their problems.

Doctors, lawyers, dentists, teachers—all seem to feel that WJR is just plain *good* for people because its programs, though extremely varied and stimulating, are always *tasteful*. (For example, no

rock and roll, no wild, screaming announcers.)

According to the 1961 WJR-Politz study, lots and lots of people—from *all walks of life*—are inclined to agree. 2,183,000 people to be exact.

Guess the moral of the story is: For curing anything from a cold to a sick sales record, WJR's Complete-Range Programming is the best medicine. Make an appointment with WJR or your Henry I. Christal representative soon.



The measured area of the Alfred Politz media study released September, 1961. This area includes 6,801,000 people—age 15 and older.

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



Diagnosis: Healthy sound—wealthy sales curve!



THE NEW BEST-SELLER THAT BELONGS IN YOUR LIBRARY

Here is the book that presents the most exciting feature films of the Fifties yet made available to television stations... the 30/62 from Metro-Goldwyn-Mayer Television.

These are the films that will make your feature programming a best-seller to viewers and a best-buy to advertisers. There has never been such a release of films to television with so many truly top-rated features in terms of box-office, star value and balance of entertainment as the 30/62.

ABOVE AND BEYOND Robert Taylor, Eleanor Parker
ACROSS THE WIDE MISSOURI Clark Gable, Ricardo Montalban
ALL THE BROTHERS WERE VALIANT Robert Taylor, Stewart Granger, Ann Blyth
BANNERLINE Keefe Brasselle, Sally Forrest
BHOWANI JUNCTION Ava Gardner, Stewart Granger
BORDER INCIDENT Ricardo Montalban, George Murphy
CAUSE FOR ALARM Loretta Young, Barry Sullivan
CONSPIRATOR Robert Taylor, Elizabeth Taylor
CRISIS Cary Grant, Jose Ferrer, Paula Raymond
THE DOCTOR AND THE GIRL Glenn Ford, Gloria DeHaven, Janet Leigh
DON'T GO NEAR THE WATER Glenn Ford, Gia Scala, Earl Holliman, Anne Francis
FORBIDDEN PLANET Walter Pidgeon, Anne Francis
THE GIRL IN WHITE June Allyson, Gary Merrill, Arthur Kennedy
HER TWELVE MEN Greer Garson, Robert Ryan
INVITATION Van Johnson, Dorothy McGuire
IT'S A BIG COUNTRY Van Johnson, Gene Kelly, Gary Cooper, Janet Leigh
THE LAST TIME I SAW PARIS Elizabeth Taylor, Van Johnson, Donna Reed
MADAME BOVARY Jennifer Jones, James Mason, Van Heflin, Louis Jourdan
MOGAMBO Clark Gable, Ava Gardner, Grace Kelly
MOONFLEET Stewart Granger, George Sanders
THE OUTRIDERS Joel McCrea, Arlene Dahl
PAGAN LOVE SONG Esther Williams, Howard Keel
PLEASE BELIEVE ME Deborah Kerr, Robert Walker, Peter Lawford
RIGHT CROSS June Allyson, Dick Powell
ROGUE COP Robert Taylor, Janet Leigh
SCARAMOUCHE Stewart Granger, Eleanor Parker, Janet Leigh
SCENE OF THE CRIME Van Johnson, Arlene Dahl, Gloria DeHaven
SMALL TOWN GIRL Jane Powell, Farley Granger
SUMMER STOCK Judy Garland, Gene Kelly
TENSION Richard Basehart, Audrey Totter

A fast-seller already in these markets:

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For a full look at the 30/62, fine picture by fine picture, send for the illustrated presentation book, or contact any MGM Television office for a film presentation and availabilities.

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FCC PROGRAM JUDGMENT QUESTIONED

Applicant tells court community study not required

A federal court heard argument last week that the FCC has no authority to judge programming—particularly where the program proposals are part of an application that is virtually uncontested.

The First Amendment issue was raised by Suburban Broadcasters, a group of four men whose application for an fm station in Elizabeth, N. J., was turned down by the FCC last year because, the commission said, they had not surveyed the needs of the community (BROADCASTING, July 3, 1961).

The stipulation that applicants survey the needs of the community they are applying for has become an important criteria at the FCC in recent months. Such a question is contained in the commission's proposed new programming form. In the past, where there was no competition for the grant, the FCC made no significant issue of the lack of such a survey.

Robert L. Heald, attorney for Suburban, told the three-judge appeals court that the FCC's action amounts to prior restraint and is forbidden not only by Sec. 326 of the Communications Act, but also by the First Amendment to the Constitution. Sec. 326 of the Communications Act forbids the FCC to censor programs. The First Amendment forbids any interference with free speech, free press, etc.

Suburban Broadcasters also maintained that the FCC has no authority to require an applicant to survey the

needs of a community, to look into this subject itself or to pass judgment on the applicant's program proposals to meet these needs.

Also raised was the question of whether the FCC was arbitrary in using this requirement as a prerequisite to a grant since it was not a hearing issue, nor was there any notification that an applicant must investigate such needs to secure a construction permit.

Old Hat ■ The First Amendment argument has been answered in favor of the FCC over the last 35 years, Daniel Ohlbaum, FCC assistant general counsel, said in his rebuttal. Mr. Ohlbaum cited circuit court and U. S. Supreme Court decisions upholding the right of the FCC to look at programming and rejecting arguments that it has no power to do so. Suburban, Mr. Ohlbaum declared, "is doing nothing more than trying to upset 35 years of law."

The First Amendment applies to radio and tv, Mr. Ohlbaum conceded, but he quoted the Supreme Court in the NBC case as acknowledging that it is applied differently to each medium of communications.

If the FCC has the right to regulate programming, Mr. Heald argued, then it has the right to fix rates, profits and other aspects of station operation. This is not what Congress intended when it passed the Communications Act, he maintained.

In answer to questions from Judges Bazelon and Burger, Mr. Heald maintained that the FCC is forbidden to consider programming even at renewal time. Mr. Heald urged, however, that he not be forced to argue that question at this time; it has no place in this case, he said.

Daytimers defend right to program before dawn

Rumbles of thunder which presage a major storm were heard at the FCC last week in comments on the commission's proposal to curtail pre-sunrise operation of Class III daytime radio stations (AT DEADLINE, Jan. 15).

The rulemaking was instituted upon the request of Storer Broadcasting Co., which apparently represents the views of several large full-time stations in complaining that certain pre-sunrise operations of daytimers results in interference and that it is difficult to identify the offending Class III station (BROADCASTING, Dec. 18, 1961).

The affected daytimers were voluble in defense of their pre-sunrise hours (particularly vital in the winter, they said).

Among stations opposing the proposed amendment to the FCC rules were KTLW Texas City, KJBC Midland, KFRD Rosenberg, KBRZ Freeport, all Texas; WRKB Kannapolis, N. C.; WHOK Lancaster, Ohio; WMST Mt. Sterling, Ky., and KTLQ Tallequah, Okla. WHBF Rock Island, Ill., supported the change.

Cohn & Marks, Washington law firm, asked the FCC to postpone deadline for

FCC intensifies watch on broadcasters

It's now official: The FCC has intensified its efforts to insure that broadcasters operate in the public interest, particularly when complaints have been received against individual stations and networks.

This intelligence was contained in the commission's 27th Annual Report to Congress, for the fiscal year ended June 30, 1961, released yesterday (Sunday). The 155-page report covers every phase of the FCC's operations during the year.

With radio and tv programming entering the home, they command the "lion's share of popular interest—and controversy," the commission said, although nonbroadcast services outnumber broadcast facilities 55 to 1. There are, the report notes, 3.3 million radio authorizations of all types outstanding, an increase of nearly a half-million over fiscal 1960.

Broadcast regulation during the

year was marked by increased action on the part of the commission to assure that licensees comply with its rules and regulations, the report stressed. Receiving extra attention were (1) how broadcasters meet their responsibility to the public; (2) a closer check of individual station performance; (3) a new programming policy for licensees to follow; (4) "complaints and other indications of infractions"; (5) how broadcasters ascertain the needs of the public and meet these needs; (6) a closer check for overall balance of programming; (7) assessment of its new power to fine stations, and (7) liberal use of short-term license renewals.

The commission noted that "publicity" given the payola and tv quiz investigations, the FCC's programming inquiry and related actions have caused the number of public

complaints received by the commission to increase materially. Such complaints, totaling 2,420 pieces for the last three months of calendar 1960, are handled by the Complaints & Compliance Office, established during fiscal 1961. For the first five months of 1961, 4,300 complaints were received.

Mail pile ■ Complaints over the eight-month period were broken down thusly: 1,270 objected to an NBC-TV rodeo presentation; 1,800 complained about program balance, individual programs, profanity, cancellations; over 500 said there was excessive crime and violence on tv; 390 objected to alleged slanted news and editorials; 550 complained that commercials were false and misleading; 250 objected to length of commercials; 350 complained about contests and 100 about payola.

All told, the FCC's Washington

comments from Feb. 8 to March 8 and replies from Feb. 19 to March 19. The firm said it could not file joint comments for all its clients because of different circumstances in various communities.

Daytime Broadcasters Assn. has asked the FCC to extend the deadline for comments to May 15.

FCC denies attempting to censor Fredericks

The FCC took a step backward in its approach to the Carlton Fredericks programming issue. The agency informed Dr. Fredericks' attorney, Paul A. Porter, that its letter of inquiry to the some 50 radio stations carrying Dr. Fredericks' program, *Living Should Be Fun*, was not meant as a commission suggestion on how the broadcaster should exercise his programming responsibility.

"The letter raised two questions, and two questions only with respect to the program," the Jan. 17 letter to Mr. Porter from FCC Acting Secretary Ben F. Waple said. "Were the stations properly exercising their responsibilities with respect to the handling of controversial issues, if any, discussed in the program, and with respect to the possible necessity for sponsorship identification? The resolution of these issues was the sole concern of the commission in writing to the stations in question."

The FCC, the letter stated, has not had time to complete its study of the comments filed in response to the inquiry but when it does it will notify the stations and Dr. Fredericks.

DISAGREEMENT MARKS LARGO GRANT

Rahalls win as commission differs on WSUN's application

As proposed by a hearing examiner's decision and commission instructions to the staff affirming the decision, the FCC last week made a final grant of ch. 10 Largo (Tampa-St. Petersburg), Fla., to WTSP-TV Inc. (BROADCASTING, Oct. 2, 1961). However the decision carried a bitter dissent from Commissioner Robert Bartley which Chairman Newton N. Minow endorsed and a concurring statement from Commissioner Robert E. Lee which introduces an unusual concept in comparative-hearing criteria.

The majority was composed of Commissioners T. A. M. Craven, Robert E. Lee and John S. Cross; Commissioners Rosel H. Hyde and Frederick W. Ford did not participate.

The winning applicant, WTSP-TV Inc., is principally owned by the Rahall brothers, N. Joe, Farris E. and Sam G. (about 26% each) and 22 other stockholders. The Rahall's other broadcast properties are WCLY St. Petersburg, WKAP Allentown and WNAR Norristown, both Pennsylvania, WNNR Beckley, W. Va., and WQTY Jacksonville, Fla.

Among the reasons given by the majority for preference of WTSP-TV were broadcast experience, broadcast record, integration of ownership and management and operating plans.

City's Position ■ Messrs. Bartley and Minow would have given the channel to the City of St. Petersburg, which has

operated ch. 38 WSUN-TV for the past seven years. Mr. Lee specifically voted against the city because, "I am reluctant, absent some compelling considerations (not present in this case), in a comparative situation to prefer a municipal, state, school or church applicant, over a private applicant, for a commercial facility. To do so is, in my opinion, to afford such municipal, state, school or church grantee unusual and unwarranted competitive advantages which could pervade all its broadcast activities. Such advantages may include, for example, subsidization of operations, freedom from some or all tax liability, accessibility to program sources not generally, or as freely, available to others, etc."

The dissenting commissioners held that because the station is run by elected officials, the public the channel will serve would have a direct voice in its operation. They stated this represents "integration of ownership and management" in its most effective form—responsiveness to the will of the public.

The majority said that the City of St. Petersburg was deficient in integration of management and ownership and in broadcast experience because the "principals" of the applicant, the city council and city manager, do not participate in the day-to-day operation of the station. The dissenters claimed that the eight-year operation of WSUN-AM-

headquarters received or dispatched more than 2 million pieces of mail during the year. This was an increase of over 330,000 from the previous year. On the matter of public releases, the FCC used 56,500 stencils and 13.5 million sheets of paper to dispense information. An all-multilith reproduction system was put into operation in September 1961.

Noting that several revocation and license renewal hearings were held in the field during the past fiscal year, the FCC promised "even a greater number" of such field hearings in the future.

All of the major commission decisions and outstanding rulemakings for the year are summarized in the report. There were 7,513 am, fm and tv broadcast stations authorized at the end of the year, an increase of 1,522 over fiscal 1960. A majority of this increase, 1,044, was accounted for by the legalization of vhf tv repeaters.

During the year, 15,500 broadcast applications were received by the commission, an increase of 2,887. The 15 hearing examiners were assigned 198 cases, involving 438 applications. They held 293 conferences, 297 formal hearings, closed the record in 189 cases and issued 171 initial decisions. During the same period, the commission examiners issued 1,420 interlocutory and other orders.

Up in Space ■ The future reality of space communications became a problem for the FCC during fiscal 1960, two general inquiries having been started in this area.

Inspection records of the Field Engineering & Monitoring Bureau disclosed an increasing disregard by many stations for engineering rules, operator requirements and equipment performance standards, particularly in the am field, the report notes. As a result, broadcasters were warned of the necessity for technical compliance with FCC rules.

FEMB and the Broadcast Bureau developed a joint program to review the performance record of am stations. This includes inspections, monitoring to assure that performance measures up to promises and prompt reporting of deficiencies for renewal consideration or other enforcement actions.

The commission was a party to 78 cases in federal courts, 31 less than in 1960. The FCC was affirmed in 20 cases and reversed in seven. Fifteen cases were dismissed or remanded and 33 were pending at years end. On the commission payroll at the end of the fiscal year were 1,396 employees, an increase of 80 over 1960.

In the employee awards program, \$10,630 was awarded to 61 employees for superior performance and \$1,295 was paid 46 employees for suggestions adopted.

And, the report notes, Chairman Newton N. Minow joined the commission March 2, 1961.

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TV was more valid broadcast experience than the operation of WCLY St. Petersburg for one year (at the time of the hearing) by the winning applicant.

Commissioner Bartley said, "I fear that the majority of the Commissioners have utilized a 'slide rule' approach and let themselves become entangled in 'criteria' pronounced under different sets of circumstances in differing cases. Their downgrading of City [of St. Petersburg] in the aforementioned categories appears to me to have resulted from straining technicalities as to 'principals' and not looking realistically to the years of service rendered to the public by WSUN-TV."

Other losing applicants, in addition to the city, were Bay Area Telecasting Corp., Florida Gulfcoast Broadcasters Inc., Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc.

WLWI, WFBM-TV oppose proposed move by WTTV

Two Indianapolis tv stations have told the FCC they feel strongly that a fourth television service is not needed in that market. The FCC had requested comments on a proposal by WTTV (TV) Bloomington, Ind., to shift its ch. 4 facility to Indianapolis (BROADCASTING, Dec. 11, 1961).

The FCC also invited comments on whether that city should have a fourth commercial vhf channel or whether ch. 4 should be shifted there and reserved for noncommercial educational use.

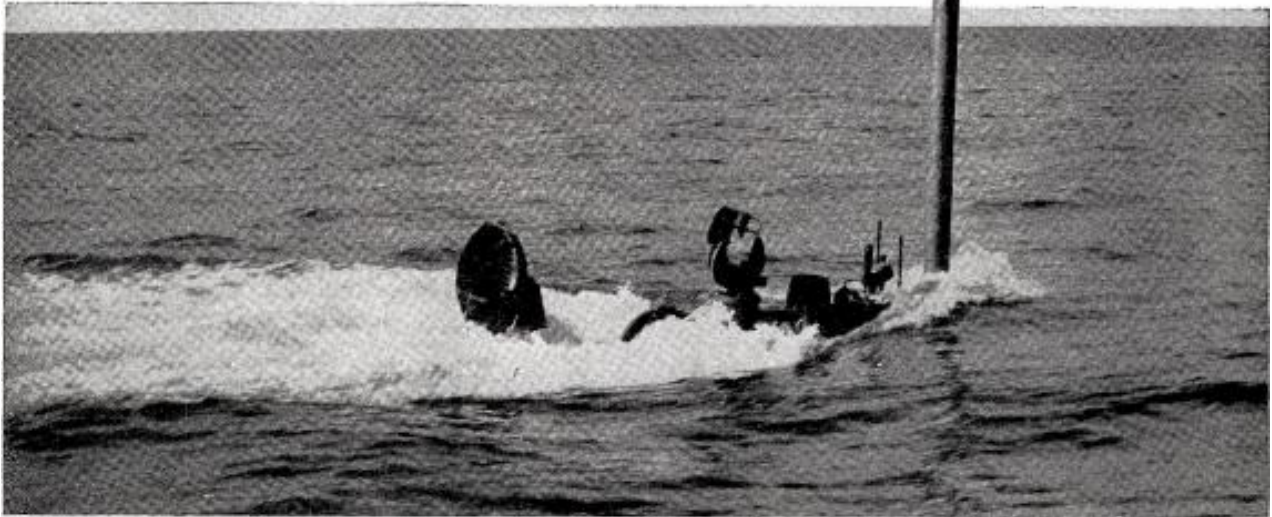
The deadline for comments has been postponed to Feb. 10 at the request of the National Educational Radio & Television Center, which said that it and other educational groups need more time to "crystalize and formulate their positions." Replies are due Feb. 25.

Presently assigned to Indianapolis are ch. 6 (WFBM-TV), ch. 8 (WISH-TV) and ch. 13 (WLWI).

WLWI (TV) Indianapolis, owned by Crosley Broadcasting Co., stated that not only would another channel be superfluous but that it would cause interference to a second Crosley station, WLWC (TV) Columbus, Ohio. WFBM-TV there said that to assign a fourth vhf channel to Indianapolis and thereby deprive Bloomington of its only outlet for local self-expression would be inconsistent with the FCC's mandate to make "fair and equitable" distribution of broadcast service.

WFBM-TV said that part of Indianapolis is already reached by WTTV's signal and that if the station is assigned there it would have to be at substandard spacing. WFBM-TV said that WTTV and WFAM-TV Lafayette, Ind., are both owned by Sarkes Tarzian and their signals would overlap in Indianapolis in violation of FCC rules.

Why do they put periscopes on submarines?



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

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

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

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

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

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

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

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

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

Deadline for advertising: Final deadline February 12.

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

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TOA OPTIMISTIC ON FILMS

1961 features top production for past two years, giving some cheer for future of first-runs for tv

How many feature films are being produced to play in theatres? This question assumes long-range importance because of the current drop in the supply of first-run film in television. New releases for tv are expected to become a mere dribble by 1964, and, say the prognosticators, they may completely dry up by 1967 (BROADCASTING, Nov. 27, 1961).

New statistics were made available last week by the Theatre Owners of America showing Hollywood started 187 pictures in 1961, of which 161 were completed. The theatre group reported that in 1961 more pictures went before the cameras at major Hollywood film makers than in the two previous years, giving some hope of "at least a slight improvement in the 1962 releases over last year's all-time low of 220 films." The number of films completed and the number released during any year do not normally coincide since completed films may be held for varying periods before release.

As in recent years, the independent studios together provided the largest number of motion picture starts. The independents in 1961 started 63 films,

of which 7 were still in production at year's end. Independents already have six features ready for production this year (as of Jan. 1, 1962).

The second largest number of picture starts was provided by 20th Century-Fox, which had 28 last year, six still in production at the year-end and at least one picture ready for shooting this year.

Next in line is Columbia Pictures, 25 starts in 1961, 3 still in production; followed by Metro-Goldwyn-Mayer, 20 in 1961, 5 in production and 1 before the cameras this year; Warner's, 12 last year; Paramount and Universal, 10 each in 1961; Allied Artists and American International, 7 each.

These are American films only (even if produced abroad). But major distributing companies supplement domestic-produced films by distributing some foreign-made pictures. Last year 68 such pictures were added by the majors.

The total of features released in 1961 came to 220, according to TOA's summary, or 19 less than in 1960 but only 4 less than in 1959.

Of the 187 picture starts, 26 are still

in production. As of the first of this month the majors and the independents had scheduled the start of fourteen additional pictures, 2 more than the 12 set for shooting at the same time a year ago. Because of the big proportion of 1961 production expected to be released this year, theatre men said they believe a slight gain in total pictures released can be anticipated in 1962.

UHF'S ONE ANSWER

Shift from vhf would help programs, say Gould, Ashmore

A move from vhf to uhf in television would open the way toward diversified tv program fare that would solve some current difficulties.

So concluded two prominent journalists—Jack Gould, tv critic of the *New York Times*, and Harry Ashmore, who won the Pulitzer Prize while editor of the *Arkansas Gazette*—in an interview published today (Jan. 22) by The Center for the Study of Democratic Institutions.

The Center was founded by The Fund for the Republic.

The interview with Mr. Gould was published along with a commentary by Mr. Ashmore. The material was collected last fall.

Mr. Gould and Mr. Ashmore agreed the FCC, without resorting to censorship, can lead the way to greater diversity in tv programs by the following actions:

It could add more channels in the current spectrum, and ultimately move everything to uhf; receive a "legitimate" accounting of how stations and networks are employing their operation in the public interest; develop subscription tv as a means of serving minority viewers and at the latter's expense, support educational television.

Self-censored — Both men charge that when broadcasters conclude that their final "obligation" is to make everybody happy (or "at least make nobody unhappy"), they are evoking their own brand of censorship. This need to placate so many is traced by Mr. Gould and Mr. Ashmore to advertisers. Mr. Gould said that the "world of commerce is using the resources of all our culture for sales purposes" and that in effect tv stations are handicapped in living up to promises to broadcast educational, cultural and public affairs programs.

All of the recommendations by the two men already have been made publicly elsewhere and many of them by the FCC—in total, or at least in the intent or spirit of the suggestions.

COLORCASTING

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

NBC-TV:

Jan. 22-26, 29-31 (6-6:30 a.m.) Continental Classroom, contemporary mathematics.

Jan. 22-26, 29-31 (6:30-7 a.m.) Continental Classroom, American government.

Jan. 22-26, 29-31 (10:30-11 a.m.) Play Your Hunch, part.

Jan. 22-26, 29-31 (11-11:30 a.m.) The Price Is Right, part.

Jan. 22-26, 29-31 (12-12:30 p.m.) Your First Impression, part.

Jan. 22-26, 29-31 (2-2:30 p.m.) Jan Murray Show, part.

Jan. 22-26, 29-31 (11:15 p.m.-1 a.m.) Jack Paar Show, part.

Jan. 22, 29 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

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

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

Jan. 25 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty, Buick through Burnett and R. J. Reynolds through Esty.

Jan. 26 (9:30-10:30 p.m.) Oinah Shore Show, Amer. Dairy through Ted Bates and S&H Stamps through Sullivan, Stauffer, Colwell & Bayles.

Jan. 27 (9:30-10 a.m.) Pip the Piper, General Mills through Dancer-Fitzgerald-Sample.

Jan. 27 (10-10:30 a.m.) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

Jan. 27 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

Jan. 27 (5-6 p.m.) All-Star Golf, Kemper Insurance through Clinton Frank, Reynolds Metals through Lennen & Newell.

Jan. 27 (7:30-8:30 p.m.) Tales of Wells Fargo, part.

Jan. 27 (9-11 p.m.) Saturday Night At the Movies, part.

Jan. 28 (6-6:30 p.m.) Meet the Press, co-op.

Jan. 28 (7-7:30 p.m.) The Bullwinkle Show, General Mills through Dancer-Fitzgerald-Sample; Beech-Nut Gum through Young & Rubicam.

Jan. 28 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, RCA and Eastman Kodak through J. Walter Thompson.

Jan. 28 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

Jan. 28 (2:30-5 p.m.) NBC Opera, sust.



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and their clients



Radio & tv stations, networks



and their reps

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CHILDREN'S PROGRAMS

TIO plans book on subject, reports Clair McCollough

A book to help local television broadcasters in planning and producing programs for children is being prepared by the Television Information Office for publication next fall.

The plans were announced last week by Clair R. McCollough of the Steinman Stations, chairman of the Television Information Committee, following the committee's winter meeting in New York on Wednesday (Jan. 17).

Mr. McCollough said the book would be based on a nationwide survey currently being conducted among stations by TIO and would serve as an exchange of broadcasters' ideas and experiences in children's programming. "In addition to documenting the extent of local television programming for children," he said, "the book will bring together all available information on sources of program material, talent and ideas, along with technical and promotion suggestions for this very special brand of programming."

Officials also reported that TIO's list of sponsors (members) reached a record high of 161 with the addition of six stations since October. The six: WHAS-TV Louisville; KRNT-TV Des Moines; KAKE-TV Wichita; KGLO-TV Mason City, Iowa; ZBM-TV Hamilton, Bermuda, and WTAE-TV Pittsburgh.

Louis Hausman, TIO director, reported that a project to promote the use of television in social-studies curricula in elementary and secondary schools currently is being developed by TIO and a special committee of the National Council for the Social Studies.

Tv and English ■ Mr. Hausman reported that educators had given "overwhelmingly favorable reception" to a similar project which produced "Television and the Teaching of English," a resources book on the use of television in the English curriculum. The book was distributed with TIO assistance to 60,000 English teachers through the National Council of Teachers of English.

Other activities covered in the meeting included a report of continuing good reception of the local bulletins of the tv programs of special interest, now being jointly published and mailed to local opinion leaders by 90 stations in 31 cities each month.

TIO authorities also reported on distribution of "programming," Part II of TIO's four-part "Television in the U.S.A." slide presentation to TIO sponsors, and plans for distribution next spring of a 12-part lecture course on "Television in Today's World." The

latter was developed by TIO in collaboration with the New York City board of education's division of personnel and teacher training.

On hand for the TIC meeting were Messrs. McCollough and Hausman and Lester Bernstein, NBC; Roger W. Clipp, Triangle Stations; Joseph C. Drilling, WJW-TV Cleveland; C. Wrede Petersmeyer, Corinthian Stations; Willard E. Walbridge, KTRK-TV Houston; George Bristol (substituting for John P. Cowden), CBS; Stephen Strassberg (substituting for Michael J. Foster), ABC, and Roy Danish, TIO assistant director.

Reading-writing series offered by WFIL-TV

Operation Alphabet, a series of 100 television programs produced by WFIL-TV Philadelphia in cooperation with the adult extension division of that city's board of education, has been made available to other television stations.

The series, designed to teach illiterates to read and write to the fourth grade level, has been video-taped under a grant from the Annenberg School of Communications, U. of Pennsylvania. It is available to one station in each market (first come, first served) at no cost when presented on a public affairs basis.

Since its showing on WFIL-TV last year, the station estimates that some 50,000 persons have been enabled to reach fourth grade reading and writing levels as a result of the course. WFIL-TV plans to repeat the program starting Jan. 29.

SG buys Cellomatic to diversify interests

In a new diversification move, Screen Gems Inc., New York, last week acquired the Cellomatic Corp., New York audio-visual production and equipment firm, at a price reported around \$1 million in cash and SG stock.

Cellomatic was formed in 1951 by Milton Rogin and Thomas Howell, president and executive vice president, respectively. It provides projection equipment and graphic services for audio-visual presentations for such clients at RCA, ABC, CBS, NBC, General Electric, AT&T, General Motors and other clients in addition to governmental and educational organizations. Network programs use Cellomatic equipment, personnel and techniques for some of their news, weather and audience-participation programs.

Screen Gems' other diversification moves have included the acquisition of Elliot, Unger & Elliot, tv commercial

and industrial film producer; the purchase of WAPA-TV San Juan, P.R., and of a part interest in WOLE-TV Mayaguez, P.R., both subject to FCC approval; the formation of Audience Studies Inc., a research subsidiary, and foreign tv production in Canada.

CRC plans expansion of studios, services

John J. Coyle, president of Commercial Recording Corp., Dallas, last week announced a three-fold expansion for the recording company in 1962.

Foremost in the plan will be the reorganization of CRC's sales department with Dave Deckard, formerly sales manager of KVIL Dallas, as national sales manager of the custom commercial division. KVIL, wholly owned subsidiary of CRC, will be the pilot station for all new broadcast material produced by the company.

Phase 2 will be the construction of new headquarters facilities—executive offices and three separate engineering operations, one of which, CRC reports, will be the largest sound stage in the southwest.

The third area of development will be the expansion of CRC's commercial division under the direction of Bob Farrar, vice president. Don Zimmers, formerly radio-tv director of Sam Bloom Adv., Dallas, has joined CRC as an account executive in this division and will be responsible for the production of exclusive musical material for CRC's clients. The firm's newest radio release is "The Calendar Girl," 365 separate songs for each day of the month, identifying the station, day, month, date and year.

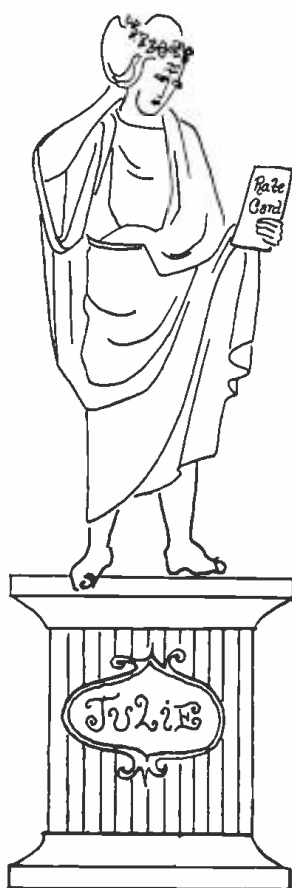
Film sales...

The American Civil War (Trans-Lux Television Corp.): Sold to WABC-TV New York. Now sold in 78 markets.

Post-48 Columbia Pictures' Features (Screen Gems): Sold to KMJ-TV Fresno, Calif., and to Wometco Enterprises Inc. for WTVJ-TV Miami; WLOS-TV Asheville, N.C.; KVOS-TV Bellingham, Wash., and WFGA-TV Jacksonville, Fla. Now in 61 markets.

Films of the 50's (Seven Arts Assoc.): Vol. 3 sold to WCAU-TV Philadelphia; WBEN-TV Buffalo, N.Y.; KSD-TV St. Louis; KHOU-TV Houston, and WOC-TV Davenport, Iowa. Now in five markets. Vol. 2 sold to KHJ-TV Los Angeles and WTOL-TV Toledo, Ohio. Now in 85 markets.

Men of Destiny (Storer Programs Inc.): Sold to Hartford Insurance group for WHNB-TV Hartford, New Haven, and to Nationwide Insurance for WJZ-TV Baltimore. Now in three markets.



O TEMPORA O MORES

"Julie," yelled the busy AE over his shoulder, "find out how much 10-second ID's in A, B and C time cost on WHR-TV* and lemme know." Julie, willing but woolly, came back two hours later (she was busy, too) with this information.

"ID's in A time cost six times as much as ID's in C time, and I can't remember what they cost in B time, but together all three cost \$70."

As the AE fielded this one, Julie continued breathlessly: "They're scheduled for an across-the-board rate increase in June though; the cost of each 10-second spot will increase by the same amount. An ID in A time will then cost twice as much as one in C time, and I still can't remember how much B time will cost, but together the three will cost \$142, and you can figure out how much ID's in B time cost yourself."

What solution did the AE come up with—and where is Julie working now?

The AE, who was really rather an astute fellow, came up with the perfect solution—he bought WMAL-TV for his client. 10-second ID's in the 6 to 6:30 P.M. or 11 to 11:30 P.M. news periods cost only \$45 each on a 26 week 10-plan . . . an excellent buy. And no rate increase is contemplated for June. If you figure out how much those WHR-TV spots cost, send us your answer and we'll send you an on-the-record report about Julie.

**No use looking for a rate card—we made this one up. And don't look for help by checking the WMAL-TV rates because their time is far more valuable.*

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

wmal-tv
Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

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

BROADCASTING, January 22, 1962

Gleason group plans traveling spectaculars

Circuit-Television Productions, New York, has been formed by Jackie Gleason and two partners to produce "network caliber," one-hour tv programs for prime time on local tv stations and to be sponsored by major advertisers.

Mr. Gleason will not appear in the programs, but is associated in the new company with producers Jack Philbin and David Gordon. The trio believes that national advertisers will be willing to spend an estimated \$60,000 for each program to be carried in a city in which the sponsor requires additional advertiser support. Mr. Gordon noted that each program, in essence, will be "a giant spectacular" that will lend itself to extensive promotional, merchandising and publicity exposure.

The current plan is to present three programs a week in different cities for one advertiser or different advertisers. They will be presented in auditoriums before an audience who will not pay an admission price. Mr. Gordon said the company is lining up "name" talent and is starting to clear prime time on stations, some of which, he said, are network-affiliated.

Sterling, Wolper plan more specials

Sterling Television Co. and David L. Wolper Productions, which last year formed Wolper-Sterling Productions for production of tv specials, have agreed on a new working arrangement for 1962-63. Both companies will produce independently. At the same time, they will turn out several specials jointly

through Wolper-Sterling.

Under the new agreement, however, Sterling Tv will have off-network distribution rights to all specials produced either independently or jointly, with the exception of certain Wolper properties made specifically for other distributors.

In joint production at Wolper-Sterling now is "Hollywood: the Talkies," a pair of one-hour specials under option to Procter & Gamble through Benton & Bowles. P&G also will sponsor sometime in 1962 a second run of Wolper-Sterling's "Hollywood: the Golden Years," which ran Nov. 29, 1961, on NBC-TV.

Sterling and Wolper also are putting together for syndication a package of 26 one-hour specials to be made up of the best of already-produced specials combined with new programs made expressly for the package. Discussions are under way with Mike Wallace to act as host. The openings are to be shot by Wolper.

NTA's 'Black Monday' honored at Monte Carlo

"Black Monday," an original drama from National Telefilm Assoc.'s *Play of the Week* series, won first special mention at the International Television Festival at Monte Carlo.

The drama, written by Reginald Rose and produced by David Susskind, was on the school integration conflict in the South.

A special jury prize for exceptional achievement was awarded to *Casals Master Class*, produced for National Educational Television by Nathan Kroll. The best variety show award went to NBC-TV's *Shari Lewis Show*.

Quiz show probe ends; 18 get suspended terms

Pleading guilty to second degree perjury, Charles Van Doren, Elfrida Von Nordroff, Henry Bloomgarden and seven other winners on tv quiz shows in 1956-57 received suspended sentences from Special Sessions Justice Edward Breslin in New York last Wednesday (Jan. 17).

Except for one defendant's case, which was postponed until Jan. 24, the long-delayed trial last week officially closed the investigations into quiz-show "rigging." A total of 19 contestants on various shows had been charged with giving false testimony after denying before a grand jury in 1959 that they had received assistance.

Eight of the former contestants had already pleaded guilty to second-degree perjury before last week, and they, too, had received suspended sentences. The remaining defendant, Ruth Klein, had her case postponed because of the hospitalization of her lawyer.

Messrs. Van Doren and Bloomgarden and Miss Von Nordroff, who altogether won a total of \$448,000 on the program *Twenty-One* (NBC-TV) during 1956-57, were among the first to be called before Justice Breslin last Wednesday. The others who pleaded guilty and were released were: David Mayer, winner of \$47,500 on *Twenty-One*; Morton Harelik, \$500 on *Tic Tac Dough*; Richard Klein, \$1,000 on *Twenty-One*; Neil Wolf, \$13,000 on *Tic Tac Dough*; Mrs. Terry Curtis, \$78,000 on *Hi-Lo*; Paul Bain, \$2,500 on *Twenty-One*, and Mrs. Patricia Nance, \$8,000 on *Tic Tac Dough*.

THE MEDIA

Does census sell radio-television short?

WBT-WBTV STUDY INDICATES 1960 SATURATION FIGURES ARE LOW

Radio homes saturation in North Carolina appears to be far in excess of the 83.8% figure officially announced for 1960 by the U. S. Census Bureau.

Judging by first results of a year-long audience study begun by WBT-WBTV (TV) Charlotte, N. C., the actual radio saturation figure may be nearer 100%. And state tv saturation, placed at 80.8% of homes by the bureau, may be much higher.

Radio interests have been particularly critical of the Census Bureau's radio saturation figure of 91.3% for the United States as a whole. This 1960 figure compares with 95.7% in the 1950 census, an apparent decline that has raised serious questions about the accuracy of the do-it-yourself method first

used in the 1960 census [BROADCASTING, Aug. 7, 1961].

The first work sheets of the WBT-WBTV depth interviews show only four homes out of 182 that said there was no radio in the home.

In the 1960 census of radio-tv, covering 1,204,682 occupied dwelling units in North Carolina, it was found that 801,090 reported one radio set and 208,733 more than one radio set. This left 194,859 without radio. The 1960 census of housing equipment was based on a sample of one out of 20 homes, with most of the complicated forms being filled out by the occupants.

Figures Compared ■ In the two counties where most of the interviews have been conducted by WBT-WBTV the

results have been at variance with the 1960 census. Here are the comparisons:

Mecklenburg County—U. S. Census, 87.6% radio saturation; WBT-WBTV survey, 100% radio saturation (all interviews were outside city of Charlotte).

Gaston County—U.S. Census, 82.2% radio saturation; WBT-WBTV survey, 97.4% radio saturation.

The television tabulation of the 1960 census also falls far below the data collected thus far by WBT-WBTV:

Mecklenburg County—U. S. Census, 87.9% tv saturation; WBT-WBTV survey, 95.6% tv saturation.

Gaston County—U.S. Census, 87.1% tv saturation; WBT-WBTV survey, 99.1% tv saturation.

The WBT-WBTV research project

Recount in Georgia

Georgia's radio and tv saturation in 1960 was much higher than first U. S. Census data indicated last December and the Georgia Assn. of Broadcasters has set the record straight, according to Jack Williams, executive secretary.

Last Dec. 26 the bureau announced that Georgia homes had 64% radio saturation and 75% television saturation. Mr. Williams started bird-dogging the figures and discovered the government agency had forgotten to include homes with more than one radio or tv receiver. Meanwhile competing media had enjoyed publicizing the low saturation figures.

Actually, the 1,070,325 occupied housing units in Georgia have 932,162 equipped with radio, or 87.1% saturation, and 856,704 tv homes, or 80% saturation.

is designed "to find out what the average listener and viewer really thinks of radio and television services currently available to them and what suggestions they have for improvement," according to Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co., operating the stations along with WBTW (TV) Florence, S. C.

"In view of the criticisms leveled at radio and tv in the past several years, we decided to go to the people and go to enough of them to really find out what they think of radio and television today. We not only want their evaluation of the current program fare, but their suggestions for improvement. The industry has been taken to task by many critics and yet millions of people continue to listen to radio and watch television. These are the people we intend to talk with."

The Technique Used • All interviews are being conducted by Grady Cole, special assistant to the general manager and for 35 years one of the best-known personalities in the South. Directing the project are Jack Burney, research director, and Lacy Sellars, quality control manager. By the end of 1962 Mr. Cole will have conducted about 8,000 depth interviews in homes, factories, farms—wherever he finds them.

In the first five work sheets turned over to Mr. Burney, the 182 interviews showed audience reaction along with tabulations of radio homes, auto radios, fm radio and tv homes. The radio-tv ownership questions showed results at

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Acclaimed by successful broadcasters. Chosen by discriminating engineers, for dependability and realistic economy:

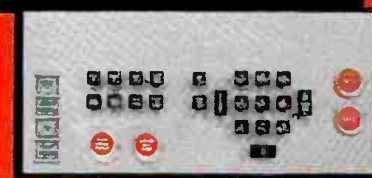
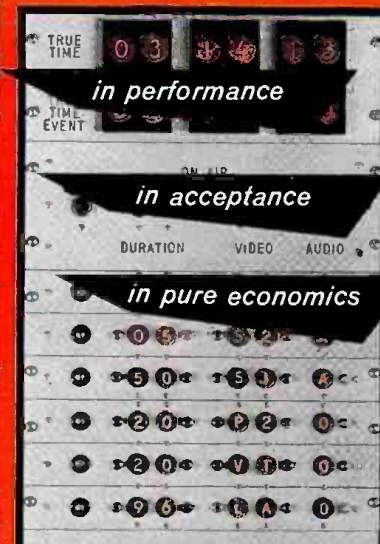
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Automatic control, from scheduling to on-air—ample display of the stored schedule—preview facilities—easy last minute program changes—all tailor made to your facilities and budget!



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For complete broadcast packages "tailor-made" rather than "ready-made," where individual components are selected from specialist manufacturers, coordinated for your requirements and your budget—contact the Leader, VISUAL!

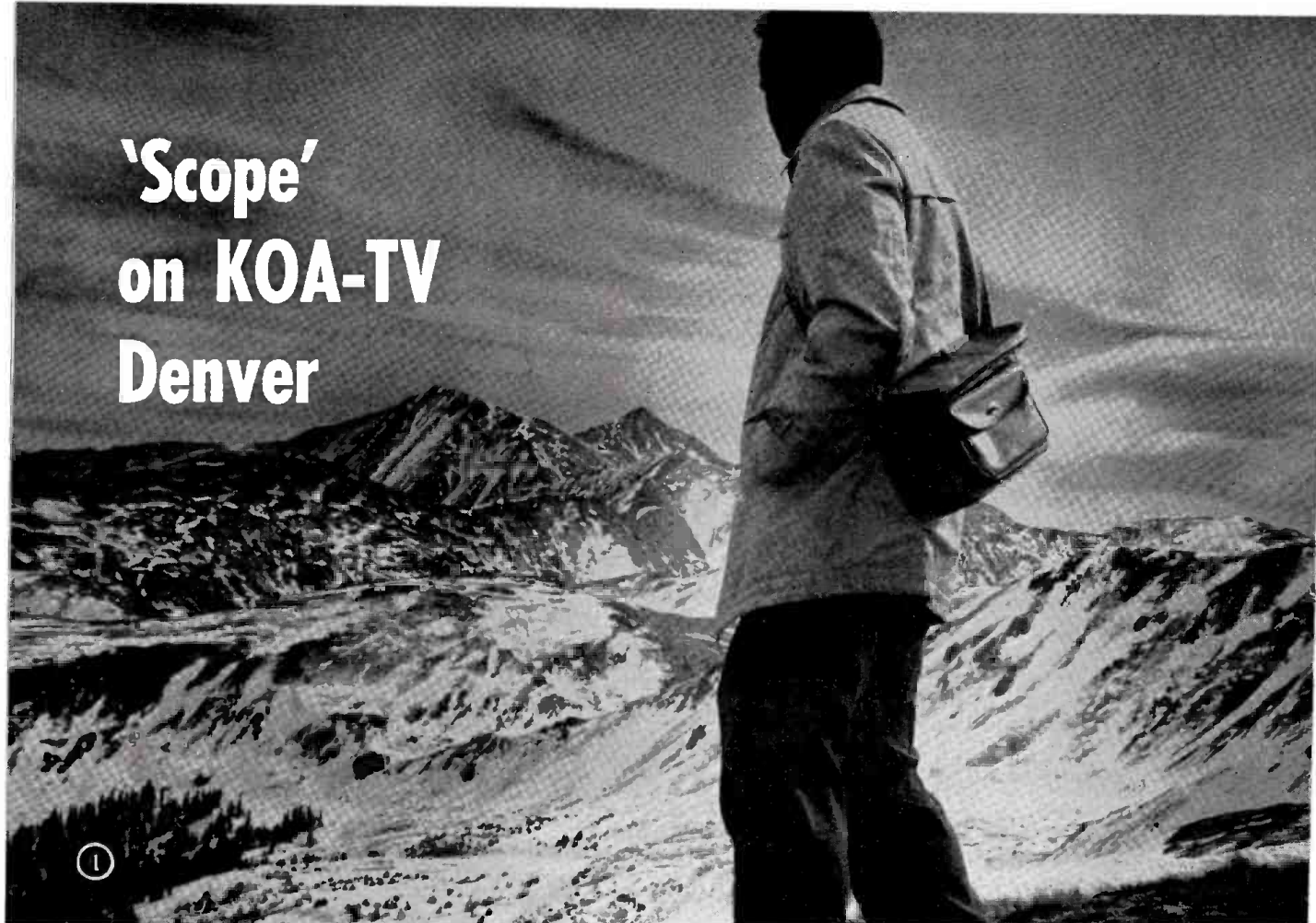
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'Scope' on KOA-TV Denver



1. For a "Scope" story on drilling through the Rockies for the new U.S. Interstate Highway. News Director Thompson R. Watt led a camera crew up to the Continental Divide. Here he surveys proposed tunnel-entrance. 2. Bob Palmer interviews Allen J. Reynolds, key witness in state investigation of Denver police. 3. Besides personally shooting much material for "Scope," Editor Bob Palmer also handles on-camera narration. 4. "Scope" covers news in ways no other media can match. Here's Palmer tracing natural gas to its source, Kansas' Hugoton Field.

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

"Television is still very young. Only by bold experiment — by the deliberate search for and refinement of new techniques—will television achieve its great potential as the most effective device for mass communication the world has ever known. With programs such as "Scope" we at KOA-TV seek to probe the outer limits of our ability and responsibility as broadcasters to enlighten, to inform and—at the same time—to entertain."

RALPH RADETSKY
Exec. Vice Pres. KOA-TV

A New Dimension in Television Reporting

Webster defines *scope* as "room for free outlook, aim or action" . . . also as "a means for viewing or observing."

Few TV programs anywhere combine both meanings so completely as does "Scope," a weekly highlight on KOA-TV.

Often mentioned as Denver's News-magazine of the Air, "Scope" is a new dimension in television reporting, developed and produced by Thompson R. Watt, director of the station's News and Special Events Department—and under the editorship of KOA-TV newsman Bob Palmer.

The breadth of "Scope" can be gauged from representative topics: "Denver in the Year 2000"—"How Highways Conquer Mountains"—"Participation in a Longhorn Drive"—"The Vanishing American" dedicated to the cowboy of an earlier generation.

"Scope" is always timely. One telecast featured Bob Palmer's exclusive detailed interview with a key witness in the expose of the Denver Police scandal..

"Scope" is an all-out assignment for the KOA-TV News staff. To each telecast it devotes about 200 man-hours or more—often more. Sponsored by Conoco since its inception last September, "Scope" is still drawing more mail and comment than any other feature on the station.

To Blair-TV, creative television reporting by great stations like KOA-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN — Albany-Schenectady-Troy
WFBG-TV — Altoona-Johnstown
WBNF-TV — Binghamton
WHDH-TV — Boston
WKBW-TV — Buffalo
WCPO-TV — Cincinnati
WEWS — Cleveland
WBNS-TV — Columbus
KTVT — Dallas-Ft. Worth
KOA-TV — Denver
KFRE-TV — Fresno
WNHC-TV — Hartford-New Haven
WJIM-TV — Lansing
KTTV — Los Angeles
WMCT — Memphis
WDSU-TV — New Orleans
WOW-TV — Omaha
WFIL-TV — Philadelphia
WIIC — Pittsburgh
KGW-TV — Portland
WPRO-TV — Providence
KING-TV — Seattle-Tacoma
KTVI — St. Louis
WFLA-TV — Tampa-St. Petersburg

variance with Cenus Bureau figures.

The study is qualitative, with no intent to compile saturation data. But the results will be watched in view of the higher saturation in comparison to census figures.

Mr. Burney explained the technique this way, "Since the purpose of this survey is to reveal information in the minds of the radio and tv audience, it was felt we could effect best results through the use of a 'judgment sample.' We felt this type of sample would be best suited since the sole interviewer is a person extremely well known and whose knowledge of the area would enable him to provide maximum coverage of major socio-economic elements.

"We do not contend this study will have the properties of a theoretical sampling plan which would enable the user to determine the standard error. While not a stratified, random, precision sample it will reflect all social and economic groups to the best ability of the interviewer."

Suspicious Interviewees ■ An important influence in any radio-tv survey in North Carolina is the assessment of state, county and local property taxes on receiving sets. Mr. Cole reported to the station after his first 182 interviews. He found those interviewed frequently had to be convinced he wasn't a tax investigator checking up on household tax returns. This led him to suggest that the questions dealing with presence of receivers in the home be asked after

the interview is well under way.

Mr. Cole explained it this way, "Home owners are taxed on personal property no matter how many years they may have owned the items. The taxes are imposed on the same equipment year after year. People know that federal and state income tax reports are interchangeable and figure they have reason to believe the federal census reports are subject to the same checks. So the smartest way, many believe, is to give the least information possible and the least number of appliances possible.

"I have been to homes where they had three radios in playing order that I know of but since I ask "how many?" first, they simply say "one" and, it is filled in that way on the questionnaire. One man who said "one radio and one television set" had two radios in the house, one in the barn, a radio on both of his tractors, one in each of his trucks and one in each of two automobiles plus a tv set in the girl's bedroom. The questionnaire shows he has one radio and one tv set.

"I'll bet you that not more than one radio out of four was reported to the federal census when it was taken in 1960."

The People's Thinking ■ Here are some of the typical comments made by Mr. Cole after his interviews:

"One of the greatest things learned is the fact that most people like television and radio just like it is."

"I have queried congressmen, sen-

Harmon to receive NAB engineering honor

Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Co., will receive the 1962 NAB



Mr. Harmon

Engineering Achievement Award April 4 at the annual Broadcast Engineering Conference in Chicago. The award is one of two presented by NAB to outstanding broadcasters.

The second award winner, who will be honored for notable service to the American system of broadcasting, is to be announced during the Jan. 30-Feb. 2 NAB board meeting at Sarasota, Fla. This award will be presented during the NAB convention, held jointly with the engineering conference.

Mr. Harmon has been in broadcasting 34 years and has been active in development of the technical art

of broadcasting. He has contributed numerous inventions and technical articles on engineering techniques.

Announcement of the award was made Jan. 16 at a meeting of the awards subcommittee of the NAB Broadcast Engineering Conference Committee. Jack Petrik, KETV (TV) Omaha, Neb., is committee chairman. George W. Bartlett, NAB engineering manager, heads the awards group. Serving with Mr. Bartlett are William S. Duttera, NBC allocations engineering director, and William B. Honeycutt, KRLD-AM-FM-TV Dallas.

Mr. Harmon joined Westinghouse in 1928 as a radio engineer after graduation from Carnegie Tech. He is a fellow in the Institute of Radio Engineers as well as member of Society of Motion Picture & Television Engineers and American Institute of Electrical Engineers.

Winner of the 1961 engineering award was Raymond F. Guy, NBC retired senior staff engineer.



Collins accepts UCC award for radio-tv

A citation honoring radio and tv broadcasters for support of the 1961 United Community Campaigns of America is presented to NAB President LeRoy Collins (l) by Lansing B. Lindquist of Ketchum, MacLeod & Grove, UCC radio-tv chairman. The presentation was made at a luncheon given by UCC National Chairman Benson Ford in New York last Tuesday for national volunteer leaders in the 1961 drive.

Mr. Ford estimated that tv broadcasters and network sponsors devoted time worth almost \$10 million to

announcements supporting UCC and said figures for radio, though not yet totaled, are "very heavy indeed." Charles H. Brower, president of BBDO, volunteer agency for UCC, and John S. Hayes of Washington Post-Newsweek stations, national chairman of the public relations advisory council of United Community Funds and Councils of America, also participated in awards ceremonies, which included similar citations for the Assn. of National Advertisers, The Advertising Council and Associated Business Publications.

ators, governors and men and women and teenagers—people in every walk of life—and the vast majority of them say television and radio have been most enlightening and educational."

"A college professor said, 'A man would have to spend a full lifetime to see and know of the various places and heretofore insignificant countries which he can now know by viewing and listening in his spare time.'"

"One man said, 'I am not a fanatic but it would be wonderful if something would come along and take hold of the young people for their betterment, just as rock and roll and other such junk have taken hold of them for their hindrance.'"

"Some people say they dislike someone on the air so do not look at the show. In most cases they concede they do not know why they dislike the individual."

"We are a highly industrialized area with plants running fulltime around the clock. We also have more trucking firms in North Carolina than any other state and Charlotte is the largest trucking center. These men and women have all kinds of hours to work. People are hungry for more knowledge."

"One man said he didn't go much

for social and business drinking on tv, believing it causes young people to take it up. As to drinking on westerns, he said, 'Yes, but everyone realizes these shows took place a long time ago and they show the drunk to be a fool, which points out the torment caused by drinking and makes a favorable impression, maybe causing people not to drink.'"

'61 radio set sales hit all-time high—RAB

An all-time peak for annual radio set sales was reached in 1961, Radio Advertising Bureau reported last week. The 22 million radios sold last year in the U.S. is about 8% greater than 1960's total of 20.4 million sets.

RAB said the new mark was achieved despite a 9% drop in auto-radio sales. Miles David, RAB vice president, said radio set sales have maintained a rising curve since 1958 when 15 million radios were sold.

Based on reports from Electronic Industries Assn. and *Electrical Merchandising*, RAB gave this breakdown of 1961 radio production and sales: table sets, 3.1 million, retail sales, \$72,722,000; clock sets, 2,897,-

GOOD NEIGHBOR TOUR

NAB members to be guests of IAAB in Latin America

A good-neighbor tour of six Latin American countries will be made in February by 28 broadcasters and their wives representing NAB and the industry. The tour follows an invitation from the Inter-American Assn. of Broadcasters, extended last spring during IAAB's Washington convention.

Herbert E. Evans, Peoples Broadcasting Corp., Columbus, Ohio, will head the U.S. delegation as NAB's representative on the IAAB board. Howard H. Bell, NAB industry affairs vice president, will be the personal representative of NAB President LeRoy Collins.

The delegation will visit Argentina, Brazil, Chile, Mexico, Peru and Uruguay, leaving Miami, Fla., Feb. 3 and returning Feb. 25.

The tour's purpose is to promote goodwill among Latin American broadcasters and to acquaint U.S. broadcasters with social and economic conditions in nations to the south. Creation of programs of mutual interest to both continents will be discussed and arrangements are being made for taping of on-the-spot programs for the U.S.

IAAB delegates took part in the NAB Washington convention last May and were praised by President John F. Kennedy in his NAB speech for their joint efforts with U.S. broadcasters to promote freedom in the hemisphere.

Another international meeting involving broadcast media takes place Jan. 21-24 in Nassau. Representatives of Latin American nations will be present at the conference, which will stress the importance of broadcasting in coping with Communist activities (CLOSED CIRCUIT, Jan. 8).

000, retail sales, \$92,394,000; portable sets, 5,810,000, retail sales, \$200.6 million. The bureau put the number of auto radios sold at five million and import sets at 5.4 million (Japan, 5 million; Okinawa and Hong Kong, 200,000; West Germany, 200,000).

RAB notes that domestic figures represent actual sales, but import figures represent shipments to the U.S. There is no accurate way of estimating sales of imported sets, but RAB believes that sales of am-fm tuners and tuner kits, which are not included in this tabulation, would compensate for any possible overstatement of totals for sales of imported sets.

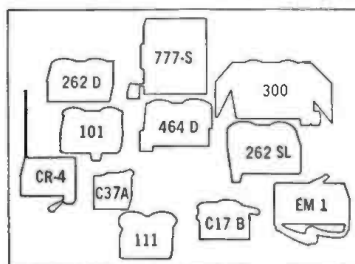


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MURPHY SPOKANE PURCHASE APPROVED

\$3.25 million being paid for KXLY-AM-FM-TV

The FCC last week approved the \$3,250,000 sale of KXLY-AM-FM-TV Spokane, Wash., to broadcaster-newspaper publisher Morgan Murphy and his associates. The approval was with one dissent; Commissioner Robert T. Bartley voted for further inquiry as he virtually always does where group owners are concerned. The \$3,250,000 price was divided into \$2.6 million for KXLY-TV, and \$650,000 for the radio stations.

This is the Morgan Murphy interests' first move into the Northwest. Murphy stations include WEAU-TV Eau Claire, WLUC-TV Green Bay and WISC-TV Madison, all Wisconsin; WLUC-TV Marquette, Mich., and KVOL-TV Lafayette, La. Mr. Murphy directly or indirectly is majority owner of all these stations, except for WISC-TV and KVOL-TV where he owns 50%.

Murphy newspapers are the *Superior Telegram*, *Manitowac-Chippewa Falls Herald-Telegram*, *Two Rivers Reporter*, *Ashland Press*, all Wisconsin; *Virginia Mesabi News* and *Range Facts*, Minnesota, and the *Lafayette Advertiser*, Louisiana.

Mr. Murphy said that James R. Agos-

tino, vice president and general manager of the Spokane stations, would remain in the same capacity.

KXLY is a 5 kw fulltime station on 920 kc; KXLY-FM is 2 kw on 99.9 mc; KXLY-TV is on ch. 4 and began operating in 1953. All are affiliated with CBS. The KXLY stations were bought by the Harris-Alexander group in 1954 from Ed Craney and associates for \$1,750,000.

Way cleared for sale of 12 Friendly outlets

The way was cleared last week for the transfer of the 12 Friendly Group stations from Jack N. Berkman and associates to United Printers & Publishers Inc. when a stockholder's suit protesting the transfer was withdrawn.

New York attorney Bertram Field, owner of 1,000 shares in United, claimed in his suit filed in Delaware last August that United was overpaying for the stations (AT DEADLINE, Aug. 7, 1961). Last week he told the chancery court in Wilmington that after an extensive investigation he believes the transaction is completely fair and equit-

able to United Printers & Publishers.

The transfer, approved by the FCC in November (CHANGING HANDS, Nov. 13, 1961), calls for the transfer of WPIT Inc., licensee of WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla., and WRDW-TV Augusta, Ga., to United for \$1.35 million, and for the transfer of WSTV Inc., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; KODE-AM-TV Joplin, Mo., and WRGP-TV Chattanooga, to United in exchange for 175,000 shares of United stock.

Jack N. and Louis Berkman presently own 26.1% of United, and Parkersburg Steel Co., in which the Berkman family has an interest, owns 10.5% of United.

United makes greeting cards and specialty items.

Changing hands

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 86).

■ KXLY-AM-FM-TV Spokane, Wash.: Sold by Joseph Harris and Norman E. Alexander to Morgan Murphy interests for \$3.25 million (see story this page).

■ KSON San Diego, Calif.: Sold by the estate of the late Kenyon Brown to Dan and Mike McKinnon for an aggregate sum of \$436,267. The Messrs. McKinnon are the sons of Clinton D. McKinnon (KOAT-TV Albuquerque, N. M., and KVOA-TV Tucson, Ariz.). Terms of the sale call for \$100 for the stock of KSON and include notes due the Brown estate. In addition the buyers are assuming \$185,000 in obligations and guaranteeing \$250,000 in notes.

■ KITO San Bernardino, Calif.: Sold by the estate of the late Kenyon Brown to KPOI Broadcasting Co. (KPOI Honolulu) for \$250,000. KPOI is headed by H. G. Fearnhead and is owned 51% by the Colgreene Broadcasting Co., licensee of WHUC Hudson, N. Y.

■ KWBY Scottsdale, Ariz.: 65.84% interest sold by Morris Mindel to John C. Cox Jr. for \$11,000. Mr. Cox is owner of a construction firm.

New owners take over WWVA

The Herbert-Mogul Group last week formally took over ownership and operation of WWVA Wheeling, W. Va., a 50-kw clear channel station purchased from Storer Broadcasting Co. Officers of the new ownership group are Ira M. Herbert, president, and Mrs. Tудie Herbert, executive vice president. Emil Mogul, president of Mogul, Williams & Saylor Inc., New York, is chairman of

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This is a daytimer in a rich metropolitan market. Although currently showing substantial profit, this station has not realized full potential. \$60,000 cash and attractive financing on the balance.

This fulltime property is in one of the South's best metropolitan markets. Programs popular music and has consistently good ratings. Downpayment of 25% and liberal payout.

Single station market daytimer, well equipped, showing some profit but in need of an aggressive owner-operator. \$25,000 down and balance over 6 years.

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\$175,000

SOUTH

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VIRGINIA

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the board and executive committee of the company's three stations (WWVA, WAKE Atlanta and WYDE Birmingham). Paul J. Miller will continue as general manager of WWVA.

WGPR (FM) reports commercial sellout

WGPR (FM) Detroit, which went on the air Dec. 6 as a fulltime all-stereo station, reported last week it has sold out all minute commercial availabilities. The station's commercial policy is devoted to a spot cluster system which permits three commercials followed by 11½ minutes of music.

Ross Mulholland, president and owner of the 107.5 mc outlet, said an advance sales and promotion campaign, started last April, resulted in the sale of 75% of WGPR's time in advance of the Dec. 6 debut.

Mr. Mulholland said his station programs to Detroit's "Gold Coast"—the Grosse Pointe communities and Detroit East. Programs are 70% stereo music and 30% talk and include three quarter-hour newscasts in prime time, on-the-hour news and special pickups from well-known entertainment and dinner spots around town.

Song-screening asked for NAB by Adam Young

The creation of a song-scrutinizing unit at the NAB Code Authority in Washington was advocated Jan. 15 by Adam Young, president of the Adam Young Companies, station representatives. Speaking as chairman of the Radio Trade Practices Committee of the Station Representatives Assn., he contended song lyrics should be screened "due to the proliferation of songs dealing with raw sex and violent death, beamed directly and singularly at children and teenagers."

Charles M. Stone, radio code director at NAB, said there have been negligible complaints about blatantly obscene song lyrics. He explained the code speaks in broad terms about the obligation of subscribers to avoid offensive matter.

Hurleigh speech hits newspaper tactics

Newspapers embrace every little criticism of broadcasting because they have a competitive ax to grind. This was the message given in broadcasters by Robert F. Hurleigh, president of Mutual Broadcasting System, in a speech to the Federal Communications Bar Assn. Jan. 12.

Alluding to the critical remarks of FCC Chairman Newton N. Minow and others, Mr. Hurleigh suggested that "newspapers are delighted when public

BPA unpacks

The Broadcasters' Promotion Assn. has established a full-time national headquarters office in New York. Harold S. Meden of Franznick-Meden Inc. has been named secretary-treasurer of BPA and will head the new office, according to Don B. Curran, BPA president and director of advertising and promotion for ABC owned and operated radio stations.

Mr. Curran said the two moves are the "kickoff" in BPA's 1962 expansion program.

The new office is at 145 E. 49th St., New York 17. Phone: Plaza 2-4255.

servants declare open season on the broadcast industry, and . . . editors of newspapers, through the placement of such stories and constant repetition and reference to earlier statements, hope to lessen the importance and economic stability of competitive media."

Friends of broadcasting, who advocate "better broadcasting," must realize that use is being made of them by radio-tv's competitors "when they overstate the case against broadcasting or suggest that specific evils are rampant

in the industry," Mr. Hurleigh warned.

Mr. Hurleigh called for reasonableness on the part of critics and broadcasters in the interest of broadcasting as a whole.

Radio's Regenerators — Mr. Hurleigh offered thanks to the "formula" radio operators who "gave the needle to their staffs and with bells, whistles, giveaways, horns, rock-and-roll and general chaos" forced attention to their operations. This is how radio's "second cycle" began, Mr. Hurleigh said, after it was all but written off with the emergence of television.

NAB public affairs meet

Scheduling of guest speakers at NAB's March 1-2 Conference on Public Affairs & Editorializing was about complete last week with addition of Marion B. Folsom, a director of Eastman Kodak Co. and an Eisenhower cabinet member, and George W. Ball, Undersecretary of State. Among other speakers are Secretary of State Dean Rusk, FCC Chairman Newton N. Minow, and Sen. John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee. The conference will be held in Washington immediately after the Feb. 28-March 1 annual meeting of presidents of state broadcaster associations.

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Everett-McKinney rep firm to be dissolved

EVERETT TO JOIN H-R REPS; ENSIGN TO RAYMER

Everett-McKinney, station representation firm, plans to cease operations as soon as all its stations have found new reps.



Mr. Everett

President Max M. Everett is joining the H-R representation organization as vice president in charge of new business development, effective about Feb. 1. The Gannett Newspapers' television and radio stations in Binghamton and Rochester are moving from Everett-McKinney to H-R Representatives, effective immediately.

Powell H. Ensign, E-M executive vice president, is moving to the Paul H. Raymer Co. as a vice president, assigned in the Raymer rep organization's radio department.

Mr. Everett said his firm's stations were being notified of the decision last week and that he expected that Everett-McKinney would cease to function as an active rep organization about Feb. 1.

He emphasized, however, that the corporate structure would be kept until "loose ends" have been tidied up and that adequate staff would be maintained to serve client stations until they can arrange for new representation. He said he was doing "everything possible" to help the stations find "good representation."

Mr. Everett said the Everett-McKinney list currently numbers about 50 radio and four television stations. The company was founded in 1949. In addition to its New York headquarters it has maintained offices in Chicago, Los Angeles, San Francisco and Boston.

The Gannett Newspapers Stations moving to H-R are WHEC-AM-TV Rochester and WINR-AM-TV Binghamton. Mr. Everett is slated to help oversee service to their stations at H-R, in addition to his post as new-business vice president there.

St. Louis CBS tv rep office

CBS Television Stations National Sales, rep firm for CBS owned tv stations, is opening a St. Louis office today (Jan. 22). It will be located in the

KMOX-TV Building, 12th and Cole Streets. The sales manager for the new operation is William F. Miller, who was an account executive in the New York office. Other CBS-TV Stations National Sales offices are in Chicago, Los Angeles, San Francisco and Detroit.

Transcontinent pays 12½ cents dividend

A dividend of 12½ cents per share on the outstanding common stock of Transcontinent Television Corp., payable Feb. 15 to stockholders of record Jan. 31, was announced last week after a meeting of the TTC board Jan. 17.

The dividend is 2½ cents more than the 10 cents per share paid stockholders Nov. 17, 1961. Total dividends paid in 1961 were 30 cents per share and in 1960 were 5 cents per share.

David C. Moore, TTC president, estimated 1961 earnings to be in the range of 70-75 cents per share, not including a non-recurring gain on the sale of WROC-FM-TV Rochester, N.Y., in November 1961 which amounted to \$1.28 per share. The Rochester tv station was sold to Gannett Newspapers and Veterans Broadcasting for an aggregate \$6.5 million, Veterans taking over ch. 5 WROC-TV and Gannett's WHEC retaining sole occupancy of ch. 10, which it had previously shared with Veterans' WVET-TV. WROC-FM also went to Veterans in the transaction.

TTC's annual stockholders meeting is scheduled April 26 in Buffalo. All stockholders of record as of March 23 may vote.

Transcontinent stations are WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield and 60% of WNEP-TV Scranton-Wilkes-Barre. TTC also has pending FCC approval the purchase of WDOK-AM-FM in Cleveland.

KCOP sets April 1 for change to color

KCOP (TV) Los Angeles announced last week that it will begin telecasting in color on or about April 1.

The station has invested some \$250,000 in the color project. Its equipment includes RCA color film camera chains, both 16mm and 35mm color projectors, dual drum color slide projectors and necessary transmitter changes.

William Whitsett, president and general manager of the station, said KCOP is planning major investments in new programs and will telecast more prime time shows in color every night.

To cope with the added promotion involved with the use of color, Mr. Whitsett said the station will exploit its new programming with a budget "unparalleled in the station's history."

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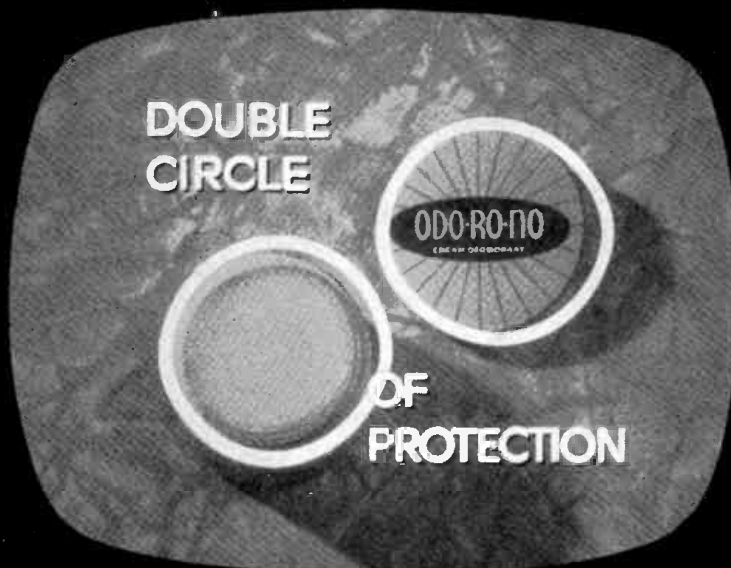
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That's why 4 of Weed's 14 offices are located here. Only direct face-to-face salesmanship and constant servicing can produce maximum results on the West Coast.



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THREE SHOTS FROM
A SHOOTING SCRIPT:

"CAMERA MOVES UP
AND OVER JAR AND
LID SO WE LOOK
DIRECTLY DOWN ON
THEM FROM OVERHEAD
AND SEE THEM AS
TWO CIRCLES. SUPER:
'DOUBLE CIRCLE OF
PROTECTION.'



"DISSOLVE TO GIRL
IN SLIP, REACHING
AS IN FIRST SCENE.
FLOAT IN ONE WHITE
CIRCLE OUTLINE
WHICH MOVES IN SYNC.
WITH AUDIO.



"HOLD CIRCLE AND
DISSOLVE TO GIRL
AT TABLE AS IN
SECOND SCENE. FLOAT
IN SECOND CIRCLE.
NOW BOTH CIRCLES
MOVE IN SYNC. WITH
AUDIO."

FILM does the unusual!

Note the technic shown here. The producer calls it "live action." Actually, it's a combination of camera movement and a controlled light beam (or beams) of any size or shape. In this case, single circles. Plus optical printing.

Result: a highly effective commercial, one with striking sales impact.

In fact, film offers many technics to produce the kind of commercials you want, the way you want them—and when!

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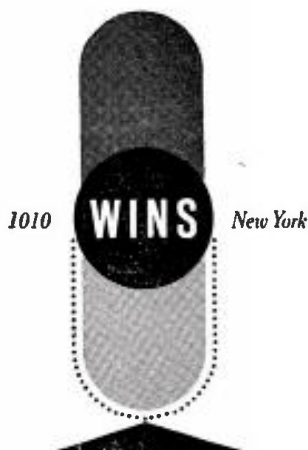
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Who has a store merchandising plan N.Y. food advertisers really hunger for?

Who else but **WINS** with the adult audience you want (young marrieds!) and display space you need in the super supermarkets of over 2,000 stores—including A&P, Bohack, Grand Union and Acme.

Remember, to sell food in and around New York, you need **WINS**. Your #1 media buy with the #1 merchandising plan.



Nationally Represented by
Robert E. Eastman & Company, Inc.
or call WINS, JU 2-7000

N.Y. STUDY BOOSTS RADIO

WMCA-commissioned audience report seen as proof of public reliance on, significance of medium

A major audience study which promises to underscore radio as a vital and significant medium has been conducted for WMCA New York and is scheduled for release in about 30 days.

WMCA Vice President and General Manager Stephen B. Labunski said last week that results of the study, conducted by the Psychological Corp., well-known independent research firm, dispel many current "popular" theories about radio and listeners' attitudes toward it.



Mr. Labunski

The study, Mr. Labunski said, "is many times richer in useful and highly revealing material than we had anticipated at the outset." Although it was originally designed primarily to develop programming and sales guides for WMCA, the findings have been such, he feels, that "it also represents a tremendous boost for radio in general." He added:

"It clearly contradicts the frequent characterization of radio as a 'secondary, supplementary, passive, background' medium. Radio is vital to listeners and they say so freely, often vehemently, and demonstrate their feelings through their listening behavior. It may turn out that everybody short-changes radio but the people."

The study was directed by Dr. Harold Mendelsohn, associate director of the Psychological Corp.'s marketing and social research division, who said that "in our estimation this is the most intensive and extensive study of radio in New York that we know of, and the resulting data can be projected to the total listening population with considerable reliability." Planning for the study was begun last summer. The bulk of the interviewing was done last November.

Reliance on Radio ■ Although the study was made only among listeners in the 17-county New York area, its sponsors say that it will demonstrate in general terms listeners' reliance on radio, their listening habits, the attitudes they have toward programming and commercials, and similar factors.

Described as "massive" in both qualitative and quantitative terms the study was based on two samples. Qualitative material was gathered in home inter-

views lasting up to two hours each; quantitative data was compiled through a random area probability sample of telephone households, using unlimited call-backs to reach those not at home on the first call.

Mr. Labunski said the report, now being compiled, will be given wide distribution. WMCA will of course use it to explain the characteristics of its audience to agencies and clients—"many of whom have repeatedly called for more qualitative data on radio and promised greater use of the medium when these data become available." In addition, Mr. Labunski said, "at a later date we hope to make portions available to other interested radio broadcasters and industry groups who can help to advance the cause of radio."

Salinger emphasizes value of tv debates

The President's news secretary, Pierre Salinger, called on tv and radio stations and networks to bring the American public political debates "right down the line, from Presidential candidates to governors to mayors and other candidates."

And, he said in remarks last week to the Washington (D. C.) Advertising Club, he realizes there are legal problems to be ironed out (Section 315 of the Communications Act), but "one way or the other, political debates on the air should be continued." He added he was sure that broadcasters would not "quarrel" whether these debate programs are to be classified as public service or not.

In terming the 1960 Kennedy-Nixon debates as historic in communications ("The tv debates were the greatest advance in politics in this generation"), Mr. Salinger declared that it was "the only effective way for the people to see their candidates and to hear their opponents in counterpoint."

Mr. Salinger termed the number one advance in communications in recent years the decision to televise live the President's news conferences. He said that a poll in New York City showed that 90% of the people watched the first live Presidential conferences—and that 85% of these people said they purposely tuned in for the event. Mr. Salinger compared this with the fact that only eight daily newspapers in the United States carry the full text of the Presidential news meetings.

Tv Reveals ■ In answer to a sugges-

Cameras in court help law students

Although it is not intended as a test of how broadcasters might cover court trials unobtrusively, a new closed-circuit television teaching aid instituted Jan. 12 at the U. of Michigan Law School in Ann Arbor might turn out to do just that.

The closed circuit system operates any time the Washtenaw Circuit Court of Judge James R. Breakey Jr. is in session so that law students may observe the proceedings on monitors at Hutchins Hall on the law school campus. The tv camera is situated in the rear of the courtroom and operates by remote control.

The new closed circuit system was

worked out with Judge Breakey by the law school's associate dean, Charles Joiner, who explained that the television coverage of all trials will constitute a laboratory experience required in the course on "Trials and Appeals, and Practice Court."

The closed-circuit system was dedicated by John C. Satterfield, president of the American Bar Assn., who said he has special interest in the project because of his college experiences as a local radio newscaster and as stringer for Associated Press. ABA's Canon 35 traditionally has banned broadcasting of court proceedings.

tion that the tv debates may permit a great debater to be elected, although he may not have much else in his favor, Mr. Salinger remarked that the tv screen is a great "revealer" of people; that a candidate must be more than a good debater; that his "sincerity will come out on the screen."

Mr. Salinger also discussed activities of the White House in setting up a special office to handle the 700 foreign correspondents covering Washington and New York, and the President's interview with the *Izvetzia* editor which was reprinted in that Moscow daily.

The greatest setback in communications, he lamented, was the withering down of the number of newspapers in American cities. He called it alarming that cities which used to have four or five dailies now have only one or two.

He also spoke of the President's desire to get to know the views of the country through White House lunches with editors, State Dept. briefings for correspondents and regional conferences by department heads.

University am outlet plans to go commercial

WNAD Norman, Okla., a non-commercial station since September 1922, has announced plans to go commercial and become an affiliate of CBS Radio. Licensee Oklahoma U.'s board of regents accepted a recommendation from university President George Cross that WNAD be made commercial to help solve a "chronic financial problem."

The decision to accept advertising was made after consultations with Michael Hanna, director of WHCU Ithaca, N. Y. (owned by Cornell U.), and Washington attorney Marcus Cohn. WNAD, a 1 kw daytimer on 640 kc, told the FCC of its plans last week. In addition to joining CBS, the station will obtain a national sales representative

and hire a manager experienced in commercial radio. WNAD-FM will continue to operate non-commercially.

Norman is 15 miles south of Oklahoma City. CBS has been without an affiliate in the area since 1959.

Test case to consider radio-tv as 'utility'

The place of broadcasting in state and local regulation of public utilities will be in issue at a hearing to be held March 6 by the Washington Supreme Court. The appealing party is a group of King County property owners in the vicinity of the new towers of KIXI Renton, authorized by the FCC to move to a King County site closer to Seattle.

Washington State Assn. of Broadcasters has been granted an *amicus curiae* petition to participate in the case, according to James A. Murphy, WSAB executive vice president and general counsel. NAB, too, is considering entering the hearing.

The interest in the King County case developed after the board of adjustment granted a zoning permit to KIXI under an ordinance clause covering such buildings as public utilities, government and museums. The state broadcaster association's concern was based on the realization that any decision classifying broadcasting as a public utility could rise to haunt the industry in future litigation, according to Mr. Murphy.

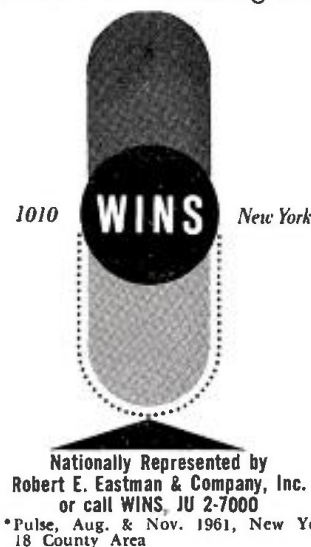
Archie Baker, attorney for KIXI, said the ordinance clause has been the basis for all zoning permits for broadcast facilities in King County. He said the county ordinance does not define the term "public utility" and added that the original ruling in the KIXI case by the lower court said the station is entitled to public utility classification

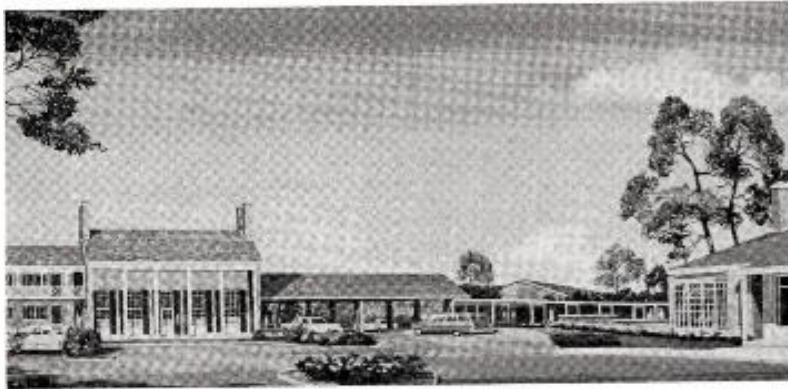
A Growing Demand:

What New York station keeps on growing in two astonishing ways?

Who else but **WINS**, with those loyal listeners now grown to the big buying years of young marriage—and with those new young adult listeners (that great group switching to **WINS** today) who keep building the daily **WINS** total of over 3,000,000* listener impressions every Monday through Friday, 6:00 A.M. to midnight.

Remember: to grow—go where the audiences grow!





WRFD opens education-recreation center

The opening today (Monday) of Green Meadows Inn at Columbus, Ohio, climaxes a 16-year ambition for Peoples Broadcasting Corp. and its president, Herbert E. Evans.

When the company purchased the WRFD Columbus site area in 1946, an educational and recreation center was made a part of the original station plans. The station has been working of the project ever since.

The \$1.5 million motel on the station grounds contains six structures—a restaurant, living quarters,

executive quarters, a visual education building, two all-purpose buildings—and an 85-foot swimming pool. The facilities will be available to individuals, groups and visiting athletic teams who may be playing Ohio State U. and Ohio Wesleyan, both located a short distance away.

Peoples stations: WRFD-AM-FM Columbus - Worthington; WGAR Cleveland; WTTM Trenton, N. J.; WMMN Fairmont, W. Va.; WNAX Yankton, S. D.; KVTU (TV) Sioux City, Iowa.

within the meaning of the ordinance. The court said the interstate character of broadcasting is well defined and the KIXI decision does not affect the definition of public utility under any other

statutes.

KIXI's towers were built on the new site and the station is operating from it. The operator of KIXI is Wally Nelskog, president.

Taft Broadcasting votes extra dividend

A double cash dividend and a stock dividend were voted by Taft Broadcasting Co. last week. The regular quarterly dividend of 10 cents a share and an extra dividend of like amount were voted by the board at its meeting Jan. 15. The board also voted a stock dividend of 2½%. All are payable March 14 on stock outstanding as of Feb. 15.

"A December net of 11.16 cents per share, compared to last December's 7.27 cents concludes a satisfactory third quarter," President Hulbert Taft Jr. said. "Net earnings for the third quarter were 41¼ cents a share, an increase of nearly 30% from last year. This brings our total earnings for the fiscal nine months to 89.55 cents per share, compared with 78.16 cents last year."

Mr. Taft said tv billings have come back strong in the wake of a change to ABC network affiliation, "with most notable gains in our Birmingham and Cincinnati operations." He said the program and earnings of the company's bowling alleys subsidiary are also very favorable.

The board authorized Mr. Taft to investigate the possibility of listing the TBC stock on the New York Stock Exchange.

TBC stations: WKRC-AM-FM-TV Cincinnati, WTVN-AM-FM-TV Columbus, WBRC-AM-FM-TV Birmingham and WKYT (TV) Lexington, Ky.

EQUIPMENT & ENGINEERING

RCA DEVELOPS TV TAPE CONVERTER

Company claims it'll cut video tape costs in half

RCA last week said it will introduce a converter in May designed to halve the cost of television tape and thereby bring video tape recording within the economic means of more users.

The development converts RCA tv tape recorders from a conventional 15-inches-per-second operating tape speed to 7½ inches per second. Although there are similar conversion devices in use at tape houses, firms using them report reproduction values usually are not up to that gained in conventional tape speeds.

C. H. Colledge, division vice president and general manager, RCA Broadcast & Communications Products Division, said the economies of half-speed operation should extend the use of tv recording among broadcasters, schools and armed forces and should open new video tape applications. He said the development of a new headwheel assembly, the recording/playback heart of tv tape recorders, has made it pos-

sible to reduce operating speed while retaining a high-level quality reproduction.

RCA said its new converter will cut network and station storage space requirements. The conversion equipment also includes a new two-speed capstan motor and modified circuit. It will cost approximately \$3,500. Beginning in May, RCA will make deliveries of the accessories required to convert two types (TRT-1B, TR-11) of its tv recorder line to the new operating mode.

Tv records burst of Echo balloon

Space scientists on the ground witnessed one of the most spectacular tv shows ever witnessed by man: the instantaneous inflation and bursting of a 130-ft. tall aluminized balloon 250 ft. above the earth. The event took place Jan. 15 at Cape Canaveral when the National Aeronautics & Space Admin-

istration put a radio-reflecting Echo balloon into suborbital flight to test inflation techniques.

A tv camera, located in the Thor booster rocket, beamed a pictorial display of the ejection of the canister, the rapid inflation of the balloon and the appearance of the jagged rip which tore the balloon in half. The scenes were on a microwave communication channel and were not seen by the public.

The 7.3 pound tv camera used a 2-in. lens, with a viewing angle of 30 degrees and minimum horizontal resolution of 600 lines in the center and 300 lines at the corners. The booster also contained a high resolution movie camera. Both the cameras were in a recoverable capsule.

Walter Bressette, an official of the Echo project, said that the tear in the paper-thin balloon may have been caused by too much air left in the folded spacecraft. This, plus a sublimating powder inside the globe which turns into gas when heated by the sun's rays, may have exerted too great a pressure for the mylar plastic, alumi-

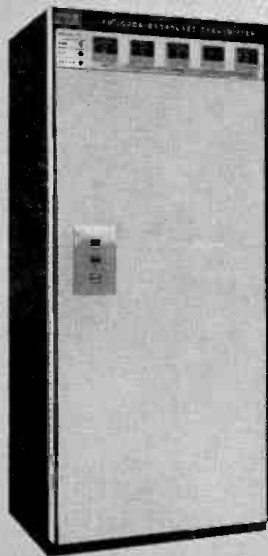


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BOTH STEREO AND MONOPHONIC**



ITA Audio Console

ITA audio equipment includes one and two channel consoles ideal for normal operation and a two-channel console perfect for stereo. ITA consoles have built-in monitor and cue amplifiers. Program, line, bridging, monitor, AGC amplifier, limiters and other special audio units complete the ITA line-up of high fidelity broadcast equipment.

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Cincinnati, Ohio CH 1-6386

Dallas, Texas FL 7-9607
Jacksonville, Fla. EL 6-0121
Kansas City, Mo. GR 1-2838

Lansdowne, Pa. CL 9-8200
Los Angeles, Cal. MA 2-6552
New York City, N.Y. CH 2-1989

Portland, Ore. CA 2-2851
Washington, D.C. 337-2884





As Jerrold keeps expanding...

The question of whether or not Pilot Radio Corp., Long Island City, N. Y., will re-enter the tv set field that it left in the mid-1950s was open to speculation last week. Pilot has been purchased by Jerrold Elec-

tronics Corp., Philadelphia, for a reported \$1.5 million in a cash transaction.

Pilot was a privately held company and one of the country's oldest in the electronics field. Its first prod-

ucts included shortwave radios and portable radios.

Jerrold in less than a year also acquired Harman-Kardon (February 1961), which makes consumer hi-fi instruments, logic modules for data systems, and public address systems for industrial and commercial application, and Technical Appliance Corp. (Taco) (September 1961), a manufacturer of consumer radio and tv antennas, commercial microwave antennas and specialized antenna systems for the government's space and missile program. Each company operates autonomously under Jerrold's overall management.

Jerrold-Philadelphia makes electronic amplification equipment for community antenna systems; industrial, educational and military closed-circuit tv distribution and communications systems; in-the-home tv aids and equipment.

Pilot makes hi-fi components and custom quality hi-fi consoles. At one time, it produced an expensive custom-type console that included tv. Asked last week if Pilot would resume tv receiver marketing, Sidney Harman, Jerrold's president, said this was a possibility but no definitive plans had been made.

Shown consummating the deal bringing Pilot under the control of Jerrold are (l to r): Sidney Harman, Jerrold president, Leon A. Mnuchin, counsel and executor of the estate of Isidor Goldberg (late founder of Pilot), and Mrs. Goldberg.

num coated .0005-in. skin. Echo I, launched in 1960, is still in orbit, but is only about 40% as efficient as during the first weeks of life in reflecting radio signals. This indicates it is no longer a smooth-surfaced sphere. Last week's test was preliminary to putting a "rigidized" Echo II into orbit for use as a passive reflector of radio and tv signals.

Now the Moon ■ Scientists are looking forward to an even greater spectacular this week if all goes well with the NASA attempt to crash-land a television-carrying Ranger rocket on the moon.

This is the first of three U. S. moonshots scheduled for this year. It is expected to travel 240,000 miles in less than three days and will telecast back to Goldstone Lab., Calif., tv pictures of the last 40 minutes of the flight. The camera contained in a 7x3-in. package, has a capacity to cover 800 sq. ft. so that 12-ft. objects can be seen. Using a slow scanning technique (one picture every 13 seconds), NASA scientists

hope to receive over 100 pictures before the rocket is kicked out of its tv orientation. This will happen about 15 miles above the moon when a small capsule containing scientific instruments, is ejected for a safe landing on the moon. These instruments are expected to send back to earth valuable information for at least a month.

Ampex Corp. realigns its U.S. field setup

Realignment of Ampex Corp.'s nationwide field organization and the appointment of seven new regional managers has been announced by John Jipp, vice president for sales and service.

According to Mr. Jipp, all company products of the Redwood City, Calif., firm will be the responsibility of the seven new managers. District managers previously were responsible for the product lines.

Under the new operation, each regional manager will report to national

sales manager C. Kenneth Sulger and will be responsible for all Ampex sales and service activities, including regional staff, manufacturers representatives, dealers and distributors in his respective region.

The new managers are: northwestern (northern California, Oregon, Washington, Nevada, Idaho, Montana, Wyoming, Utah), Charles H. Wirth, with headquarters in Palo Alto, Calif.; southwestern (southern California, Arizona, Hawaii), A. A. Sroka, with headquarters in Los Angeles; south central (Colorado, New Mexico, southern Kansas, Oklahoma, Texas, Arkansas, Louisiana), Charles E. Norton, with headquarters in Dallas.

Also: midwestern region (North and South Dakota, Nebraska, northern Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan, Indiana, Ohio, Kentucky), George S. Shoaf, with headquarters in Elmhurst, Ill.; southeastern region (Tennessee, North Carolina, Mississippi, Alabama, Georgia, South Carolina, Florida), William

Craig, with headquarters in Atlanta, Ga.; mid-Atlantic (West Virginia, Virginia, Maryland, District of Columbia, Delaware) William W. Follin, with headquarters in Washington, D. C.; northeastern (New York, New Jersey, Connecticut, Pennsylvania, New Hampshire, Vermont, Maine), John R. North, with headquarters in Montclair, N. J.

Technical topics...

High-speed relay ■ The Oak Manufacturing Co., Crystal City, Ill., introduces its new high-speed polarized relay, Type 510, designed for low level switching and sampling in instrument, integrating, computer and multiplexing applications. The use of ceramic magnets and glass fused-to-metal for all internal insulation and contact supports are among its exclusive construction features. Life expectancy is one billion operations.

Compact recorder ■ The Memocord Corp., Englewood, N. J., has introduced its compact executive recorder, Memocord, completely self-contained, weighing 11½ oz., slightly larger than a king-size pack of cigarettes and priced under \$100. Capable of recording for a half-hour, Memocord uses standard magnetic tape and is powered by two standard batteries. Further information may be obtained from the company at 19 Grand Ave.

Low cost transmitter ■ Marsan Industries, Newark, N.J., has developed what it terms a low cost audio-video transmitter designed to feed programming into any closed circuit or master tv system. It employs a simplified modulator circuit that simulates a tv broadcast studio. Designated as Model TT-1, the transmitter feeds into a closed circuit system on an unused vhf channel. It weighs about six pounds and uses four tubes. Suggested price is \$199.50.

EIA set figures show tv gain, radio drop

Tv set production was running ahead and radio set production slightly below in the 11-month period of 1961, reported last week by the Electronic Industries Assn. November 1961 tv and radio set production fell below the previous month's figures. EIA production reports on a cumulative January-November 1961 basis:

PRODUCTION			
Period	Tv	Radio	
Jan.-Nov. 1961	5,597,535*	15,528,640**	
Jan.-Nov. 1960	5,302,877	15,604,784	

* Includes 332,205 tv sets with uhf tuners compared to 405,838 such sets in the previous year's eleven months.

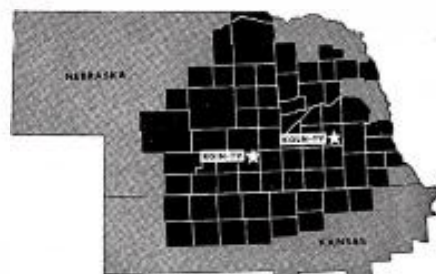
** Includes 4,909,858 auto radios and 804,475 fm radios compared with 5,911,305 auto radios and 852,329 fm radios in the similar 1960 period.

BROADCASTING, January 22, 1962



YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV / KGIN-TV!



... covering a bigger, better Lincoln-Land

Fish around Nebraska all you want for TV markets and you'll come up with just two "keepers." One is in the extreme Eastern part of the state; the other is Lincoln-Land.

In the East, three top TV stations divide your market (and your budget) three ways. But in Lincoln-Land you get the double coverage of two stations — KOLN-TV and satellite KGIN-TV. The map and figures give you an idea of the greatly expanded coverage Lincoln-Land now offers.

Ask Avery-Knodel for the full story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

VITAL STATISTICS OF THE NEW LINCOLN-LAND

(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	\$1,519,268,000
TV Homes	237,900
Retail Sales	\$1,124,130,000

The Feltz Stations

WICZ-TV — GRAND RAPIDS-KALAMAZOO
WICZ RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTY — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA
KGIN-TV — GRAND ISLAND, NEBRASKA

The Feltz Stations

WICZ-TV — GRAND RAPIDS-KALAMAZOO
WICZ RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTY — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA
KGIN-TV — GRAND ISLAND, NEBRASKA

KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
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city zone state

Send to home address—

* Occupation Required

Radio spots aid KHOU-TV in promoting fall shows

KHOU-TV Houston is finding that spot radio can be a successful promotion tool, especially when satire is involved.

The tv station this year purchased a heavy spot schedule on KNUZ, KILT, KQUE-FM and KODA-FM, all that city, to promote its fall lineup of shows. The station said the spots are drawing comment all over town and that it had received a heavy mail response.

Some examples: "District Attorney Hamilton Berger goes for his 792nd consecutive defeat tonite when ch. 11 brings you *Perry Mason*"; "There are 27 people in Houston who will not be watching *Hennessey* tonight on ch. 11—their sets have been repossessed"; "Why not watch *Garry Moore* tonight on ch. 11—he'd watch you if you had a show."

Dairy uses 'Mr. Magoo' in safety promotion

Promoting traffic safety with an accident-prone tv cartoon character may seem a bit incongruous at first thought. But the incongruity paid off for an



Billboard gives body to a voice

Rhoda Mann, a radio-tv announcer who specializes in doing voice-overs for commercials, had a problem that might be considered peculiar to her profession. Advertising agency executives would possibly recognize her voice, too often she had to "sell" her identity. Things have changed since she rented bill-

board space (see picture), just outside of New York City.

As far as the billboards' enhancing Miss Mann's career, she claims now that when she tells her name to prospective employers they immediately identify her as "the one on the billboards." "And fortunately they all commute."

Illinois milk company with increased sales and improved public relations.



'Bowl Down Cancer' promotion

As part of an extensive fund-raising and educational campaign for cancer research and prevention, radio-tv stations and networks will receive kits containing scripts and film and audio spots on "Bowl Down Cancer Week," April 22-28. American Cancer Society is joining with Bowling Proprietors' Assn. of America to conduct a fund-raising effort in thousands of bowling centers

throughout the country during which special tournaments will be held. Key participants in the project include (l to r) Tom Meade, vice president, sales, AMF Pinspotters Inc.; Howard C. Seehausen, executive director, Bowling Proprietors' Assn. of America; Nat Wexler, director of marketing services, Brunswick Corp. and Lane W. Adams, executive vice president, American Cancer Society.

For 13 weeks, Muller-Pinehurst Dairy, Rockford, Ill., sponsored *Mister Magoo* on WREX-TV, that city. And on each telecast, a trophy and award certificate were presented to an outstanding safety patrol boy or girl representing a local public or parochial school. Since only one-fourth of the area's schools could be honored on the program, every patrol boy or girl in the school system was also given an award certificate (a total of 2,215).

About five minutes of each program were devoted to motion pictures of the patrolman of the week on duty. A police officer also appeared to make the award presentations.

The safety awards were so successful that Muller-Pinehurst plans to continue the idea on future tv programs.

19 tv stations win in Yogi Bear contest

A total of seven television stations won first place prizes in Kellogg's Yogi Bear birthday promotion contest, according to results announced by Kellogg's agency, Leo Burnett, Chicago. Some 12 others were cited for honorable mentions.

The first place winners: KTTV (TV) Los Angeles; KGW-TV Portland, Ore.; KBTB (TV) Denver; WDAY-TV Fargo, N. D.; KTTS (TV) Springfield, Mo.; KENI-TV Anchorage, Alaska.

Honorable mention winners: KTVU (TV) San Francisco; KDKA-TV Pittsburgh; KING-TV Seattle; WSAZ-TV

Huntington, W. Va.; KENS-TV San Antonio; WKRG-TV Mobile, Ala.; KNOE-TV Monroe-West Monroe, La.; KFRE-TV Fresno, Calif.; KROC-TV Rochester, Minn.; KIMA-TV Yakima, Wash.; KTVC (TV) Ensign, Kan.; KRBC-TV Abilene, Tex.

NBC announces winners in promotion contest

Caley Augustine, WIIC (TV) Pittsburgh and James Knight, WTRF-TV Wheeling, W. Va., are winners of the fourth annual NBC Promotion Managers awards campaign for local station support of the network's 1961-62 tv

program schedule.

Contest entries were judged by executives of advertising agencies in the categories of press, advertising, promotion and showmanship in special exploitation areas. The competition provides an opportunity for local stations to display their efforts on behalf of a network's program schedule and to compete with other promotion managers for prizes.

Mr. Augustine was winner of the competition for larger markets and Mr. Knight for smaller markets. Market sizes were based on stations' rate cards.

Runnersup in the large market division were Kirt Harriss, KPRC-TV

Houston, and Donn Winther, WBZ-TV Boston. In the other category, runners-up were Cal Mahlock, WKJG-TV Fort Wayne and Frank J. Doherty Jr., WWLP (TV) Springfield, Mass.

WINN runs to rescue Jaycees

When the air personalities of WINN Louisville, Ky., discovered that the Junior Chamber of Commerce's annual "Mile of Dimes" campaign to help the needy of that city was running below its goal, they took to the pavement themselves. At a busy intersection in Louisville, they set up a booth, and in three hours, had "shaken down" enough persons to put the drive over the top.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Petrillo



Mr. Burns

Eugene A. Petrillo and **Daniel M. Burns** elected vps of William Esty Co., New York. Mr. Petrillo joined agency in 1951 and is account executive on R. J. Reynolds Tobacco Co. Mr. Burns joined Esty in 1953 and supervises merchandising activities in addition to account duties on Ballantine Ale.

John A. H. Rehm, vice chairman of board, Gardner Adv., New York, retires. He will continue with agency in advisory capacity. Mr. Rehm was president of Paris & Peart agency when it merged with Gardner in 1959. He has since been director and chief executive officer of Gardner's New York office. **Donald C. Porteous**, vp and general manager of Gardner's New York office, becomes chief executive officer.

David Margolis and **William M. Ziegler Jr.** elected vps of Del Wood Assoc., New York. Mr. Margolis, who joined agency in May 1960, will be vp in charge of marketing.

Harold Bates and **Gordon Zern**, vps, Fuller & Smith & Ross, New York, promoted to group managers in agency realignment of account groups.

C. P. Crady, **J. R. Gimblett**, **Edward Hirsch** and **H. B. Jones** elected vps of Winius-Brandon Co., St. Louis advertising and pr agency. Messrs. Crady and Gimblett, who joined W-B in 1952 and 1949, respectively, will continue to serve as account executives. Mr. Hirsch, who joined agency in 1951 as copywriter, will remain in charge of

that department. Mr. Jones came to W-B in 1948. He will serve as creative art supervisor.

M. W. Grinstead, senior vp, Clinton E. Frank Inc., Chicago, named vp and chairman of executive committee of Frank agency's Richmond (Va.) affiliate, Clinton E. Frank-Richmond. He will continue to headquarter in Chicago. Mr. Grinstead has been board member of Richmond firm since its organization in 1958 as Zimmer-McClaskey-Frank. **Hill Blackett Jr.**, Chicago, senior vp of parent company and vp of Richmond group; **Lowell Roberts**, account executive, Richmond office; **Robert Wallace**, vp and general manager, Clinton E. Frank-Richmond, and **Clinton E. Frank**, president of both companies, will serve with Mr. Grinstead on newly formed executive committee.

Ernest W. Turner, vp and creative director, Campbell-Mithun, Chicago, joins Hixson & Jorgensen, Los Angeles, in similar capacity, succeeding **Brian Harvey** who becomes vp and account executive.

Paul Freyd, vp and director of marketing, BBDO, New York, named vice

chairman of marketing committee, National Assn. of Manufacturers.

Burke C. Herrick, president, Herrick, Gibney, Hill, New Haven advertising agency, announces corporate name change from Remsen Adv., which was established in 1915. **Morgan W. Gibney** becomes agency's chairman and **Dana M. Hill** named executive vp and director of marketing services, in agency's new management lineup.

Edward C. Hoffman, Adams & Keyes Inc., New York, joins J. M. Mathes Inc., that city, as vp and supervisor on Scandinavian Airlines System account.



Mr. Cole

and Gardner agencies in U. S.

Robert T. Crane, account group supervisor, McCann-Marschalk, Miami, joins McCann-Erickson, Los Angeles as account executive.



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PRODUCTIONS, INC.*

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Ernest A. Heyler, account executive, Cunningham & Walsh, New York, joins Gardner Adv., that city, as executive on Sunray Oil Co. account.

Bruce R. Kelly, account executive, Fuller & Smith & Ross, joins Waldie & Briggs, Chicago, as copy director. Earlier Mr. Kelly served as advertising manager for Brunswick Corp., that city.

Louden L. Campbell, formerly with Jordan, Sieber & Corbett, Chicago, to Shaw-Hagues Inc., that city, as copywriter.

M. M. Steffee, radio-tv director, Adams, Burke Dowling, Atlanta advertising agency, joins radio-tv department, Fletcher Richards, Calkins & Holden, New York, as writer-producer.

Malcolm Lund appointed account manager, Knox Reeves Adv., Minneapolis.



Mr. McCarthy

John R. McCarthy joins Fuller & Smith & Ross, New York, as vice president. He previously was assistant vp with Ted Bates, New York, where for 11 years he specialized in consumer package goods.

J. B. Felter, member of advertising and sales promotion department, General Electric Co., joins Hill, Rogers, Mason & Scott, Chicago, as executive on Kitchens of Sara Lee account.

Bob Seitzer, promotion manager, WOW-TV Omaha, joins Holland Adv., that city, as account executive.

Howard M. Irwin, head of own advertising agency, Howard M. Irwin & Assoc., Los Angeles, appointed to new post of director of advertising for marketing department, U. S. Borax & Chemical Corp.

Bruce L. Altman, general manager, Stanley Arnold & Assoc., New York marketing consultants, and formerly vp and account supervisor, Kenyon & Eckhardt and Anderson-McConnell Adv., both Los Angeles, joins Studio Girl Cosmetics, Glendale, Calif., as director of advertising.

Merrill C. Phillips, vp and director, John Moynahan & Co., New York pr firm, named executive vp of company. Mr. Phillips joined firm in 1955 and elected vp and director in 1959.

Herbert Gompertz, formerly with Richard K. Manoff Inc., New York, joins Papert, Koenig, Lois Inc., that city, as tv producer. **Thomas Courtos**, CBS-TV sales promotion department, joins PKL as art director. **Arthur**

Man of the year



Mr. Jorgensen

Kai Jorgensen, president, Hixson & Jorgensen, Los Angeles, has been chosen Advertising Man of the Year by Western States Advertising Agencies Assn. He will receive title at WSAAA annual awards luncheon, Feb. 7, at Ambassador Hotel in Los Angeles.

Kluger, Donahue & Coe Inc., and **George Jeffery**, Sullivan, Stauffer, Colwell & Bayles Inc., join PKL traffic department. **Joan Grant**, formerly with Cunningham & Walsh, appointed PKL personnel director and office manager.

Werner Wolff, production manager, Filmack Studios, Chicago, named manager, radio-tv business department, Post & Morr Adv., that city.

Andrew Duca, formerly with Kenyon & Eckhardt, New York, joins Wesley Assoc., that city, as assistant to radio and tv director.

E. H. (Pat) Smith, media buyer, Klau-Van Pietersom-Dunlap Inc., Milwaukee advertising agency, named assistant media director. Prior to joining KVPD four years ago, Mr. Smith was media buyer for Andrews Adv., that city.

Jane Darden, former media director, M. B. Scott Inc., Beverly Hills advertising agency, joins Hal Stebbins Inc., Los Angeles advertising and pr firm, as media director on consumer products.



Mr. Fykse

Lewis D. Fykse, director of marketing, Associated Spring Corp., Bristol, Conn., joins Chrysler Corp., Detroit, as marketing plans and programs manager. **Dr. David F. Miller**, formerly with J. Walter Thompson Co., Detroit, to Chrysler as marketing and consumer research manager, automotive sales group.

Charles C. Vance named director, Buchen Public Relations, pr counseling service, Buchen Adv., Chicago.



Dr. Miller

Robert R. Rousek, Associated Press regional executive for Southern California, Arizona and Southern Nevada, appointed account director, Kennett Pr Assoc., Los Angeles.

Goodwin (Rik) Alarik, vp, Foote, Cone & Belding, Chicago, transferred to agency's Los Angeles office in creative supervisory capacity.

THE MEDIA



Mr. Danford

G. Gerald Danford, assistant general sales manager, named general sales manager, WCBS-TV New York, succeeding **Norman Walt Jr.** (WEEK'S HEADLINERS, Jan. 15). **Bernard (Bud) Hirsch**, WCBS-TV account executive, named assistant general sales manager. Mr. Danford was with Robert E. Eastman & Co., ABC Radio, RAB and KWK St. Louis before joining WCBS-TV in 1959 as account executive.

Harold E. Graves, general manager, WDOS Oneonta since 1953, and former program director, WENE Endicott, both New York, returns to WENE as general manager. Both stations are licensed to Ottaway Stations Inc.

Maurice J. Condon, regional manager, TV Guide magazine, Cleveland, named general manager, WDOK, that city. Mr. Condon entered broadcasting with WGAR Cleveland in 1931, serving successively as publicity director, promotion director, and local sales manager. He joined WEOL Elyria, Ohio, as general manager in 1950, and in 1953 was appointed to his present position.

Ron Curtis named general manager, KDAB Arvada-Denver, Colo., which began broadcasting Jan. 9, 1962. Staff members include: **Russ Bible**, sales manager; **Stan Brown**, account executive; **Don Stubbs**, program director; **John Tucker**, chief engineer; **Ted Atkins** and **Bill Western**, air personalities, and **Marlene Williams**, office manager.

James W. Frey, sales manager, WSAU Wausau, Wis., appointed general manager, Wisconsin Valley Television Corp. (WSAU-AM-TV).

Lawrence T. Whitney named manager, WFLA-TV Tampa, Fla. For past three years he has been president of own outdoor advertising firm.

Gerald A. Parker, chief engineer, KROS Clinton, Iowa, promoted to assistant manager. He is succeeded by **William Scott** who has been with KROS engineering staff for 15 years. **Ray Danielson**, acting chief announcer, named program director.

Wayne Decker, national sales man-

ager, KYNO Fresno, promoted to general sales manager.

Richard S. Burdick, general manager, WHYY-FM-TV Philadelphia etv station, elected executive vp of corporation.

Joseph P. Cuff, national sales manager, Robert E. Eastman & Co., New York, elected vp in charge of sales.

Peter S. Good, sales representative, WWJ-TV Detroit, promoted to national sales manager. **Richard Bremkamp Jr.**, assistant manager, WCMW Canton, Ohio, joins WWJ's sales staff. Mr. Good joined WWJ-TV in 1951 as floor manager and became producer-director in 1954. He was appointed assistant program manager in 1956 until his most recent assignment as sales representative.

Craig Rogers, account executive, CBS Radio network sales department, New York, appointed manager of department's west coast office in Los Angeles. **George H. Gallup**, now at Los Angeles, returns to New York as account executive.

Dan Speare, program director, KLYD Bakersfield, Calif., and earlier, president, Frederic H. Speare Professional Radio & Television School Inc., Hollywood, appointed KLYD's local sales manager.

Frank Gervan, local sales manager, WGR-TV Buffalo, N. Y., promoted to sales manager. Mr. Gervan joined station in 1956 as sales representative and was appointed to present post in August 1960. **Jack Cantillon** to WGR-TV's sales department.

Rex Miller, account executive, KOMA Oklahoma City, named local sales manager. **Al C. Gaylor** appointed sales promotion and public affairs director.

J. Norman Nelson, vp and advertising manager, Calumet Publishing Co.,

Clipp honored

Roger W. Clipp, vp, radio-tv division, Triangle Publications Inc., will receive Russell H. Conwell Award from Temple U. at General Alumni Assn.'s Third Jubilee Founder's Banquet, Jan. 27.

The award cites Mr. Clipp for his long participation in Temple U. affairs, and for his active interest and support of university's radio, speech and theatre program throughout the years.

Triangle Stations are: WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBK-AM-FM-TV New Haven, Conn.; and KFRE-AM-TV, KRFM (FM) Fresno, Calif.

Chicago, appointed director of marketing and sales development, AM Radio Sales Inc., New York, newly created post. Previously Mr. Nelson was director of advertising and promotion, ABC, and earlier, director of national promotion for Radio Advertising Bureau.

Dean H. Woodring, sales service manager, KGW-TV Portland, Ore., named local sales representative, succeeding **Charles D. Richardson**, who joins Clenaghan & Mount Adv., that city. **Kenneth F. Yandle** appointed production manager succeeding **Bernie Carey**, resigned, and **Thomas E. Craven** becomes full-time director.

William D. Walsh, former New England manager, Edward Petry & Co., New York station rep firm, joins sales department, WNAC-TV Boston.

Ed Eubanks, formerly with WLOS-TV Asheville, N. C., joins sales staff, WSOC-TV Charlotte, N. C.

William Allyn, former program consultant and director, WMBR Jacksonville, Fla., joins sales executive staff, WFGA-TV, that city.

Donald G. Green transfers from radio sales staff of Adam Young Inc. to New York sales staff of Young-Tv. **Lloyd A. Raskopf**, former salesman for Crosley Broadcasting Co., and eastern sales manager for The Bolling Co., New York, joins sales staff of Adam Young Inc.

Russell W. McCorkle, business manager, KDKA-AM-TV Pittsburgh, appointed director of management development for Westinghouse Broadcasting Co., New York.

Joseph F. Frazer, account executive, NBC Radio Spot Sales, named sales manager, WNBC New York. Mr. Frazer joined network in October, 1958,

as salesman for WRCV Philadelphia. In October, 1960, he was promoted to his present position.

Marc Merson, who for past six months has operated his own independent packaging company, joins CBS-TV, New York, as general program executive in network program department.

Joseph B. Somerset appointed director of program operations for WPAT-AM-FM Paterson, N. J. For past few years, Mr. Somerset has been program supervisor for both WPRO-AM-FM Providence, R. I., and WROW Albany, N. Y., both of which are owned by Capital Cities Broadcasting Corp., licensee of WPAT-AM-FM. **David Gordon**, music director, promoted to new post of director of music operations.

Roy M. Schwartz, operations manager, WIBG Philadelphia, Storer-owned, named operations manager, effective Feb. 11, WMGM New York, recently acquired by Storer Radio Inc. Station will resume its former call letter, WHN. Before joining Storer in 1957, Mr. Schwartz was with WBZ Boston.

Hugh Delaney appointed program director-operations manager, WDOV Dover, Del. **Brad Bartlett** joins WDOV as production manager.

Jerry Kunkel, air personality and

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WBC executives to teach at Salzburg



Mr. McGannon



Mr. Pack

Donald H. McGannon, president, and **Richard M. Pack**, vice president for programming, Westinghouse Broadcasting Co., New York, have been named to faculty of Salzburg Seminar in American Studies in Austria.

They will conduct course of lectures and discussion groups in mass communications beginning in February. Between Feb. 11-23, Mr. Pack will lecture on radio-tv pro-

gramming (network and local), editorials and comparison of film and video tape. He will also conduct seminars on documentaries and educational programming, staff organization and news. Between Feb. 25-March 10, Mr. McGannon will lecture on censorship and regulation, the programming role of advertisers and agencies, ratings and political broadcasts. His seminars will cover the Kennedy-Nixon tv-radio debates, methods of program selection and comparison of world's broadcasting systems.

The Salzburg Seminar was organized in 1947 to "conduct education for Europeans in American history, literature, economics and other subjects." Leaders from 15 European nations attend the seminar's six annual terms.

public affairs director, KONO San Antonio, named program director. **Ben Laurie**, formerly with KLIF Dallas, and **Dick Cowser**, formerly with KDOK Tyler, join KONO as air personalities.

Bryce Bond, air personality, WTFM (FM) Lake Success, N. Y., named production manager. **Roberto Stampa** joins station as air personality.

Richard L. Lorus joins production crew, WJW-TV Cleveland, on full-time basis. He fills vacancy created by promotion of **John Roach** to producer-director and **Charles Lorus** to crew chief.

Jerrell Birdwell named director of sales services, KTLA (TV) Los Angeles. **Charles Velona** appointed KTLA's commercial traffic manager.

Dick Wall, sales manager, Superior Sales, Kansas City, Kan., joins KCMO Kansas City, Mo., as account executive.

William Berry, assistant manager, KPUG Bellingham, transfers to KAYO Seattle, both Washington, as account executive. Mr. Berry joined Longston Stations (KSEM Moses Lake, KAYO Seattle, KPUG Bellingham, KRSC Othello, all Washington; KBAR Burley, Idaho, and KOHI St. Helens, Ore.) in 1955 as announcer-engineer at WSEM Moses Lake. He was appointed to present position at KPUG in 1960.

F. Bill Erb, former account executive, WLWT (TV) Cincinnati, and **Lyn Stoyer**, sales representative, WCKY, that city, join WLW and WLWT Cincinnati, respectively, as account executives.

Joseph R. Swan, former supervisor of national accounts, C. J. La Roche &

Co., New York, joins WMMM Westport, Conn., as account executive.

Taggart Simler, tv account executive, The Katz Agency, Chicago, joins Chicago sales staff of Blair-TV.

Irving Gross, formerly with Young Television Corp., and **Edward Dillon**, former sales executive, TvAR, New York, join WNEW-TV, that city, as account executives.

Irwin Siegal, media representative, The Katz Agency, Chicago, joins WBBM-TV, that city, as account executive. **John Drury** to WBBM-TV as announcer.



Mr. Klein

Broadcasting Corp. over operating policies. **John McRae**, sales manager, CCBC, and general manager, KDWB Minneapolis-St. Paul, who was in San Francisco at time of Mr. Klein's resignation, has taken over KEWB management pending appointment of new manager. Crowell-Collier Broadcasting Corp. also operates KFVB Los Angeles, in addition to KEWB and KDWB.

James Gannon, formerly with WSBT-TV South Bend, Ind., to WIND Chicago as editor in news department.

Arthur Wander named supervisor of news and broadcast standards for

WMGM New York. He was assistant to president of WAKR-AM-TV Akron, Ohio, before joining WMGM in August 1961.

Charles Arlington to KFVB Los Angeles as news director.

Marvin Scott, formerly with WISH Indianapolis, joins news department of WOOD-AM-TV Grand Rapids, Mich.

Roy M. Starks, news department, WEEK-TV Peoria, appointed news director, WREX-TV Rockford, both Illinois, succeeding **Charles Cremer** who joins WTHI Terre Haute, Ind., in similar capacity.

Gene Walsh, associate magazine editor, NBC press department, New York, named trade news editor.

Jim Howe, news director, KUMA Pendleton, to news department, KEX Portland, both Oregon.

George M. Collins, news supervisor, WMGM New York, joins news and public affairs department, WJR Detroit.

Teri York joins KTTV (TV) Los Angeles as weather reporter.

Stephen S. Bell, news writer, WGN-AM-TV Chicago, joins WOW-AM-FM-TV Omaha as announcer.

John H. Wessel, court commissioner for Milwaukee (Wis.) County, named special feature newscaster, WISN-TV Milwaukee.

Tom Brookshier, defensive star with Philadelphia Eagles, National Football League, joins WCAU Philadelphia as sportscaster.

Thomas E. Gelarden named music director, WYAK (FM) Sarasota, Fla., succeeding **Pat Wilson**, resigned.

Johnny Williams, air personality, KISN Vancouver, Wash., named music director.

Robert Luck joins KHVH Honolulu as air personality.

Lenore Kingston joins KFVB Los Angeles as air personality.

Chuck Richards to WEBB Baltimore as air personality.

Michael M. Duffin joins KCBS San Francisco as sales promotion assistant. He was previously with Headley-Reed and Kenyon & Eckhardt, both New York.

Bill Sickler, formerly on announcing staff, WPAM Pottsville, Pa., to WQAL-FM Philadelphia as air personality.

Dave Taylor, formerly with WHBG Harrisonburg, joins WAVY-AM-TV Portsmouth, both Virginia, as air personality.

Pat Patterson, air personality, WCOP Boston, to WPTR Albany, N.Y., in similar capacity.

Wayne Stitt, air personality, WHB Kansas City, joins WKBW Buffalo, in similar capacity.

Red Jones, program director, KILT Houston, joins WQXI Atlanta as air personality.

Lawrence P. Tootikian, supervisor for consumer advertising, WGN-TV Chicago, joins WBBM-TV, that city, as manager of research, succeeding Mrs. **Louise Hurvitz**, resigned.

Donald H. Peterson, assistant to director of advertising, promotion and press information for ABC Central Division and WBKB (TV) Chicago, named director of advertising, promotion and press information. He replaces **John M. Ascher**, who resigned to join U. S. Information Agency. **Frank J. Little**, Central Division publicist, appointed Mr. Peterson's assistant. **Patrick G. Mulvihill**, WBKB's general services department, named publicist.

Michael A. Byrne named promotion manager, WOW-TV Omaha, Neb.

Wini Hall, former merchandising coordinator for Housewives' Protective League programs at CBS Radio, named creative coordinator of sales promotion department at CBS Radio Spot Sales, New York.

Walter Kirschenbaum, associate producer of *Barry Gray Show* on WMCA New York, resigns to become director of pr and information for Dept. of Licenses of City of New York. **Judith Tarlo**, director of show for past year, becomes associate producer.

Michael Duffin, sales promotion assistant, Headley-Reed, New York station rep firm, joins KCBS San Francisco, in similar capacity.

Tom Smidt, night news editor, KOA-AM-FM-TV Denver, promoted to assistant news editor of KOA stations. **Lowell Oliver** becomes night news editor.

Bud Abbott, WWGP Sanford, elected president, North Carolina Associated Press Broadcasters Assn., succeeding **Dr. Claye Frank**, WHNC Henderson. Other new officers: **Ervin Melton**, WBT-WBTB (TV) Charlotte, first vp; **F. O. Carver**, WSJS-AM-TV Winston-Salem-Greensboro, second vp; and **Tim Parker**, AP Charlotte bureau chief, secretary-treasurer.

PROGRAMMING

Anthony M. Hennig joins International Television S.A., Paris and New York, as vp responsible for operations of New York office. Mr. Hennig is former vp of Sports Network Inc. and

WEMA elects officers

William J. Miller, president, Burton Manufacturing Co., Northridge, Calif., elected 1962 president of Western Electronic Manufacturers Assn., succeeding **Phillip L. Gundy**, vp, Ampex Corp., Redwood City, Calif. Elected vps were: **Walter G. Scott**, assistant general manager, International Business Machines Corp., San Jose, Calif.; **William G. Alexander**, president, Transdata Inc., El Cajon, Calif.; **Orval D. Berry**, vp and general manager, electronics division, Iron Fireman Manufacturing Co., Portland, Ore., and **Rudy W. Liska**, assistant manager, Controls Co. of America, Temple, Ariz. **William H. Heflin**, vp and general manager, Fisher Research Laboratory Inc., Palo Alto, Calif., elected secretary, and **Robert Gingrich**, director of manufacturing, military products division, Hoffman Electronics Corp., Los Angeles, will serve as treasurer.

former director of live operations at NBC-TV.

Douglas Baker, vp, Van Praag Productions, New York, goes on leave of absence to produce and direct special motion-picture projects on Latin America for State Department.

Larry Marcus elected vp of Collier Young Assoc. and is establishing New York office for independent production company, which is currently syndicating *Crime and Punishment* and filming *Low Man on a Totem Pole*.

Milton A. Fruchtmann, executive producer for Capital Cities Broadcasting Corp. in its tv coverage of Eichmann trial, joins Sextant Productions, New York, where he will produce *The*

Roosevelt Years series planned for ABC-TV.

Leith Stevens elected president of Composers and Lyricists Guild of America for 1962. Other new officers: **Elie Siegmeister**, first vp; **David Raksin**, second vp; **Cornel Tanassy**, third vp; **Jerry Livingston**, secretary-treasurer, and **Milton Kraus**, assistant secretary-treasurer.

Ed Kranyak, associate producer, ABC-TV's *Queen for a Day*, promoted to producer, succeeding **William N. Burch**, who becomes producer-director of *The Tennessee Ernie Ford Show*, new musical variety to appear on ABC-TV April 2. **Hap Wyman** named director, *The Soupy Sales Show*, KABC-TV Los Angeles. Mr. Kranyak joined *Queen for a Day* in 1953 as production assistant. After serving as production manager, he was appointed associate producer in 1959.

George A. Fausel, account supervisor, Charles A. Petersen Co., New York, joins Television Producers Assn., that city, as comptroller.

EQUIPMENT & ENGINEERING

Gordon L. Fullerton, general manager, picture tube operations, electronic tube division, Sylvania Electric Products Inc., New York, named vp and general manager of parts division with headquarters in Warren, Pa. He succeeds **Merle W. Kremer** who acquires overall responsibility for both divisions. **Walter A. Weiss**, general manager, receiving tube operations, succeeds Mr. Fullerton as vp and general manager, picture tube operations, with headquarters in Seneca Falls, N. Y. Mr. Fullerton, member of Sylvania organization since 1942, has been picture tube operations' general manager since September 1961. Mr. Weiss joined Sylvania in 1941 as test equipment engineer. He was elected vp in 1958. **Dr. Thomas A. Longo**, manager, advance device research laboratory, Sylvania's semicon-

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ductor division, appointed divisional director, research and engineering.

James H. Doolittle, board chairman, Space Technology Laboratories, Los Angeles subsidiary of Thompson Ramo Wooldridge Inc., Beverly Hills, retires, but will continue as board member of both companies and as STL consultant. He is succeeded by **Dr. Louis G. Dunn**, who has been president of Space Technology Laboratories since 1958. **Dr. Ruben F. Mettler**, STL's executive vp, elected to succeed Dr. Dunn as president and chief executive officer.

William H. Weed, advertising and sales promotion manager, industrial components division, Raytheon Co., Lexington, Mass., promoted to divisional products sales specialist for mechanical components.

Merle Worster, manager, tv operations for eastern division engineering department, ABC-TV, named director of technical operations for ABC-TV.

ALLIED FIELDS

F. Wallace Knudsen, associate market research manager, Richardson-Merrell Inc., New York, elected vp and director, Tv Surveys Inc., that city, division of Audits & Surveys Co.

Alden Murray, for past nine years in production, operation and sales at WRC-TV Washington, establishes own business management office at 4202 Oakridge Lane, Chevy Chase, Md.

DEATHS

Frank Fouce, 62, president, XETV (TV) Tijuana, Mexico (San Diego)

and head of Spanish International Broadcasting Co., holder of cp for Spanish-language tv station on uhf ch. 34 in Los Angeles, died Jan. 11 following short illness.

Harry P. Bridge Jr., 60, chairman, Harry P. Bridge Co., Philadelphia advertising agency, and author of *Practical Advertising*, died Jan. 13 at his home in Fort Washington, Pa.



Mr. Ranger

Richard H. Ranger, 72, president, Ranger-tone Inc., tape recording firm, and an inventor in field of communications electronics, died Jan. 10 at St. Michael's Hospital in Newark, N. J. Mr. Ranger is credited with developing first transoceanic wireless picture transmitter in 1924. He then developed a reedless, pipeless electronic organ, which in 1931 was acclaimed by many engineers as the most perfect musical instrument ever made. Among Mr. Ranger's other accomplishments were: electronic chimes, 1933; development of radar, 1938-44; airborne radio relay, 1942; magnetic recording, 1947, and development of synchronized tape for motion pictures.

Bernard Hugo Berquist, 58, retired conductor of NBC orchestra on network's *National Farm and Home Hour*, and musician with NBC Chicago for 29 years, died Jan. 13 in Hollywood, Fla.

Roy Shield, 68, retired composer, conductor and music administrator with NBC, died Wednesday (Jan. 10) in

Fort Lauderdale, Fla. He served as conductor, NBC Hollywood; conductor and manager of music division of NBC's Central Div., Chicago, and manager of orchestra personnel, New York. He retired in 1955.

Booth Luck, 52, manager, Chicago office of Handley, Gross, Luck & Miller since last May, and earlier, for 18 years with Wade Adv., that city, died in auto accident Jan. 13 near Crystal Lake, Ill. Mr. Luck once was character voice of such radio programs as *Fibber McGee and Molly*, *Lum and Abner* and *One Man's Family*.

Donald S. Anderson, 46, program director, KFH Wichita, Kan., died Dec. 28, 1961 in Wesley Hospital. Mr. Anderson joined KFH in 1950 from WLCX La Crosse, Wis., where he served as chief announcer. He was appointed program director in 1955.

Donald Hempstead, 52, traffic engineer, RCA, New York, died Tuesday (Jan. 16) at his office at 44 Beaver St., Paterson, N. J. Mr. Hempstead joined RCA in 1946 and became traffic engineer in 1950.

John W. Lozier Sr., 58, since August 1946 conducted own early morning programs, *Trader Jack's Trading Post* and *Trader Jack's General Store*, on KRIS and then KRIS-TV Corpus Christi, died of pneumonia Jan. 15 in Corpus Christi.

Ernie Kovacs, 42, comedian-actor, died Jan. 13 in automobile accident in West Los Angeles. He recently completed taping new tv series that was to be shown in early February on ABC-TV.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 11 through Jan. 17, and based on filings, authorizations and other actions of the FCC in that period.

	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 2-7475 Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

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. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTIONS BY FCC

Largo, Fla.—WSTP-TV Inc. Granted vhf ch. 10 (192-198 mc); ERP 316 kw vis., 177 kw aur. Ant. height above average terrain 480 ft., above ground 536 ft. Estimated construction cost \$1,406,331; first year operating cost \$929,730; revenue \$969,000. P. O. address 11450 Gandy Blvd., St. Petersburg, Fla. Studio location near St. Petersburg; trans. location Tarpon Springs, Fla. Geog-

raphic coordinates 28° 11' 14" N. lat., 82° 45' 39" W. long. Trans. RCA TT-25-BH; ant. 1XA TW-15-A-10. Legal counsel Kirkland Fleming, Green, Martin & Ellis, Washington, D. C.; consulting engineer Howard T. dead, Washington. Principals include: Sam G. Rahall, Farris R. Rahall (each 26%), N. Joe Rahall (26.4%) and others. The Messrs. Rahall have interests in WKAP Glenwood, Pa., and WTSP St. Petersburg, Fla. Comr. Bartley and Chmn. dissented; Comrs. Hyde and Ford did not participate. Action Jan. 17.

Sault Ste. Marie, Mich.—Fetzer Tv Inc. Granted vhf ch 10 (192-198 mc); ERP 87.5 kw vis., 52.6 kw aur. Ant. height above average terrain 1,214 ft., above ground 1,123 ft. P. O. address 417 N. Mitchell St., Cadillac, Mich. Studio and trans. location Goetzville, Mich. Geographic coordinates 48° 03' 49" N. lat., 84° 06' 08" W. long. Trans. RCA TT-10-AH; ant. RCA TF-12-AH. Legal counsel Mallick & Bernston, Washington, D. C.; consulting engineer Lohnes & Culver, Washington. John E. Fetzer, sole owner, owns WWTV(TV) Cadillac. WKZO-AM-TV Kalamazoo, and WJEF-AM-FM Grand Rapids, all Michigan, and KOLN-TV Lincoln, Neb. Action Jan. 17.

New am stations

ACTIONS BY FCC

Englewood, Fla.—Sarasota-Charlotte Bestg. Corp. Granted 1530 kc, 1 kw D. P. O. address Commercial Court Bldg., Sarasota, Fla. Estimated construction cost \$18,938; first year operating cost \$35,275; revenue \$40,250. Principals: Dorcas P. Munroe (51.8%), Dorothy A. Miller (23.6%), Richard R. Purdy (18.8%), Louis T. Dunn (4.7%). Mrs. Munroe is housewife; Mr. Dunn is accountant; Dorothy Miller is secretary treasurer of construction and real estate firm; Mr. Purdy owns 50% of lumber firm. Action by Acting Chief Hearing Examiner Kyle Jan. 15.

Comanche, Tex.—Radio Comanche. Granted 1550 kc, 250 w D. P. O. address box 1109 Graham, Tex. Estimated construction cost \$9,896; first year operating cost \$28,000; revenue \$36,000. Gilbert T. Webb, sole owner, owns weekly sports newspaper, and has owned 50% each of KSWA Graham, and KBAL San Baba, both Texas. Action Jan. 10.

Vancouver, Wash.—Gordon A. Rogers. Granted 1550 kc, 1 kw D. P. O. address 11516 Oxnard St., North Hollywood, Calif. Estimated construction cost \$13,675; first year operating cost \$72,000; revenue \$75,000. Mr. Rogers owns KBLA Burbank, Calif. Action Jan. 10.

ACTION BY BROADCAST BUREAU

Tahoe Valley, Calif.—Harrold Bestg. Co. Granted 590 kc; 1 kw-D. DA. P. O. address c/o Phillip N. Harrold, box 267, Bijou, Calif. Estimated construction cost \$36,245; first year operating cost \$61,000; revenue \$85,000. Principals: Phillip N. Harrold (35%), Orville G. Harrold Jr., Donald C. McBain (each 20%), Albert W. Nelson (15%), Kenneth E. Gallagher (7.5%), Robert W. Pendergrass (2.5%). P. N. Harrold has been announcer and salesman with KOWL Bijou, Calif.; Mr. Nelson is real estate and insurance broker; Mr. Gallagher owns travel agency; O. G. Harrold is professor of mathematics at U. of Tennessee and is mathematics consultant for Atomic Energy Commission at Oak Ridge, Tenn.; Mr. McBain is employee of United Air Lines; Mr. Pendergrass is attorney. Action Jan. 10.

APPLICATIONS

Pawhuska, Okla.—Cherokee Bestg. Co. 1500 kc; 500 w D. P. O. address First National Bank Bldg., Tahlequah, Okla. Estimated construction cost \$18,800; first year operating cost \$33,000; revenue \$41,000. Principals: Galen O. Gilbert (50%), Jim A. Egan, The Camelletta Corp. (each 25%). Mr. Gilbert owns KSWM Aurora and 75% of KBTN Neosho, both Missouri, and 66.6% of KUKO Post, Tex.; The Camelletta Corp. is real estate firm and owns KTLQ Tahlequah, Okla.; Mr. Egan is president and 40% owner of The Camelletta Corp. Ann. Jan. 11.

Vienna, Va.—Radio Vienna. 1560 kc; 500 w-D, 250 w-CH. P. O. address 4857 Battery Lane, Bethesda, Md. Estimated construction cost \$17,962; first year operating cost \$44,000; revenue \$70,000. Principals: Charles C. Heaton, Jane W. Heaton (each 50%). Mr. Heaton is president and 90% owner of advertising and public relations firm; Mrs. Heaton is housewife. Ann. Jan. 11.

Existing am stations

ACTIONS BY FCC

KWKW Pasadena, Calif.—Granted in BROADCASTING, January 22, 1962

creased daytime power from 1 kw to 5 kw and change from DA-N to DA-2, continued operation on 1300 kc, 1 kw-N; engineering conditions. Action Jan. 17.

WNOC Naples, Fla.—Waived Sec. 3.188 (b)(1) of rules and granted increased hours of operation from D to unl. with DA-N, continued operation on 1270 kc, 500 w, at cp trans. location; remote control permitted daytime from main studio location; engineering conditions. Comr. Cross abstained from voting. Action Jan. 17.

APPLICATIONS

KBZZ La Junta, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 11.

WKEI Kewanee, Ill.—Cp to increase daytime power from 100 w to 500 w. Ann. Jan. 11.

Big Horn County Musicasters, Hardin, Mont.—Mod. of cp, which authorized new am station, to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 17.

WNCO Ashland, Ohio—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 16.

KEBE Jacksonville, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 11.

WHPL Winchester, Va.—Cp to change hours of operation from D to unl., using power of 500 w; make changes in DA system (add two towers) and change from DA-D to DA-2. Petitions for acceptance and waiver of Sec. 1.351(b) of rules. Ann. Jan. 17.

WMIA Arecibo, P. R.—Cp to increase daytime power from 500 w to 5 kw and install new trans. Ann. Jan. 11.

New fm stations

ACTIONS BY BROADCAST BUREAU

*Orono, Me.—U. of Maine. Granted 91.9 mc; 375 w. Ant. height above average terrain 66.5 ft. P. O. address c/o Prof. Wofford G. Gardner, U. of Maine, Orono. Estimated construction cost \$2,400; first year operating cost \$4,000. Action Jan. 10.

Catonsville, Md.—Christian Bestg. Co. Granted 105.7 mc; 2.82 kw. Ant. height above average terrain 210 ft. P. O. address 1109 N. Calvert St., Baltimore 2, Md. Estimated construction cost \$29,490; first year operating cost \$48,000; revenue \$55,000. Principals: J. Stewart Brinsfield, William H. Foell, J. Stewart Brinsfield Jr. (each one third). Rev. Brinsfield is pastor of Trinity Evangelical Church, Baltimore, Md.; Mr. Foell owns 50% of wholesale and retail meats business; Mr. Brinsfield Jr. is law student. Action Jan. 10.

Utica, N. Y.—Phi-Hidelity Inc. Granted 107.3 mc; 1 kw. Ant. height above average terrain minus 165 ft. P. O. address 301 Hotel Utica Bldg., 102-104 Lafayette St., Utica. Estimated construction cost \$15,733; first year operating cost \$20,810; revenue \$26,000. Principals: Russel W. Baldwin, Allen F. Bonapart, William S'Doia, E. Porter Felt, Timothy P. Ahlstrom, Ronald Majka, Carmen Fondario (each 14.29%). Messrs. Baldwin and Bonapart are employees of WIBX Utica; Mr. S'Doia owns 25% of restaurant; Mr. Felt is attorney; Mr. Ahlstrom is employee of WCAU-TV Philadelphia, Pa.; Mr. Majka is civilian employee of U. S. Air Force; Mr. Fondario is assistant locomotive engineer. Action Jan. 16.

New Kensington, Pa.—Allegheny-Kiski Bestg. Co. Granted 100.7 mc; 20 kw. Ant. height above average terrain 285 ft. P. O. address 810 Fifth Ave., New Kensington. Estimated construction cost \$23,636; first year operating cost \$29,000; revenue \$35,000. Principals: C. R. Cooper (27.6%), Mrs. C. R. Cooper (22.4%), John Cooper (16.4%), Donald L. Hankey, Mrs. Dan Zeloye, William Hankey (each 11.2%). C. R. Cooper is sales consultant; Mrs. Cooper is housewife; Donald Hankey is attorney; Mrs. Zeloye is housewife; John Cooper is sales consultant. Action Jan. 16.

APPLICATIONS

South Bend, Ind.—South Bend Tribune. 101.5 mc; 4.2 kw. Ant. height above average terrain 959 ft. P. O. address 300 W. Jefferson Blvd., South Bend. Estimated construction cost \$24,330; first year operating cost \$8,588; revenue none. South Bend Tribune is licensee of WSBT-AM-TV South Bend. Ann. Jan. 16.

Kansas City, Kan.—Radio Station KCKN. 94.1 mc; 20 kw. Ant. height above average terrain 193.5 ft. P. O. address box 1165, Kansas City. Estimated construction cost \$21,000; first year operating cost \$5,200; revenue \$10,000. Cy Blumenthal, sole owner, owns KCKN Kansas City. Ann. Jan. 16.

Fall River, Mass.—Narragansett Bestg. Co. 96.3 mc; 1.52 kw. Ant. height above average terrain 253 ft. P. O. address 374 Central St., Fall River. Estimated construction cost \$12,000; first year operating cost \$12,000; revenue \$10,500. Applicant is licensee of WALE Fall River. Ann. Jan. 17.

Muskegon, Mich.—Greater Muskegon Bcstrs. Inc. 106.9 mc; 2.98 kw. Ant. height above average terrain 287 ft. P. O. address 517 W. Giles Rd., Muskegon. Estimated construction cost \$6,323; first year operating cost \$5,000; revenue \$10,000. Principals include: Charles Boonstra, Marion C. Boonstra (each 24.77%), Harold H. Smith (28.18%), R. Bunker Rogoski (12.62%) and others. Greater Muskegon Bcstrs. Inc. is licensee of WMUS Muskegon and is 48% stockholder if WPLY Plymouth, Wis. Messrs. Boonstra and Mr. Rogoski also own 13% each of WPLY as individuals. Ann. Jan. 17.

Kansas City, Mo.—Metromedia Inc. 99.7 mc; 4.25 kw. Ant. height above average terrain 950 ft. P. O. address 205 E. 67th St., New York 21, N. Y. Estimated construction cost \$31,352; first year operating cost \$26,400; revenue \$24,000. Metromedia Inc. is licensee of KMBC-AM-TV Kansas City; WNEW-AM-TV New York, N. Y.; WHK Cleveland, Ohio, and WIP-AM-FM Philadelphia, Pa.; WTTG(TV) Washington, D. C.; WTVH(TV) Peoria and WTVF(TV) Decatur, both Illinois, and KOVR(TV) Stockton, Calif. Ann. Jan. 11.

Mansfield, Ohio—Johnny Applesseed Bestg. Co. 106.1 mc; 20 kw. Ant. height above average terrain 345 ft. P. O. address 2988 Park Ave., West Mansfield. Estimated construction cost \$39,305; first year operating cost \$13,200; revenue \$14,400. Principals: Charles John Hire (42.48%), Harry C. Hire (27.49%), George G. Freer (16.33%) and others. C. J. Hire is electrical engineer and owns radio and tv store; Harry C. Hire is retired pharmacist; Mr. Freer has been manager of Northern Ohio Telephone Co. Ann. Jan. 11.

Harrisburg, Pa.—Newhouse Bestg. Corp. 104.1 mc; 2 kw. Ant. height above average terrain 700 ft. P. O. address 3235 Hoffman



St. Harrisburg. Estimated construction cost \$25,606; first year operating cost \$26,000; revenue \$10,000. Newhouse Bcstg. Corp. is licensee of WPTA-TV Harrisburg; WSYR-AM-FM-TV Syracuse and WSYE-TV Elmira, both New York, and WAPI-AM-FM-TV Birmingham, Ala. Ann. Jan. 16.

Winchester, Va.—Shenval Bcstg. Corp. 102.5 mc; 20 kw. Ant. height above average terrain 317 ft. P. O. address c/o Edward R. Fischer, 2528 17th St. N.W., Washington, D. C. Estimated construction cost \$23,000; first year operating cost \$80,000; revenue \$90,000. Applicant is licensee of WHPL Winchester. Ann. Jan. 17.

Existing fm stations

APPLICATION

*WAER(FM) Syracuse, N. Y.—Cp to change frequency from 88.1 mc to 88.3 mc, increase ERP from 730 w to 3.5 kw, increase ant. height above average terrain from 24 ft. to 180 ft. and change ant.-trans. location. Ann. Jan. 11.

Ownership changes

ACTIONS BY FCC

KBMX, Meldean Upp, Coalinga, Calif.—Granted assignment of license to Charles E. Kelly; consideration \$49,500. Action Jan. 17.

KSFE, SHS Bcstg. Corp., Needles, Calif.—Granted assignment of license to James Parr (has interest in KFST Fort Stockton, Tex.); consideration \$57,500. Action Jan. 17.

KITO, Radio Assoc. Inc., San Bernardino, Calif.—Granted transfer of control from Ruth E. Brown, executrix of estate of Kenyon Brown, to KPOI Bcstg. Inc. (H. G. Fearnhead, president); consideration \$250,000, subject to certain adjustments. Colgreen Bcstg. Inc., 51% stockholder, is licensee of WHUC Hudson, N. Y. Action Jan. 17.

KSON, Broadmoor Bcstg. Corp., San Diego, Calif.—Granted transfer of control from Ruth E. Brown, executrix of estate of Kenyon Brown, to Clinton Dan McKinnon and Michael Dee McKinnon; consideration approximately \$436,267. Action Jan. 17.

WMAK, WMAK Inc., Nashville, Tenn.—Granted transfer of control from Frederic Gregg Jr., John R. Ozier and Frank M. Farris Jr., as voting trustees, to Lin Bcstg. Corp.; consideration cancellation of \$112,778 loans and exchange 5,000 shares of WMAK stock for 108,519 shares (27.7%) of Lin voting stock valued at \$162,778. Transferee will own 100% of WMAK; also owns WAKY Louisville, Ky. Action Jan. 17.

KBBB, Robert M. and Dixie Dice Watson, Borger, Tex.—Granted assignment of licenses to Weldon W. and Weldon E. Lewis; consideration \$70,000. Action Jan. 17.

KXLY AM-FM, The Northern Pacific Radio Corp.; KXLY-TV (ch. 4), KXLY Television Corp., Spokane, Wash.—Granted assignment of licenses of (1) KXLY-AM-FM to Spokane Radio Inc. and to Spokane TV Inc.; consideration \$3,250,000 (\$2,800,000 for KXLY-TV and \$650,000 for KXLY-AM-FM). Spokane Radio is owned by Spokane TV, which in turn is owned by five corporations—Evening Telegram Co.; M & M Bcstg. Co. (WLUC-TV Green Bay, Wis.), and WLUC-TV Marquette, Mich.; Central Bcstg. Co. (WEAU-TV Eau Claire, Wis.); Lafayette Advertiser-Gazette, Inc. (50% owner of KVOL Lafayette, La.), and Manitowish Newspapers Inc. These are part of Morgan Murphy newspaper-broadcasting interests. Comr. Bartley voted for further inquiry. Action Jan. 17.

WMOV, Valley Broadcasters Inc., Ravenswood, W. Va.—Granted assignment of license to Good Neighbor Bcstrs. Inc. (Rex Osborne, president); consideration \$11,000. Action Jan. 17.

APPLICATIONS

KCUF(FM) Redwood City, Calif.—Seeks assignment of cp from Franklin James to Intercontinental Radio Inc.; consideration \$7,500. Sole stockholder of assignee is Tele-Bcstrs. Inc., licensee of WPOP Hartford, Conn., KUDL Kansas City, Mo.; KALI San Gabriel, and KOFY San Mateo, both California. Ann. Jan. 17.

KAYS-AM-TV Hays, Kan.—Seeks transfer of 50.66% of stock in KAYS Inc. from Ross Beach Sr., deceased, to Mattie Beach and Ross Beach Jr. as executors of Mr. Beach's estate; no financial consideration involved. Ann. Jan. 16.

WTCW Whitesburg, Ky.—Seeks transfer 50% of stock in Folkways Bcstg. Inc. from Clarence (Hank) Snow to Donald F. Crosthwaite, present owner of remaining 50%; consideration \$25,000. Ann. Jan. 10.

KTRY Bastrop, La.—Seeks assignment of

license from Paul R. Schilling to Mercer L. King Sr., Neva S. King (each 26%) and Margaret G. King (48%); consideration \$39,500. Mr. King is minister and owns cleaning business; Neva and Margaret King are housewives. Ann. Jan. 17.

WAEF-FM Cincinnati, Ohio—Seeks assignment of license from Alvin W. Fishman and Edward L. Fishman, d/b as North Cincinnati Bcstg. Co., to new corporation of same name consisting of assignors (50%) and Big Value Stamp Co.; Big Value paying \$15,000 for 50% interest. Big Value is trading stamp firm owned by Charles F. Hartstock (40%), Espy Bailey and Charles J. Arrighi (each 30%). Ann. Jan. 15.

WDOK-AM-FM Cleveland, Ohio—Seeks transfer of all stock in The Civic Bcstrs. Inc. from Frederick S. Wolf, Walberg Brown, J. J. Smid, William S. Havin, Ralph E. Quay, John R. Bennett, Emil J. Jelinek, E. J. Sklenicka and Wayne Mack to Transcontinent Tv Corp.; consideration \$1,400,000. Transcontinent is licensee of WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo.; KFMB-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif. Ann. Jan. 17.

WIOI New Boston, Ohio—Seeks assignment of license from WIOI Inc. to David H. Dillard and Charles R. Maillet (each 50%), d/b as New Boston Broadcasting Corp.; consideration \$60,000. Mr. Maillet is station manager of WJWL Georgetown, Del.; Mr. Dillard owns real estate holding and operating firm and has owned 60% of WWOI Lynchburg, Va. Ann. Jan. 17.

KHGM(FM) Beaumont, Tex.—Seeks assignment of license from Gerald R. Proctor, d/b as Woodland Bcstg. Co., to new corporation of same name, consisting of assignor (50%), Jerry Johnson, Jerrylin Johnson, Sydney Lou Johnson, Ann Darlington Johnson and Amy Inez Johnson (each 10%); Johnsons to pay corporation total of \$5,000. Dr. Jerry Johnson is physician and surgeon; others are students. Ann. Jan. 17.

KGBT-TV Harlingen, Tex.—Seeks acquisition of positive control of Harbenito Bcstg. Co. by McHenry Tichenor, present 25.68% owner through issuance of new shares, bringing Mr. Tichenor's interest to 52.68%; no financial consideration involved. Ann. Jan. 11.

KCEN-TV Temple-Waco, Tex.—Seeks (1) assignment of license from Bell Publishing Co. to Channel 6 Inc., new corporation of which assignor is sole stockholder, no financial consideration involved, and (2) pro rata distribution of stock of assignee to stock holders of assignor. Frank W. Mayborn (95%) and C. A. Schulz (5%), Messrs. Mayborn and Schultz also own 90% and 10% respectively of KTEM Temple. Ann. Jan. 11.

Hearing cases

FINAL DECISIONS

■ By decision, commission (1) granted application of WTSP-TV Inc. for new tv station to operate on ch. 10 in Largo, Fla., subject to acceptance of any interference which might result to its operation from co-channel Jacksonville, Fla., station operating with maximum facilities at site less than minimum mileage separation from permittee's site, in event commission determines in Doc. 14235 to allocate ch. 10 to Jacksonville, and (2) denied competing applications of Florida Gulfcoast Bcstrs. Inc., City of St. Petersburg, Florida (WSUN-TV), Suncoast Cities Bcstg. Corp., Tampa Telecasters Inc. and Bay Area Telecasting Corp. Comr. Bartley dissented and issued statement in which Chmn. Minow joined; Comr. Lee concurred and issued statement; Comrs. Hyde and Ford not participating. Feb. 1, 1961, initial decision looked toward this action. Action Jan. 17.

■ Commission gives notice that Nov. 15, 1961, initial decision which looked toward granting application of Gordon A. Rogers for new am station to operate on 1550 kc. 1 kw, D, in Vancouver, Wash., become effective Jan. 4 pursuant to Sec. 1.153 of rules. Action Jan. 11.

STAFF INSTRUCTIONS

■ Commission on Jan. 17 directed preparation of document looking toward denying petition by Crosley Bcstg. Corp. (WLWI) for reconsideration, reopening of record and rehearing in Indianapolis, Ind., tv ch. 13 proceeding involving its application and WIBC Inc., for new tv stations to operate on that channel. Comr. Craven not participating. Action Jan. 17.

■ Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of

proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal decision.

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued supplemental initial decision looking toward (1) granting applications for new am stations to operate on 1550 kc. of (a) Radio Crawfordville Inc., with 250 w, DA N, unl., in Crawfordville, Ind., (b) Sullivan County Bcstrs. Inc., with 250 w, D, in Sullivan, Ind.; (c) Southern Wisconsin Inc., with 1 kw, DA, D, in Lake Geneva, Wis.; (d) Grundy Bcstg. Co., with 250 w, D, in Morris, Ill., and (e) Air Capital Inc., with 5 kw, DA, D, in Madison, Wis.; (2) denying application of Des Plaines-Arlington Bcstg. Co. for new station on 1550 kc, 5 kw, DA, D, in Des Plaines, Ill., and (3) granting petition by North Shore Bcstg. Inc. to dismiss without prejudice its application for new station on 1550 kc, 5 kw, DA-1, unl., in Madison, Wis. Action Jan. 15.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Batavia Bcstg. Corp. to increase daytime power of WBTA Batavia, N. Y., from 250 w to 500 w, continued operation on 1490 kc, 250 w-N; interference condition. Action Jan. 15.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of The Fort Hamilton Bcstg. Co. (WMOH), Hamilton, Ohio, and Lafayette Bcstg. Inc. (WASK), Lafayette, Ind., to increase daytime power from 250 w to 1 kw and Indiana Bcstg. Corp. (WANE), Fort Wayne, Ind., to increase daytime power from 250 w to 500 w, each continued operation on 1450 kc, 250 w-N; interference condition. Action Jan. 15.

OTHER ACTIONS

Hayward F. Spinks, Hartford, Ky.; Greenville Bcstg. Co., Greenville, Ky.—Designated for consolidated hearing applications for new daytime am stations to operate on 1600 kc, 500 w; made Federal Aviation Agency party to proceeding. Action Jan. 17.

■ By memorandum opinion & order, commission granted petition by applicant Radio One Five Hundred Inc., Indianapolis, Ind., and enlarged issues in am consolidated proceeding in Docs. 14085 et al to determine what efforts have been made by applicant Mainliner Bcstrs., Louisville, Ky., to ascertain program needs and interests of area it proposes to serve, and manner in which it proposes to meet such needs and interests. Action Jan. 17.

■ By memorandum opinion & order in proceeding on application of Melody Music Inc. for renewal of license of WGMA Hollywood, Fla., commission granted its petitions to extent of (1) extending time to file petition to enlarge issues and (2) amending issue 2 to determine whether applicant possesses requisite qualifications to be licensee of commission and adding new issue to determine manner in which Melody Music operates and has operated WGMA with particular regard to its reliability and candor as licensee; denied its petition for reconsideration of hearing designation order. Action Jan. 17.

■ Commission scheduled oral argument for Feb. 19 in proceeding on mod. of license of Marietta Bcstg. Inc. to specify operation of KERO-TV Bakersfield, Calif., on ch. 23 instead of ch. 10 effective on earliest practicable date prior to expiration of term of license on Dec. 1, 1962, and for remainder of such term. Action Jan. 17.

■ By memorandum opinion & order, commission denied petition by Portage County Bcstg. Corp. to enlarge issues in proceeding concerning its application, and that of Kent-Ravenna Bcstg. Co. for new am stations at Kent, Ohio, because of untimely filing but, on its own motion, amended April 25, 1961, hearing order to add issue to determine whether grant to Kent-Ravenna would contravene Sec. 3.35 of rules. Comr. Ford concurred in part and dissented in part and issued statement in which Comr. Craven concurred. Action Jan. 17.

■ By memorandum opinion & order, commission on its own motion enlarged issues in proceeding on applications of Smackover Radio Inc. for a new am station on 610 kc in Smackover, Ark., and Magnolia Bcstg. Co. to increase power of KVMA Magnolia, Ark., from 1 kw to 5 kw, DA, continued operation on 630 kc, D, to determine whether those applications were filed in good faith or were filed solely or in part for purpose of preventing granting of cp at Camden, Ark.,

to Ovachita Valley Radio Corp., and made KAMD Camden party to proceeding with respect to new issue. Comr. Cross dissented. Action Jan. 17.

■ By order, commission stayed effective date of Jan. 10 decision in proceeding on applications of Washington State U. for renewal of license of KWSC Pullman, Wash., and for mod. of license, and The First Presbyterian Church of Seattle, Wash., for renewal of license of KTW Seattle, pending review of petitions for reconsideration. KTW petitioned for stay. Action Jan. 15.

■ By order, commission continued until further order oral argument previously scheduled for Jan. 18 in proceeding on application of Walter L. Follmer for additional time to construct WFOL (FM) Hamilton, Ohio. Action Jan. 12.

Routine roundup

■ By letter, commission returned application of Community Bestg. Inc. for new tv station to operate on ch. 15 in Rochester, N. Y., which was tendered for filing contingent upon grant of its application for new tv station to operate on ch. 13 in Rochester. Applicant showed no reason for waiver of commission policy against accepting contingent tv applications. Action Jan. 17.

■ By memorandum opinion & order, commission granted in part petition by Assn. of Maximum Service Telecasters (also similar petitions of Gibraltar Enterprises Inc. [WICU-TV], Erie, Pa., and Midwest Television Inc. [WCIA [TV]], Champaign, Ill.), for additional information on considerations which led to issuance of proposals to foster expanded use of uhf tv channels and to deintermix eight specific markets. Comr. Craven abstained from voting; Comr. Cross dissented. Action Jan. 17.

ACTIONS ON MOTIONS

By Commissioner T. A. M. Craven

■ Granted petition by Wilkes Bestg. Co. and extended to Jan. 10 time to respond to opposition by Broadcast Bureau to Wilkes' petition for mod. of issues, for partial reconsideration, and for other relief in proceeding on its application for new am station in Mocksville, N. C., which is consolidated for hearing in Docs. 13205 et al. Action Jan. 15.

■ Upon consideration of petition by Don L. Huber, Madison, Wis., for extension of time to respond to two separate petitions to enlarge issues filed by Bartell Bestg. Inc. (WOKY), Milwaukee, Wis., in proceeding on their am applications, rendered moot petition for inclusion of financial issue relative to Huber's application (acted on favorably by order released Jan. 8), granted petition and extended to Jan. 15 time to respond to remaining petition by Bartell for inclusion of two issues concerning Mr. Huber's application. Action Jan. 12.

■ Granted petition by E. G. Robinson Jr., tr/as Palmetto Bestg. Co., and extended to Feb. 12 time to file exceptions to initial decision in proceeding on his applications for renewal of license of WDKD Kingstree, S. C., and for license to cover cp. Action Jan. 10.

■ Granted petition by Nicholas J. Zaccagnino, d/b as Port Chester Bestg. Co., and extended to Jan. 15 time to respond to petition by Putnam Bestg. Corp. to enlarge issues in proceeding on their applications for new am stations in Port Chester and Brewster, N. Y. Action Jan. 10.

By Acting Chief Hearing Examiner Jay A. Kyle

■ By memorandum opinion & order, (1) granted joint request of applicants for approval of agreement whereby KHOT would amend its application to retain power of 500 w instead of previously requested 1 kw (no monetary consideration but applicant Dean and Golden consent to grant of any application subsequently filed by Glomor Music Bestg. Inc., requesting 1 kw, D, with non-DA); (2) removed from hearing and returned to processing line application of Glomor Music Bestg. Inc. to eliminate use of DA for KHOT Madera, Calif., continued operation on 1250 kc, 500 w, D; and (3) retained in hearing status application of Elbert H. Dean and B. L. Golden for new am station to operate on 1240 kc, 250 w, unl., in Lemoore, Calif. Action Jan. 16.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: February 21 and March 22: Belleville Bestg. Inc. (WIBV), Belleville, Ill.; February 21 and March 21: Dover Bestg. Co., Richmond, Va., et al. Action Jan. 16.

■ Granted petition by James P. Poston for dismissal of his application for new am station in Kernersville, N. C., but dismissed

application with prejudice, and retained in hearing status remaining applications in consolidation. Action Jan. 16.

■ Scheduled oral argument for Jan. 22 on petition by Carnegie Bestg. Corp., Pittsburgh, Pa., to enlarge issues relating to additional financial issue respecting Miners Bestg. Service Inc. (WMBA), Ambridge-Aliquippa, Pa., in proceeding on their applications, et al. which are consolidated in am proceeding in Docs. 14076 et al. Action Jan. 15.

■ By memorandum opinion & order (1) granted joint request by applicants for approval of agreement; (2) granted petition by Robert D. Sidwell, tr/as Little Joe Enterprises for leave to amend application to change facilities of WJOE Ward Ridge, Fla., from 1570 kc, 250 w, D, to 1080 kc (instead of previously requested 1530 kc), 1 kw, D, for which he will be reimbursed \$2,600 by Sarasota-Charlotte Bestg. Corp., accepted amendment, removed from hearing and returned WJOE amended application to processing line; (3) waived time provisions of Secs. 1.362(b)(1) and (g) and accepted publication and filing of statement by Sarasota-Charlotte Bestg. Corp. and granted its application for new am station to operate on 1530 kc, 1 kw, D, in Englewood, Fla., and (4) terminated proceeding in Docs. 14275-6. Action Jan. 15.

■ Dismissed petition by Mel-Lin Inc. (WOBS), Jacksonville, Fla., to enlarge issues in proceeding on am application of Andrew B. Letson (WZRO), Jacksonville, without prejudice to resubmission within 30 days following public announcement containing criteria and processing rules with respect to Mr. Letson's application. Action Jan. 12.

■ Scheduled prehearing conferences and hearings in following am proceedings on dates shown: Feb. 6 and March 7: Lord Berkeley Bestg. Inc., Moncks Corner, and Grand Strand Bestg. Co., Myrtle Beach, both South Carolina; Feb. 8 and March 8: DeKalb Bestg. Co., Decatur, Ga.; Feb. 7 and March 7: Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, both Massachusetts; Feb. 8 and March 6: Asheboro Bestg. Co. (WGWR), Asheboro, N. C. Action Jan. 11.

■ Granted motion by Covington Bestg.

Co. and corrected transcript of Dec. 27, 1961, oral argument in proceeding on its application for new am station in Covington, Ky., et al. Action Jan. 11.

■ Granted petition by KSAY Bestg. Co. and transferred Feb. 5 hearing from Washington, D. C., to San Francisco, Calif., at hour and place to be announced, in proceeding on its application for renewal of license of KSAY San Francisco. Action Jan. 10.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau to extent of continuing indefinitely all further procedural steps in proceeding on application of Edward Walter Piszczek and Jerome K. Westerfield for new fm station in Des Plaines, Ill., pending resolution by commission of rulemaking proceeding in Docs. 14185 and RM-94, and ordered that application retain its protected status. Action Jan. 11.

■ Pursuant to agreements reached at Dec. 26 prehearing conference, continued Feb. 5 evidentiary hearing to date to be announced at close of further prehearing conference to be held Feb. 26 in proceeding on applications of Francis M. Fitzgerald for new am station in Greensboro, N. C., et al. Action Jan. 9.

By Hearing Examiner Thomas H. Donahue

■ On own motion, scheduled hearing for Jan. 16 in proceeding on am applications of Vernon E. Pressley, Canton, N. C., and Folkways Bestg. Inc. (WTCW), Whitesburg, Ky. Action Jan. 12.

By Hearing Examiner Asher H. Ende

■ Granted motion by applicant to cancel procedural dates set forth in examiner's Dec. 12, 1961, order, scheduled further prehearing conference for Feb. 20 and postponed Feb. 5 hearing until further order of examiner in proceeding on am application of Radio-Active Bestg. Inc. (WATO), Oak Ridge, Tenn. Action Jan. 11.

■ On own motion, reopened record in proceeding on applications of Lindsay Bestg. Co., Peace River Bestg. Corp. and William H. Martin for new am stations in Punta Gorda and Fort Myers, Fla., and scheduled prehearing conference for Jan. 12, to discuss appropriate procedures for prompt com-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 18

	Lic.	ON AIR	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,616		68	92	855
FM	884		85	162	173
TV	487 ¹		76	80	133

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 18

	VHF	UHF	TOTAL TV
Commercial	462	90	552
Non-Commercial	41	14	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC Dec. 31

	AM	FM	TV
Licensed (all on air)	3,619	898	485 ¹
Cps on air (new stations)	74	62	77
Cps not on air (new stations)	135	168	80
Total authorized stations	3,828	1,128	654 ²
Applications for new stations (not in hearing)	479	137	56
Applications for new stations (in hearing)	192	23	71
Total applications for new stations	671	160	127
Applications for major changes (not in hearing)	478	88	41
Applications for major changes (in hearing)	85	4	13
Total applications for major changes	563	92	54
Licenses deleted	1	0	0
Cps deleted	0	1	2

¹There are, in addition, 11 tv stations which are no longer on the air, but retain their licenses. ²Includes one STA.

RADIO-TV SET COUNTS

HAWAII								
Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
State totals	632,772	153,064	141,183	92.2	66,280	119,147	77.8	8,312
COUNTY TOTALS								
Hawaii	61,332	15,789	13,429	85.1	5,542	9,735	61.7	209
Honolulu	500,409	117,856	110,060	93.4	53,120	99,893	84.8	7,760
Kalawao	279	117	117	100.0	84	50	42.7	—
Kauai	28,176	8,078	7,561	93.6	3,581	7,251	15.5	61
Maui	42,576	11,224	10,016	89.2	3,953	8,218	73.2	282
Metropolitan Area Honolulu	500,409	117,856	110,060	93.4	53,120	99,893	84.8	7,760
MISSISSIPPI								
State totals	2,178,141	568,070	477,334	84.0	86,255	377,498	66.5	17,551
COUNTY TOTALS								
Adams	37,730	10,143	7,967	78.5	1,704	6,460	63.7	286
Alcorn	25,282	7,414	6,753	91.1	1,046	5,036	67.9	227
Amite	15,573	3,886	3,169	81.5	448	2,097	54.0	42
Attala	21,335	5,725	4,617	80.6	450	3,214	56.0	58
Benton	7,723	1,840	1,597	86.8	95	1,138	61.8	27
Bolivar	54,464	13,328	11,124	83.5	1,664	5,268	39.5	203
Calhoun	15,941	4,323	3,993	92.4	470	2,731	63.2	—
Carroll	11,177	2,715	2,238	82.4	232	961	35.4	33
Chickasaw	16,891	4,523	4,011	88.7	475	2,786	61.6	101
Choctaw	8,423	2,302	2,023	87.9	111	1,217	52.9	—
Claiborne	10,845	2,649	2,102	79.3	313	1,236	46.7	63
Clarke	16,493	4,439	3,401	76.6	291	2,980	67.0	91
Clay	18,933	5,013	4,265	85.0	536	3,252	64.9	40
Coahoma	46,212	11,926	9,955	83.5	1,684	5,938	49.8	304
Copiah	27,051	7,140	5,636	79.0	762	4,681	65.6	165
Covington	13,637	3,519	2,846	80.9	386	2,189	62.0	82
De Soto	23,891	5,568	4,422	79.4	793	3,294	59.0	151
Forrest	52,722	14,679	12,472	85.0	3,134	11,792	80.0	439
Franklin	9,286	2,553	1,840	72.1	244	1,321	51.7	61
George	11,098	2,849	2,139	75.1	221	2,363	82.9	74
Greene	8,366	2,040	1,617	79.3	108	1,094	53.6	—
Grenada	18,409	5,040	4,179	83.0	904	2,882	57.2	57
Hancock	14,039	3,857	3,350	86.9	642	2,844	73.7	73
Harrison	119,489	30,981	26,171	84.5	6,854	26,046	84.0	1,425
Hinds	187,045	50,521	44,650	88.4	14,203	42,171	83.5	4,975
Holmes	27,096	6,798	5,450	80.2	618	3,337	49.1	98
Humphreys	19,093	4,536	3,237	71.4	451	2,419	53.3	128
Issaquena	3,576	865	622	71.9	102	359	41.5	31
Itawamba	15,080	4,218	3,635	86.2	548	2,931	69.5	18
Jackson	55,522	14,612	12,556	85.9	2,618	11,941	81.7	610
Jasper	16,909	4,191	3,478	83.0	394	2,911	69.5	84
Jefferson	10,142	2,551	2,032	81.0	317	870	34.1	25
Jefferson Davis	13,540	3,304	2,606	78.9	252	1,710	51.8	62
Jones	59,542	15,919	14,047	88.2	2,662	12,886	80.9	564
Kemper	12,277	2,987	2,191	73.4	332	1,560	52.2	19
Lafayette	21,355	5,114	4,327	84.6	772	3,445	67.4	175
Lamar	13,675	3,719	2,978	80.1	445	2,619	70.4	80
Lauderdale	67,119	19,326	16,954	87.7	4,423	15,575	80.6	1,263
Lawrence	10,215	2,695	2,141	79.4	195	1,571	58.3	40
Leake	18,660	4,855	3,837	79.0	284	3,341	68.8	86
Lee	40,589	11,695	10,332	88.3	1,673	8,525	72.9	316
Leflore	47,142	11,982	10,323	86.2	1,896	6,391	53.3	266
Lincoln	26,759	7,331	6,270	85.5	1,157	4,887	66.7	123
Lowndes	46,639	11,957	10,428	87.2	2,338	9,159	76.6	595
Madison	32,904	7,542	6,257	83.0	781	4,465	59.2	206
Marion	23,293	6,198	5,305	85.6	658	3,759	60.6	18
Marshall	24,503	5,208	4,204	80.7	425	3,127	60.0	39
Monroe	33,953	9,327	7,688	82.4	1,473	6,655	71.4	212
Montgomery	13,320	3,618	3,144	86.9	401	1,810	50.0	—
Neshoba	20,927	5,749	4,880	84.9	669	4,035	70.2	110
Newton	19,517	5,296	4,403	83.1	462	3,755	70.9	119
Noxubee	16,826	3,985	3,225	80.9	261	1,601	40.2	38
Oktibbeha	26,175	6,068	5,165	85.1	1,168	3,345	55.1	99
Panola	28,791	7,135	5,975	83.7	692	4,716	66.1	210
Pearl River	22,411	6,075	5,154	84.8	1,049	4,412	72.6	91
Perry	8,745	2,263	1,810	80.0	48	1,465	54.7	24
Pike	35,063	9,674	8,405	86.9	1,583	6,068	62.7	122
Pontotoc	17,232	4,968	4,057	81.7	508	3,394	68.3	83
Prentiss	17,949	5,110	4,493	87.9	382	3,625	70.9	24
Quitman	21,019	4,923	3,846	78.1	365	2,699	54.8	132
Rankin	34,322	7,613	6,217	81.7	1,121	5,640	74.1	151

Continued on page 92

pliance with requirements of commission's memorandum opinion & order of Dec. 27 in this proceeding. Action Jan. 9.

By Hearing Examiner Charles J. Frederick
 Pursuant to agreements reached at Jan. 16 prehearing conference in proceeding on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif., scheduled March 20 for exchange of exhibits, continued Feb. 5 hearing to April 3 and cancelled Jan. 26 prehearing conference. Action Jan. 16.

Upon request by Broadcast Bureau, scheduled prehearing conference for Jan. 16 in proceeding on application of KSAY Bcstg. Co. for renewal of license of KSAY San Francisco, Calif. Action Jan. 15.

By Hearing Examiner Millard F. French
 Granted petition by Broadcast Bureau and extended from Jan. 12 to Feb. 2 time to file proposed findings of fact and conclusions in proceeding on am application of Stratford Bcstg. Corp. (WWNH), Rochester, N. H. Action Jan. 12.

Upon request by Winfield Bcstg. Co. and with consent of other parties, extended from Jan. 10 to Jan. 17 date for filing proposed findings and from Jan. 17 to Jan. 24 for replies in proceeding on its application and Courtney Bcstg. Co. for new am stations in Winfield, Kan. Action Jan. 9.

By Hearing Examiner Isadore A. Honig
 Granted joint motion by applicants and further continued from Jan. 17 to Feb. 21 date for prehearing conference in proceeding on applications of Higson-Frank Radio Enterprises and SBB Corp. for new am stations in Houston, Tex. Action Jan. 12.

Formalized announcement of order made by hearing examiner of his own motion on record during Jan. 10 hearing on applications of WEXC Inc. for new am station in DePeu, N. Y., et al: on own motion designated Jan. 18 as extended date by which other parties may respond to motion by Radio Buffalo Inc. to quash subpoena duces tecum, etc., in proceeding in Docs. 14031 et al. Action Jan. 11.

By Hearing Examiner Annie Neal Hunting
 Granted petition by Broadcast Bureau and extended to Jan. 26 time to respond to petition by Radio One Five Hundred Inc. for leave to amend its application for new am station in Indianapolis, Ind., which is consolidated for hearing in Docs. 14085 et al. Action Jan. 16.

Pursuant to agreements reached at Jan. 12 prehearing conference, cancelled Feb. 7 hearing in view of Dec. 27, 1961, order consolidating further applications for hearing in Rochester, N. Y., tv ch. 13 proceeding, scheduled further prehearing conference for Feb. 2, and new hearing date will be specified in subsequent order. Action Jan. 12.

Upon agreement of parties at Jan. 11 prehearing conference, continued Feb. 12 hearing to April 2 in proceeding on applications of La Fiesta Bcstg. Co. and Mid-Cities Bcstg. Corp. for new am stations in Lubbock, Tex. Action Jan. 11.

By Hearing Examiner H. Gifford Irlon
 Granted petition by Walter L. Foilmer and extended from Jan. 12 to Feb. 2 date for filing proposed findings in proceeding on its application for new am station in Hamilton, Ohio, et al. Action Jan. 18.

Scheduled prehearing conference for Feb. 5 in matter of revocation of license of Neighborly Bcstg. Inc. for station WLOV (FM) Cranston, R. I. Action Jan. 12.

Denied motion by Des Plaines-Arlington Bcstg. Co., Des Plaines, Ill., to strike portions of Grundy Bcstg. Company's reply to supplemental findings in proceeding on their am applications. Action Jan. 11.

By Hearing Examiner David I. Kraushaar
 Granted petition by Syracuse Civic Tv Assn. Inc. for leave to amend its application for new tv station to operate on ch. 9 in Syracuse, N. Y., to include supplemental financial data concerning financial statements of certain of its stock subscribers; application is consolidated for hearing in Docs. 14367 et al. Action Jan. 15.

By Hearing Examiner Jay A. Kyle
 Pursuant to Jan. 4 prehearing conference in proceeding on am applications of WNOW Inc. (WNOW), York, Pa., and Radio Assoc. Inc. (WEER), Warrenton, Va., continued Feb. 1 hearing to March 1. Action Jan. 11.

By Hearing Examiner Forest L. McClennig
 Denied motion by Paul T. Foran to

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RADIO-TV SET COUNTS

Continued from page 90

Scott	21,187	5,481	4,485	81.8	656	3,835	70.0	78
Sharkey	10,738	2,566	2,051	79.9	254	1,303	50.8	25
Simpson	20,454	5,193	4,342	83.6	545	3,768	72.6	157
Smith	14,303	3,717	2,869	77.2	160	2,387	64.2	39
Stone	7,013	1,867	1,477	79.1	172	1,322	70.8	—
Sunflower	45,750	10,395	8,510	81.9	1,287	4,176	40.2	176
Tallahatchie	24,081	5,808	4,733	81.5	235	2,440	42.0	20
Tate	18,138	4,292	3,774	87.9	508	2,730	63.6	67
Tippah	15,093	4,140	3,274	79.1	299	3,056	73.8	62
Tishomingo	13,889	4,076	3,378	82.9	309	2,439	59.8	22
Tunica	16,826	4,023	3,181	79.1	184	2,090	52.0	113
Union	18,904	5,394	4,768	88.4	501	4,430	82.1	34
Walthall	13,512	3,389	2,670	78.8	251	1,915	56.5	45
Warren	42,206	12,322	10,175	82.6	2,667	8,465	68.7	511
Washington	78,638	20,410	16,972	83.2	4,119	12,058	59.1	513
Wayne	16,258	4,117	3,401	82.6	382	2,471	60.0	42
Webster	10,580	2,928	2,585	88.3	314	1,668	57.0	20
Wilkinson	13,235	3,223	2,575	79.9	227	1,346	41.8	62
Winston	19,246	4,942	4,455	90.1	606	2,923	59.1	78
Yalobusha	12,502	3,367	2,811	83.5	177	1,771	52.6	72
Yazoo	31,653	8,040	6,639	82.6	1,109	4,906	61.0	187
Metropolitan Area								
Jackson	187,045	50,521	44,650	88.4	14,203	42,171	83.5	4,975

NEW MEXICO

Area	Popula- tion	Occupied Dwelling Units	Total Radio Homes	Radio Percent Satura- tion	2 or more sets	Total Tv Homes	Television Percent Satura- tion	2 or more sets
State totals	951,023	251,209	222,148	88.4	73,720	196,894	78.4	14,887

COUNTY TOTALS

Bernalillo	262,199	71,578	66,234	92.5	28,020	64,116	89.6	8,246
Catron	2,773	808	771	95.4	111	275	34.0	18
Chaves	57,649	15,680	14,130	90.1	5,049	13,722	87.5	1,030
Colfax	13,806	3,920	3,507	89.5	1,063	2,526	64.4	118
Curry	32,691	9,289	8,474	91.2	2,932	7,752	83.5	407
De Baca	2,991	890	716	80.4	156	678	76.2	—
Dona Ana	59,948	14,798	13,111	88.6	4,244	11,530	77.9	443
Eddy	50,783	14,126	12,977	91.9	4,920	12,136	85.9	687
Grant	18,700	5,189	4,750	91.5	1,399	3,414	65.8	69
Guadalupe	5,610	1,410	1,104	78.3	237	838	59.4	18
Harding	1,874	534	491	91.9	108	235	44.0	—
Hidalgo	4,961	1,439	1,263	87.8	333	874	60.7	—
Lea	53,429	15,075	13,051	86.6	4,013	12,914	85.7	987
Lincoln	7,744	2,291	1,932	84.3	499	1,638	71.5	23
Los Alamos	13,037	3,605	3,503	97.2	1,862	3,242	89.9	342
Luna	9,839	2,787	2,426	87.0	438	2,096	75.2	101
McKinley	37,209	7,701	5,920	76.9	1,361	3,973	51.6	169
Mora	6,028	6,028	1,143	75.1	82	318	20.9	—
Otero	36,976	9,555	8,558	89.6	3,574	8,057	84.3	417
Quay	12,279	3,630	3,287	90.6	1,070	2,504	69.0	134
Rio Arriba	24,193	5,569	4,271	76.7	507	3,069	55.1	81
Roosevelt	16,198	4,809	4,417	91.8	1,305	3,855	80.2	94
Sandoval	14,201	2,964	2,204	74.4	274	1,824	61.5	96
San Juan	53,306	12,999	10,974	84.4	3,390	8,055	62.0	318
San Miguel	23,468	5,474	4,634	84.7	1,098	2,882	52.6	64
Santa Fe	44,970	11,695	10,168	86.9	2,589	9,379	80.2	662
Sierra	6,409	2,487	2,151	86.5	243	1,485	59.7	72
Socorro	10,168	2,662	2,311	86.8	345	2,180	81.9	63
Taos	15,934	3,846	2,659	69.1	393	1,673	43.5	63
Torrance	6,497	1,735	1,458	84.0	243	1,218	70.2	—
Union	6,068	1,808	1,686	93.3	511	1,008	55.8	—
Valencia	39,085	9,335	7,867	84.3	1,351	7,428	79.6	205
Metropolitan Area								
Albuquerque	262,199	71,578	66,234	92.5	28,020	64,116	89.6	8,246

NEW HAMPSHIRE

Area	Popula- tion	Occupied Dwelling Units	Total Radio Homes	Radio Percent Satura- tion	2 or more sets	Total Tv Homes	Television Percent Satura- tion	2 or more sets
State totals	606,921	180,020	166,673	92.6	67,355	162,845	90.5	15,162

COUNTY TOTALS

Belknap	28,912	8,614	7,990	92.8	2,859	7,828	90.9	579
Carroll	15,829	5,070	4,588	90.5	1,682	4,569	90.1	552
Cheshire	43,342	13,209	12,023	91.0	5,013	11,247	85.4	770
Coos	37,140	10,868	9,430	86.8	3,147	9,937	91.4	623
Grafton	48,857	14,215	12,416	87.3	4,470	11,828	83.2	540

Continued on opposite page

quash or limit subpoena duces tecum issued to him and which required that he produce at further hearing on applications of Beacon Bcstg. System Inc. and Suburban Bcstg. Inc. for new am stations at Grafton-Cedarburg and Jackson, Wis., certain documents relative to matters testified to by him as principal of Beacon Bcstg. System. Action Jan. 12.

■ Granted petition by Grand Bcstg. Co. for leave to amend its application for new tv station to operate on ch. 13 in Grand Rapids, Mich., to supplement its financial showing; application is consolidated for hearing in Docs. 14407 et al. Action Jan. 11.

■ Pursuant to agreements reached at Jan. 10 prehearing conference in proceeding on am application of Raritan Valley Bcstg. Inc. (WCTC), New Brunswick, N. J., scheduled certain procedural dates and continued Feb. 7 hearing to Feb. 15. Action Jan. 10.

■ Pursuant to request of parties in matter of revocation of license of KWK Radio Inc. for KWK St. Louis, Mo., scheduled further prehearing conference for Jan. 11. Action Jan. 10.

■ Scheduled further hearing conference for Feb. 16 in Perrine-South Miami, Fla., tv ch. 6 proceeding. Action Jan. 9.

By Hearing Examiner Herbert Sharfman
■ After Jan. 5 prehearing conference, scheduled certain procedural dates and continued Jan. 15 hearing to April 16 in Santa Maria, Calif., tv ch. 12 proceeding. Action Jan. 9.

By Hearing Examiner Elizabeth C. Smith
■ Granted petition by Broadcast Bureau and extended to Feb. 9 time for filing proposed findings and conclusions and to Feb. 23 for replies in proceeding on application of Radio Americana Inc. for new am station in Baltimore, Md. Action Jan. 16.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Jan. 16
WQDY Calais, Me.—Granted increased daytime power on 1230 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and install new trans.; conditions.
KVCW(FM) Bartlesville, Okla.—Granted SCA on multiplex basis.
KCEN-TV (ch. 6), Bell Publishing Co., Temple, Tex.—Granted assignment of license to Channel 6 Inc.
KCEN-TV, Channel 6 Inc., Temple, Tex.—Granted transfer of control of Bell Publishing Co. to Frank W. Mayborn and C. A. Schulz (sole stockholders).
WSLS-FM Roanoke, Va.—Waived Sec. 3.205(a) of rules and granted mod. of license to permit establishment of main studio outside corporate limits of Roanoke at 1002 Newman Dr., Salem, Va. (WSLS trans. site).

KXAB-TV Aberdeen, S. D.—Granted cp to change ERP to vis. 304 kw, aur. to 155 kw; ant. height to 1,390 ft.; trans. and studio location; change in trans. type ant., and make changes in equipment.

KRON-FM San Francisco, Calif.—Granted cp to replace permit which authorized increase in ERP to 28.5 kw; ant. height 1,770 ft.; installation of new trans., new ant., and changes in ant. system.

WWST-FM Wooster, Ohio—Granted cp to install new trans.

WEGO-FM Concord, N. C.—Granted mod. of cp to change type trans. and type ant.

WBAC Cleveland, Tenn.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: KBLE (FM) Bellingham, Wash., to May 1; KCLB (FM) Carlsbad, Calif., to April 24; WNLC New London, Conn., to April 22; KOBV Tucson, Ariz., to July 4; KBMO Benson, Minn., to June 1; KQV-FM Pittsburgh, Pa., to May 1, without prejudice to such further action as commission may deem necessary as result of its final determinations with respect to (1) report of Network Study Staff; (2) related studies and inquiries now being conducted or considered; and (3) pending inquiry into compliance by broadcast licensees with Sec. 317 of Communications Act and related matters.

Actions of Jan. 15

KELE(FM), Anjo Bcstrs. & Telecasters Inc., Phoenix, Ariz.—Granted assignment of license and SCA to Camelback Bcstg. Inc.; consideration \$3,001.

WMUS Muskegon, Mich.—Granted cp to install new trans.

WMTR Morristown, N. J.—Granted cp to change type auxiliary trans. and increase

auxiliary power while using non-DA.

KZZN Littlefield, Tex.—Granted cp to install new trans. as alternate main at main trans. location.

WHIZ Zanesville, Ohio—Granted cp to install new trans.

WBHM Birmingham, Ala.—Granted mod. of cp to change ant.-trans. location.

KVPF Canyon, Tex.—Granted mod. of cp to change ant.-trans. location.

Following stations were granted mod. of cp to change type trans.: WHIR Danville, Ky.; KTIP Porterville, Calif.; WZRH Zephyrhills, Fla.; KWG Stockton, Calif.

Following stations were granted extensions of completion dates as shown: WYNE Baton Rouge, La., to May 1, and WOL Washington, D. C., to March 4.

Actions of Jan. 12

KWEI, Oxbow Broadcast Co., Weiser, Idaho—Granted transfer of control from Mervin V. Ling to Edwin C. Miller; consideration \$26,000 for 52% interest.

*WIPR-FM San Juan, P. R.—Granted cp to change frequency to 91.5 mc; ERP to 380 kw; ant. 770 ft.; condition.

WGAU-FM Athens, Ga.—Granted cp to change frequency to 95.5 mc and install new ant.

*WLAN (FM) Indianapolis, Ind.—Granted cp to increase ERP to 10 kw; decrease ant. height to 36 ft. and make changes in transmitting equipment.

WAKY, The McLendon Corp., Louisville, Ky.—Granted assignment of licenses to WAKY Inc. (owned by Lin Bestg. Corp.); consideration \$1,350,000; without prejudice to such action as commission may deem warranted, if any, as result of determinations reached with respect to the interest of McLendon Corp. in XETRA Tijuana, B. C., Mexico.

WTKM, Times Press Radio Inc., Hartford, Wis.—Granted mod. of license to change name to Top Hat Enterprises Inc.

Granted renewal of license for following stations: KEVL White Castle, La.; KUOA-FM Siloam Springs, Ark.; WAIK Galesburg, Ill.; WBBA Pittsfield, Ill.; WBCM Bay City, Mich.; WBLY Springfield, Ohio; *WCMO (FM) Marietta, Ohio; WCOL-AM-FM Columbus, Ohio; WDOQ Duquoin, Ill.; WEOL-AM-FM Elyria, Ohio; WFPM Fort Valley, Ga.; WHAL Shelbyville, Tenn.; WHAT-AM-FM Philadelphia, Pa.; WHOK -AM-FM Lancaster, Ohio; WIOI New Boston, Ohio; WLWJ Jackson, Ohio; WMOH Hamilton, Ohio; *WNUR (FM) Evanston, Ill.; WRCO Richland Center, Wis.; WXEN-FM Cleveland, Ohio; WLDY Ladysmith, Wis.

KLRJ-TV Henderson, Nev.—Granted cp to change type trans.; ERP vis. 12 kw, aur. 6 kw.

WKJF (FM) Pittsburgh, Pa.—Granted cp to install new trans. and new ant.; decrease ERP to 32 kw; increase ant. height to 530 ft.; condition.

WOSH Oshkosh, Wis.—Granted cp to install new trans.

WUSM Havelock, N. C.—Granted mod. of cp to change ant.-trans. location, change type trans. and make changes in ground system.

Following stations were granted extensions of completion dates as shown: KVLFTV Alpine, Tex., to July 11; WPBN-TV Traverse City, Mich., to July 31; KTAG-TV Lake Charles, La., to July 11; WTAL Tallahassee, Fla., to April 1; KEEL Shreveport, La., to June 1; KLIR Denver, Colo., to Feb. 28; KOCY Oklahoma City, Okla., to Feb. 28; WEAU Evanston, Ill., to March 15.

Actions of Jan. 11

KFTM, Morgan County Bestg. Co., Fort Morgan, Colo.—Granted transfer of control from Robert H. Dolph to Staton A. Dixon; consideration \$55,195.

WSUH, Colonel Rebel Radio, Oxford, Miss.—Granted assignment of licenses to Colonel Rebel Radio Inc.

Town of Akron, Akron, Colo.—Granted cp for new vhf tv translator station on ch. 11 to translate programs of KOA-TV (ch. 4) Denver, Colo.

Actions of Jan. 10

WBUC Buckhannon, W. Va.—Granted increase in power from 1 kw to 5 kw, continued operation on 1460 kc, D, and install new trans.; condition.

KFMQ-FM Lincoln, Neb.—Granted cp to increase ERP to 1 kw, install new ant. and make changes in ant. system (increase height); ant. height 125 ft.

*WUOT (FM) Knoxville, Tenn.—Granted cp to decrease ERP to 87 kw; change ant. height to 570 ft.; change ant.-trans. location,

Continued from opposite page

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Hillsborough	178,161	53,951	50,904	94.4	22,230	50,327	93.3	5,834
Merrimack	67,785	19,727	18,230	92.4	7,378	17,579	89.1	1,692
Rockingham	99,029	28,603	26,846	93.9	11,682	26,652	93.2	3,038
Strafford	59,799	17,179	16,302	94.9	5,804	15,576	90.7	1,247
Sullivan	28,067	8,584	7,944	92.5	3,090	7,122	83.0	287
Metropolitan Areas								
Lawrence-Haverhill	12,125	58,655	55,061	93.9	21,373	55,549	94.7	7,376
Manchester	95,512	29,462	27,990	95.0	12,103	27,758	94.2	2,884

UTAH

State totals	890,627	241,532	223,104	92.4	94,162	212,683	88.1	19,888
COUNTY TOTALS								
Beaver	4,331	1,244	1,156	92.9	480	1,032	83.0	36
Box Elder	25,061	6,610	6,268	94.8	2,700	6,098	92.3	477
Coche	35,788	9,892	9,603	97.1	3,579	8,291	83.8	264
Carbon	21,135	5,906	5,090	86.2	1,998	4,934	83.5	219
Daggett	1,164	319	287	90.0	32	159	49.8	—
Davis	64,760	15,408	14,651	95.1	6,814	14,484	94.0	1,450
Duchesne	7,179	1,772	1,633	92.2	302	1,306	73.7	34
Emery	5,546	1,539	1,273	82.7	323	1,311	85.2	19
Garfield	3,577	965	858	88.9	286	465	48.2	18
Grand	6,345	1,810	1,613	89.1	583	893	49.3	48
Iron	10,795	2,932	2,811	95.9	1,302	1,869	63.7	—
Juab	4,597	1,367	1,347	98.5	287	1,160	84.9	19
Kane	2,667	729	668	91.6	182	263	36.1	—
Millard	7,866	2,134	1,862	87.3	761	1,781	83.5	22
Morgan	2,837	754	734	97.3	80	615	81.6	20
Piute	1,436	401	347	86.5	164	310	77.3	19
Rich	1,685	458	442	96.5	179	343	74.9	16
Salt Lake	383,035	108,007	99,889	92.5	45,500	98,196	90.9	12,223
San Juan	9,040	2,063	1,601	77.6	314	1,010	49.0	60
Sanpete	11,053	3,356	2,920	87.0	1,215	2,829	84.3	65
Sevier	10,565	3,047	2,782	91.3	1,223	2,698	88.5	83
Summit	5,743	1,637	1,473	90.0	535	1,448	88.5	46
Tooele	17,868	4,665	4,111	88.1	1,377	4,353	93.3	255
Uintah	11,582	2,910	2,571	88.4	786	2,213	76.0	113
Utah	106,991	26,228	24,192	92.2	10,012	23,159	88.3	1,513
Wasatch	5,308	1,450	1,426	98.3	437	1,160	80.0	68
Washington	10,271	2,793	2,518	90.2	809	1,793	64.2	87
Wayne	1,728	469	430	91.7	98	410	87.4	—
Weber	110,744	30,667	28,548	93.1	11,804	28,100	91.6	2,714
Metropolitan Areas								
Ogden	110,744	30,667	28,549	93.1	11,805	28,099	91.6	2,715
Provo-Orem	106,991	26,228	24,192	92.2	10,016	23,160	88.3	1,513
Salt Lake City	383,035	108,007	99,891	92.5	45,503	98,201	90.9	12,222

VERMONT

State totals	389,881	110,732	102,736	92.8	42,414	97,344	87.9	7,325
COUNTY TOTALS								
Addison	20,076	5,225	4,511	86.3	2,024	4,489	85.9	414
Bennington	25,088	7,500	6,886	91.8	2,850	6,502	86.7	507
Caledonia	22,786	6,807	6,226	91.5	2,799	6,049	88.9	404
Chittenden	74,425	19,907	18,870	94.8	8,663	18,230	91.6	2,203
Essex	6,083	1,693	1,538	90.8	585	1,552	91.7	104
Franklin	29,474	8,120	7,554	93.0	3,019	7,660	94.3	487
Grand Isle	2,927	846	846	100.0	232	818	96.7	58
Lamoille	11,027	3,086	2,895	93.8	872	2,799	70.0	249
Orange	16,014	4,497	4,121	91.6	1,360	3,845	85.5	220
Orleans	20,143	5,594	5,297	94.7	2,019	5,133	91.8	205
Rutland	46,719	13,518	12,341	91.3	4,566	11,722	86.7	737
Washington	42,860	12,319	11,565	93.9	4,736	11,136	90.4	913
Windham	29,776	8,957	8,327	93.0	3,620	6,677	74.5	362
Windsor	42,483	12,663	11,759	93.0	5,069	10,732	84.8	462

WISCONSIN

State totals	3,951,777	1,146,342	1,096,785	95.7	499,012	1,046,172	91.3	104,572
COUNTY TOTALS								
Adams	7,566	2,411	2,160	89.6	520	1,927	79.9	20
Ashland	17,375	5,157	4,876	94.6	1,180	4,547	88.2	113
Barron	34,270	10,107	9,530	94.3	3,379	8,414	83.2	296

Continued on page 98

Continued on page 99

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

• SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.

• DISPLAY ads \$20.00 per inch—STATIONS FOR SALE advertising require display space.

• All other classifications 30¢ per word—\$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales manager. Small market experience. Must sell and be able to direct other salesmen. Good salary plus commission. Contact Sydney E. Byrnes, President, WADS, Ansonia, Connecticut. Regent 5-4806.

Top-flight manager with proven sales and promotion record. Needed for daytime in one of Mississippi's best markets. Newspaper affiliated station—WDDT. Write John T. Gibson, P. O. Box 1018, Greenville, Mississippi.

Sales

Louisiana. Sales-announcer, first ticket, as assistant manager. Box 104J, BROADCASTING.

Northern New Jersey, major independent growing multiple chain needs experienced salesman capable of management or sales manager, strong on personal sales, complete resume to Box 208J, BROADCASTING.

Immediate opening. Established Michigan 5 kw. Good commission, pension-insurance plan, expanding market. Prefer man from state or close-by. Mail resume. Box 342J, BROADCASTING.

Permanent future single California market. Guarantee plus commission. Experienced salesman. Box 391J, BROADCASTING.

Salesman: Commissions to 18% plus bonuses, at top rated middle of the road station in eastern market of 800,000. High initial guarantee. Box 488J, BROADCASTING.

Daytime, single market North Carolina station has opening for experienced salesman willing to participate in community and civic life. Prefer man who can do some announcing and program duties. Excellent future opportunity. Drifters or drunks need not apply. Send details first letter. Box 504J, BROADCASTING.

Sales manager established northeast daytime, metropolitan market. \$7,200 salary plus overrides. Good producer will earn nine to twelve thousand. Send full resume. Box 521J, BROADCASTING.

Opportunity radio salesman. Salary plus commission. Good market. KFRO, Longview, Texas.

Salesman needed by leading station. Salary plus commission. Announcing experience desirable. KTOE, Mankato, Minn.

Salesman wanted—Must have selling experience and car. Must want to work day and night. Great opportunity for very substantial income with 5000 watt station in thriving area around city of 30,000. Will guarantee \$100 a week minimum to start. Write detailed background and ask for appointment. H. M. Thayer, WGHQ, Kingston, New York.

Salesman-announcer for new station. Single station market. Salary plus commission. Send tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan. Personal interview required.

"Expanding. Southern group of top rated metropolitan stations expanding to new markets—seeking 2 executive type salesmen with management potential. Must be 30-40, married, experienced. Excellent guarantee—moving expenses—rapid advancement for producer. Area applicants given preference. Send photograph—references—complete resume today. Join a growing organization. McLendon Broadcasting Company—Suite 980 Milner Building—Jackson, Mississippi."

Help Wanted—(Cont'd)

Announcers

Wanted: 1st phone announcers for dominate 5 kw in rich west Texas. . . . Write and send tape to Box 102J, BROADCASTING.

Mid-South. Announcer-sales. First ticket. Managerial position. Box 105J, BROADCASTING.

New Jersey. Experienced news-man announcer. Salary commensurate with ability. Interview required. Send tape and resume. Box 264J, BROADCASTING.

Need a man with a first class ticket for one of America's foremost music stations. Send tape, pictures, and resume to Box 383J, BROADCASTING.

California single market looking for announcer with 1st phone. Permanent. Box 392J, BROADCASTING.

Announcer: 1st phone. Good on production, good voice. Be copy chief of top flight am station. Can use man with limited voice experience if production copy is good. Limited engineering. Start at \$100.00 per week. Good man can go to \$125.00 rapidly. Central states, medium market. Box 432J, BROADCASTING.

Announcer—minimum two years commercial radio experience. Pennsylvania small market chain with good opportunities, adult sound. \$430.00 per month to start, more guaranteed. Personal interview necessary. Send tape and resume. Box 458J, BROADCASTING.

California medium market needs experienced top 40 morning man with production savvy—first phone. Box 473J, BROADCASTING.

Announcer-dj. First phone, seven years experience all phases. Work combo or straight board. Locate anywhere immediately! Tape, photo, resume on request. Box 476J, BROADCASTING.

Morning Mayor wake-up dj for 150,000 market. Right salary and excellent working conditions for alert, personality who can combine the best of the top 100 with humor, contests, clubs, etc. Write us what you think a top-flight format should sound like. You will be expected to share in civic responsibilities of the station. We are in no hurry so send complete resume and audition tape after careful thought. Right man will have excellent opportunity to grow with station which has been established over ten years. Box 483J, BROADCASTING.

Announcer with first phone for major New York state market. Fine opportunity for bright mature person with production sense. Tape . . . complete resume. Box 484J, BROADCASTING.

Sports director-salesman. Midwest sports station wants experienced play-by-play announcer. Sales experience not necessary. Prefer midwesterner. Good credit necessary and reputable. Box 492J, BROADCASTING.

Combo man with first class ticket. Georgia fulltime station with outstanding facilities. Must be good engineer, average announcer. Applicants from southeast only. \$90 per week. Box 494J, BROADCASTING.

Good music CBS radio affiliate in midwest metro market of a quarter million needs evening personality. Also needed is a combo man strong on engineering. Both men send tape, photo and resume to Box 496J, BROADCASTING.

Immediate opening! First phone announcer. No maintenance—no experience necessary, will train. Send full resume, tape to: KCRB, Chanute, Kansas.

Help Wanted—(Cont'd)

Announcers

Announcer with first class ticket. Outstanding opportunity. Box 551J, BROADCASTING.

Not quite ready for Big-Time? Make your next move to KAGE. Get in on the ground floor of proposed new chain. You must be a "personality" dj . . . do good job on news . . . be able to handle production. Creativity a must. Rush tape, photo; resume to Vince Paul, KAGE, Winona, Minnesota.

Negro Dj, experienced sales and production with minimum regional speech characteristics. Mail tape, complete resume, recent photo, earnings, education. Only detailed replies considered. Upper midwest. Box 546J, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Announcer with first phone to live in Paradise. Hawaiian station needs experienced man with production sense, adult format. Maintenance desired on 1 kw operation. \$400 salary range. Send tape, photo, background to K-LEI, Kailua, Hawaii.

Announcer wanted: Progressive, good music station has opening for dj, 150,000 market, salary open, excellent benefits. Send resume and air check to Walt Yetter, KLIN Radio, Lincoln 8, Nebraska.

Auditioning announcers. Mature, straight man for solid adult music morning shift. KOLJ, Box 589, Quanah, Texas.

Wanted: Combination engineer-announcer with first phone. Air shift and maintenance. Small market and local station. Send all information and tape to Allen R. McIntyre, KNDC, Hettinger, North Dakota.

Announcer with first phone for position opening February 15. \$500 per month or more to right man. Send tape, resume, references and picture to Dan Breece, KOVE, Lander, Wyoming.

Immediate opening for experienced announcer. Some AM hours with top pop and night FM with good music format. Play-by-play would be helpful. Contact Manager, WAFC, Staunton, Virginia.

Needed at once: 1st ticket combo man, announcing or sales, proof of performance, maintenance. Also need announcer. Immediate opening. Phone Manager, 533-8021. WEAR, Bartow, Fla.

Wanted: Experienced announcer. Send all information, draft status, tape, availability. Rush to WCLW, 771 McPherson Street, Mansfield, Ohio.

Needed immediately: Energetic man to work in new, fully equipped mobile unit. Must be able to recognize and report news, conduct interviews, etc. Some board work. Progressive station in a progressive community. Good pay and extra benefits to qualified man. Send tape and resume to Clair L. Meekins, Program Director, WFIN, Findlay, Ohio.

Announcer, Charleston, West Virginia. \$85.00 per week. P.O. Box 3162, WHMS.

Good music regional, needs first phone announcer experienced or potential. Will teach. Good future. Write radio station WITY, Danville, Illinois, or call collect HI 6-1313—ext 2856.

Newsman: Have immediate opening for energetic newsgatherer, around 25 years of age, with car and good dramatic delivery. Must be willing to work as a team in a two man news department. Reply: WLEE, Box 8765, Richmond, Va., as soon as possible.

Help Wanted—(Cont'd)

Announcers

Florida. First phone announcer. Immediate opening. Send resume, tape and salary requirements to A. G. Fernandez, WKXY, Sarasota, Florida.

Network good music station wants experienced announcer. Good pay—good working conditions. Contact Robert C. Wolfenden, WMEV, Marion, Virginia.

Announcer with good voice and appearance interested in learning directing. Send audio, photo and resume. Must be available for personal interview. Program Manager, WSBA-TV, York, Pennsylvania.

Immediately: mature, pleasant modern-radio announcer with copy and production experience. Send tape, resume, salary requirements. WYSE, Lakeland, Fla.

Experienced first class licensed announcer. Box 1056, Twin Falls, Idaho.

Technical

Wanted . . . transmitter engineer. Must be familiar with transmitter maintenance. First class ticket required. Send resume to Box 317J, BROADCASTING.

Small market am/fm, middlewest. Chief engineer: total equipment maintenance, moderate announcing. Station, staff, conditions, future, all good. Box 522J, BROADCASTING.

Excellent pay for first phone who can read news and run easy-listening show for small daytime in New England. Box 554J, BROADCASTING.

Chief engineer, top California station, some air work. Immediate opening. Format, 1000 watt—24 hour directional. Good job for right man. KAFY, Bakersfield, California. Call collect Empire 6-4411 for Al Anthony or Paul Bappista.

Preventative maintenance is our problem. Want aggressive chief engineer experienced with RCA 5000 watt transmitter—directional antennas . . . no announcing. Salary to match ability. Send pictures, resume immediately to Scott Webb, Program Director, WCOA, Pensacola, Florida.

Transmitter engineer, am-fm. 1st phone, car necessary. WEOL, Elyria, Ohio.

Transmitter engineer, for #1-5 kw regional in Illinois second market. Opportunity for mobile maintenance. R. D. Schneider, Chief Engineer, WIRL, Peoria, Illinois.

Engineer-announcer. Maintain equipment at new 500 watt daytime. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Engineer. Immediate opening. WVOS, Liberty, New York.

"Chief Engineer for 50kw/10kw currently constructing. Part of Southern group building two 50kws. Excellent opportunity to gain experience constructing with Group Engineer—remaining as Chief upon completion. Once in a lifetime opportunity. Must send photograph—complete resume—detailed references—salary requirements first letter to Engineering Director—McLendon Broadcasting Company—P.O. Box 197—Jackson, Mississippi.

Production—Programming, Others

Program director with news and promotional experience for adult type radio station in Pennsylvania. Excellent opportunity for mature person. Box 464J, BROADCASTING.

KJEM, Oklahoma City, wants a newsman. 515 North Robinson, Central 2-6367.

News director—immediate opening. Outstanding medium size market—must have news gathering, writing, and editorial ability, versatility, willingness to work, minimum three years experience—farm news interest helpful. Send tape, photo, resume and salary requirements to R. W. Olson, Manager, KWOA-AM-FM, Worthington, Minnesota.

Help Wanted—(Cont'd)

Production—Programming, Others

Local news-coverage, good salary. Located approximately sixty miles from N.Y.C. WBNR, Beacon, New York.

Newsman—radio and television capable leg and air man with small market station experience who can gather, write and air news; journalism educational background preferred; married; veteran; stable and dependable with good references. Salary commensurate with experience and ability. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio. Sterling 2-1145.

RADIO

Situations Wanted—Management

15 years experience, management, sales management. First phone. Excellent references. Box 313J, BROADCASTING.

Attention—station owners & managers. When was the last time you found great potential sales management material? High-flying sales personality ready for second-stage development. If your organization is ambitious, aggressive & promotional-minded . . . If you mean business (\$), and want business . . . with an opening for local, regional or national sales manager. Write Box 355J, BROADCASTING.

Southern California or Arizona. Manager-sales manager offers you creative ideas and business judgement based on talent and experience. Presently employed with impressive record of profits and success. Seeking interesting, long-term opportunity. Box 397J, BROADCASTING.

Manager now employed desires new location. Can sell! Can produce! College graduate. Years of experience. Dependable. No bad habits. Box 472J, BROADCASTING.

Manager, heavy sales. For small to medium market. Thirteen years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and employer references. Box 490J, BROADCASTING.

Man and wife team, manager, sales-manager combination, now running successful small operation in deep south where we threw out all rock & roll, put in solid adult programming, worked hard and tripled business in less than one year. Middle-aged couple, long-experienced, desire a change, greater challenge and opportunity. Will consider south or southwest only. Box 502J, BROADCASTING.

Name it, I've done it! 27 years in broadcasting radio and tv. There's nothing stale about me: I'm creative and talented! I love this business. I'll manage, program, produce, write and promote. If you want me, I'll talk business. But you must need me! Box 520J, BROADCASTING.

30 year broadcast veteran. Family man. No boomer. Bondable. Income \$10,000—plus. Florida, Hawaii, California, Oregon or Washington preferred. Box 523J, BROADCASTING.

Young, 31, family man, eight years radio, 4½ management, seeks opportunity. Currently employed. Experienced all phases local operation. Salary plus. Box 538J, BROADCASTING.

Stop! Look! Please read: Available a stable, conscientious, mature, hard-working experienced 'pro' with twelve years practical and successful documented radio general manager-sales manager background. Now top television employed, but stymied. A solid executive with sales know-how. V.I.P. References. Confidential. Box 544J, BROADCASTING.

Aggressive, honest, dual management sales team. Extensive proven experience. Immediate long term results guaranteed. Presently successful management status, top 30 markets, complete information first letter, if bonified, completely confidential. Interested only in genuine propositions. Box 547J, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Quarter century in broadcasting. One year earned \$200,000. Management contract with participation sought in Hawaii, West Coast, Florida. Box 524J, BROADCASTING.

Sales

Top billing salesman in present market. History of #1 ratings in personality format in markets up to 300,000. Will consider sales, announcing, or both. Top 25 markets only. Box 406J, BROADCASTING.

Ambitious sales manager seeking increased opportunity. Highly successful, conscientious, reliable. Excellent character—best of business and personal references. I'm seeking a bright future through hard work with any company offering realistic opportunities. Box 518J, BROADCASTING.

Radio salesman. Management and public relations experience. Want earning potential \$10,000 plus. Small-medium market. Box 539J, BROADCASTING.

Salesman-announcer: Contact Bud Wilkey, Orange, Mass., Kingsdale 4-3117.

Announcers

Baseball season's coming should you need capable sportscaster—Contact immediately. Currently sports director. Four years experience—draft free. Box 338J, BROADCASTING.

Staff announcer desires location in metro market. 8 years experience in all phases of production including play-by-play. Resonant, pleasing voice. Married, college, dependable. Box 361J, BROADCASTING.

Number one Hooper in fifth market! O&O dj can do same for you! Experience includes commercial and personality shows in radio and tv . . . movies, slide films, narrations. Can make remote broadcasts profitable for you and clients. Enthusiastic dignity results from experience, appearance, education. Nov.-Dec. Hooper, tapes, pictures and resume on request. Box 384J, BROADCASTING.

Have first phone—will travel. Prefer mid-west, Florida, west coast. Fifteen years all phases. Strong news-sports, tops in c&w. Interested sales-announcing-management. Have extensive background. Married-sober-reasonable. References. Box 400J, BROADCASTING.

Attention stations 150 miles from N.Y.C. 3 years experienced dj-announcer. Tight board, happy personality. Not a floater or screamer. Excellent references. Box 427J, BROADCASTING.

Basketball announcer available — prefer Indiana. Consider elsewhere. Box 438J, BROADCASTING.

D.J., 24, married, resonant voice, 1½ years experience, draft exempt, top 40 or adult formats; presently employed but seeking advancement. Box 475J, BROADCASTING.

Experienced combo dj—24, 1st phone. Morning experience. Presently employed. Box 477J, BROADCASTING.

World's wake-a-thon champion available. Currently working top 5 market with swinging personality show. 27, family man, 1st phone. Box 479J, BROADCASTING.

Looking for top 40 or evening spot. Medium market—presently employed. Box 481J, BROADCASTING.

College grad. One year commercial experience as announcer-dj. 22, intelligent, knowledge of music. Ohio, Indiana, Kentucky. Tape, pix, resume on request. Box 489J, BROADCASTING.

Country western-dj: well known, top rated, seeks to relocate in southern market. 10 years experience. Box 498J, BROADCASTING.

Announcer, mature sound, tight board, experienced, veteran, not a floater. Box 505J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Sports announcer, play-by-play. Basketball, baseball, football. Finest references. Box 506J, BROADCASTING.

Mature, experienced announcer seeks advancement to major market. Authoritative, award-winning news, professional commercial delivery, adult good music stations only! 8 years experience, married, top references, for tape and resume, write Box 507J, BROADCASTING.

Top 40 dj, 1½ yrs. broadcasting school, desires to locate near Eastern shore or resort area. Tape, resume on request. Box 528J, BROADCASTING.

Announcer/salesman. Young, Cheerful. Versatile. Capable. Tight productions. Tape available. Box 530J, BROADCASTING.

Experienced announcer immediately available, will rush tape. College, veteran, married. Box 532J, BROADCASTING.

9 years experience—P.D., announcing, play-by-play and sales, 28, family and college graduate. Employed southeast. Seeking sports-minded station demanding excellent character, permanency and dependability. Box 533J, BROADCASTING.

Sound creative thinking in both—operate board. Desire northeastern locale. Box 536J, BROADCASTING.

5 years radio/tv. 3 years films, transcriptions. Tape, resume. Box 541J, BROADCASTING.

Negro announcer, dj. Looking for employment—will travel. Graduate of N.Y.S.A.S. Box 543J, BROADCASTING.

Seven years all phases. Desires livable salary plus job security. Box 548J, BROADCASTING.

Negro announcer, experienced network quality. Desires swinging position, opportunity, fair pay. Box 550J, BROADCASTING.

D.J./Announcer in medium market desires larger market and salary. Fast format experience—married and draft exempt. Box 552J, BROADCASTING.

Experienced, "top-forty," good-music, 1st phone, top production, tight board. Bright sound, preferably Rocky Mountain area, medium or metropolitan station. Available February 5th. Bob Neira, KLMR, Lamar, Colorado.

The unmatched bookends—each has 7 years experience, good tight production, sales, promotion and agency work. One has a ticket. Both family men. Norm and Ray have the No. 1 ratings in their time segment. This is your chance to get one or both of Montana's two top personalities—we're on our third pair of snow shoes and it's thirty below—Keeriminy it's cold—get us out of here. Call 45-42638 or 45-27762 immediately, or write to 820 Third Avenue, Northwest, Great Falls, Montana.

D.J., 5 years, No. one station in city of 100,000. Married, 1 child, 1st phone, draft exempt. Tight board, management knows. Prefer midwest "Smilin Sam." Phone 8-0628, Sioux City, Iowa.

Announcer Training Studios now has broadcast technicians and announcers with 1st class licenses available. 25 W. 43 St., New York City. OXford 5-9245.

Technical

Experienced, college trained broadcast engineer desires position, am, fm, or tv. Box 312J, BROADCASTING.

Experienced 1st phone desires permanent job with progressive station. Twelve years in am-fm as staff and chief engineer. Interested in all good possibilities. Box 424J, BROADCASTING.

Experienced first phone seeking position in New Jersey, engineering only. Box 462J, BROADCASTING.

Engineer, 32, married, 1st class ticket, heavy technical background, some announcing, am/fm facilities, television—seeks position as engineer, chief engineer. Box 537J, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Journalism graduate with both radio and tv news experience. Wants to relocate in northern Ohio or nearby. Box 474J, BROADCASTING.

Outstanding executive secretary with unusual background desires position offering responsibility. Experienced in hiring and supervising office staff. Capable of freeing general manager for his important duties. Box 485J, BROADCASTING.

News doctor available to rejuvenate sick news department in midwest station. Box 487J, BROADCASTING.

Experienced newsman—local. Desire to settle in Lower Michigan. Now employed. Write Box 495J, BROADCASTING.

Looking for a cute young thing? I'm not for you! Want a gal long on experience? Try me. Box 497J, BROADCASTING.

Community minded women's director. Ten years experience. Secretarial, continuity, service, air work. Want good music station with good public relations. Box 516J, BROADCASTING.

Major market announcer wants p.d. or personality spot west or southwest. Currently top d.j. 50,000 watt NBC radio. Five years radio-tv. Married, veteran, 29. Box 517J, BROADCASTING.

Experienced writer—announcer seeks writing position with progressive station northeast. Salary open. Box 519J, BROADCASTING.

Program director with outstanding record as administrator and 13 years experience metropolitan markets as air personality—newsman, desires immediate return to Jersey-Pennsylvania-Maryland area. College. Family. Employed. Want PD-airman combination. Can write, dig news also. Plenty savvy. We both can gain greatly. Interested. Box 529J, BROADCASTING.

Veteran news-man, excellent local news. Play-by-play sports. Box 540J, BROADCASTING.

Experienced all phases, present p.d. Desires job plus opportunity to purchase stock through pay. Box 549J, BROADCASTING.

TELEVISION

Help Wanted—Sales

Local-Regional sales manager—southeastern vhf—top 50 markets wants experienced tv sales manager. Excellent salary, plus fringe benefits. Oversee two local salesmen . . . immediate opening. Box 503J, BROADCASTING.

Technical

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirements to Box 226J, BROADCASTING.

Field engineer—To travel within U. S. Familiar vhf propagation and wired tv distribution systems; will train in special techniques for CATV systems. Write in confidence: General Manager, Entron, Inc., Systems Construction Division, Box 287, Bladensburg, Maryland.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWs-TV, Roswell, New Mexico.

The University of Michigan has an immediate opening for a studio engineer. Applicants should be experienced in installation, maintenance and operation of equipment. License preferred. Opportunity to enroll in University course work. Starting salary of \$4,500 to \$5,400 depending on education and experience. Liberal benefit program. Send resumes to Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Mich. An Equal Opportunity Employer.

Help Wanted—(Cont'd)

Production—Programming, Others

Writer—Experienced man, for midwest am-fm operation to write commercial copy all media. Prior television experience not a necessity. Supervisory duties an early possibility. Send personal dossier to continuity director, WOOD-TV, Grand Rapids, Michigan.

TELEVISION

Situations Wanted—Management

Proven sales manager medium market ready for general manager opportunity. Box 435J, BROADCASTING.

Presently employed major market tv sales manager with fifteen years experience all phases sales and management wants to assume total sales and/or management responsibility for tv station in growth market, preferably west. Box 534J, BROADCASTING.

Announcers

Chief announcer, 10 years all phases radio-television seeks progressive operation. Selling midwest voice, top-rated dj. Long list sponsor and agency endorsements. Family man, loyal hard worker, draft exempt. Box 401J, BROADCASTING.

Experienced female on camera tv personality wants new exposure. Write copy—Produce salable programming. Extensive tv-radio background. Box 478J, BROADCASTING.

News and sports—Good schooling, plus two years experience. However, have been in bowling operations past seven years. Would like tv. Bowling or news or sports. Box 482J, BROADCASTING.

Tv announcer. Highly professional, versatile. Big or major markets only. Box 493J, BROADCASTING.

Experienced quality announcer. Have reached peak here, desire to relocate in progressive market. Maybe yours? Audition. Film on request. Box 525J, BROADCASTING.

Technical

Now employed experienced chief engineer with other qualifications, seeking employment with a future. Welcome opportunity with tv. Box 305J, BROADCASTING.

Former chief engineer am station; presently communications engineer with major electronic company. Desires engineering position—prefer tv engineering. Young married, capable, veteran. Will furnish references and resume. Box 501J, BROADCASTING.

Cameraman seeking permanent employment. First phone. Experienced. Box 542J, BROADCASTING.

Tv transmitter, immediate, middle west or south-west. Jeff Rice, YMCA, Baton Rouge, La.

Production—Programming, Others

Veteran tv program director of eastern vhf seeks growth opportunity in large northeastern market. 14 years broadcast experience. Top reputation in operations, programming, film buying and videotape. Age 32, married. B. A. and M. S. degree in television. Box 471J, BROADCASTING.

Director-announcer—2 years tv production experience in major midwest market. Can and will announce. Good, mature voice, can sell. Prefer midwest. 27, college graduate, veteran. Immediately available. Box 486J, BROADCASTING.

Director. Best in southwest. Tired of babysitting. Desire crew with station pride. 7 years experience. Executive ability. Famously future paramount. Box 491J, BROADCASTING.

Childrens show personality. Six years experience with excellent results. Wish to relocate for right offer. Box 499J, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Director . . . mature commercial style. Seven years highly successful experience. Seeking active market with good opportunity. Box 500J, BROADCASTING.

Operations—production manager. Twelve years television, including vtr. Seeking new challenge. Top references. Married. Box 545J, BROADCASTING.

FYI—Employed on-camera sponsor pleaser wishes to relocate for permanent position with responsibility, challenge and professional pay with northeast megalopolis station. 5 years background. Box 553J, BROADCASTING.

TV radio jack of all trades . . . extensive experience in television talent. Writing, production, continuity etc. Promotion manager for 50,000 watt clear-channel radio station in major market. Have announcing experience, will re-locate, can fit almost any position a progressive television station can offer. Wish to get back into tv in large market. Will do radio work too. If you're looking for a promotion manager, production man, director, talent, etc., I'm your man. Reply Albert Fisher, 6240 Vermillion Blvd., New Orleans 22, La.

FOR SALE

Equipment

To move fast. RCA BTF 3B 3kw fm transmitter. \$3500. Westinghouse fm-10 10kw fm amplifier. \$5000. 4 bay Andrew antenna now tuned to 94.1 mc \$200. 11, 20 foot sections 1 5/8" Andrew teflon transmission line (in use 6 months). \$450. All above equipment in good shape and now on the air. Box 511J, BROADCASTING.

For Sale: 250 watt RCA fm transmitter . . . BTF-250A. Also, 100 ft. air filled coax and 1.5 gain antenna. All for only \$2,000 FOB. Waxahachie, Tex. Wire or phone, Richard Tuck, KBEC, Waxahachie, Texas. WE 7-1390.

RCA 76-B console with power supply—\$400.00. 8 20-foot lengths 1-5/8" 51 ohm rigid transmission line plus miscellaneous random lengths and fittings—\$350.00. General radio GR 731 AM modulating monitor—\$150.00. Dry-air automatic dehydrator—\$75.00. All items recently taken out of service. F.O.B. Medford. Call or write Ellis Feinstein, Chief Engineer, KMED, Medford, Oregon.

Collins announcer—excellent condition—used only couple times. Selling to the highest bidder. George J. Volger, Manager, radio station, KWPC, Muscatine, Iowa.

GE phasitron tubes, type GL-5593. Guaranteed in good condition. New price \$270.00 each. Sale price \$75.00 each. WFMB, Nashville, Tennessee.

Microwave equipment—Raytheon transmitter and rack (model-1c) and Raytheon receiver and rack (RTRR-1c), dishes, etc. Price for all, \$3,850.00. Good condition. WHUT, Anderson, Indiana. Phone 644-1255.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

Western Electric 1 kw or 3 kw fm transmitter. Must be reasonably priced. KPEN, 1231 Market Street, San Francisco, California.

Wanted immediately—used Auricon 16 mm sound camera, also Vidicon/I.O. camera chain. Joel Leonard, WXTV, Youngstown 2, Ohio.

Wanted to Buy—(Cont'd)

Equipment

Console, single or dual, WE25B. Collins or similar or what have you. Write: manager, WYNS, Box 115, Palmerton, Pennsylvania.

Wanted: Audio Signal generator; no noise and distortion meter. Box 133, Blacksburg, Va.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting March 7, May 9, July 11. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method. 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Turn unsold time into immediate cash! Quality item made to sell at \$4.00. You advertise at \$2.00 (with order), retain 25%. Especially suited to radio for quantity sales. Write for details—Box 232J, BROADCASTING.

Program polkas? 22 long plays for \$25.00 check. Prepaid. Polkaland, 2318 Saemann, Sheboygan, Wisconsin.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . \$5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

**For Best Results
You Can't Top A
CLASSIFIED AD
in**

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO

Help Wanted—Management

MANAGER SERVICE DEPARTMENT

Leading broadcast equipment manufacturer has outstanding opening for man with experience in broadcast station engineering plus service experience with broadcast equipment manufacturer.

Chance to grow with expanding firm. Permanent. Advancement. Complete employee benefit program. Ideal living conditions with top quality school system.

An equal opportunity employer. Send complete summary to:

Box 446J, BROADCASTING

BROADCAST EQUIPMENT SALES MANAGER WANTED

Established California equipment manufacturer has opening for sales manager, with strong TV and FM equipment background. Must be conscientious, hardworking have successful sales background.

Position entails responsibility for complete product line marketing, proposals, and sales management thru distributors.

Required: Self starter, poise and maturity; knowledge of TV and FM antennas, sales promotion, product planning, industry shows, etc. Excellent starting salary with attractive incentive program. Some travel necessary. Send resume together with photo to Box 514J, BROADCASTING.

Production—Programming, Others

PRODUCTION SUPERVISOR

We need an experienced announcer who wants to write copy and supervise production. No air work. Send sample, tape, and state salary.

KSTT, Davenport, Iowa

RADIO

Situations Wanted—Announcers

"DONN PARKER SOON AVAILABLE. Rated #1 by Hooper and Pulse as Boston's top afternoon traffic hour personality. Smooth in any format. Idea man. Call Malden, Massachusetts, at DA 4-3106 or write Box 509J, BROADCASTING."

Situations Wanted—(Cont'd)

TOP TEN PROGRAM EXECUTIVE

seeking greater challenge past performance proves successful system . . . be Number 1, and still sell your sound! Rating success story . . . best industry. References!

Box 515J,
BROADCASTING

TELEVISION

Help Wanted—Sales

TV FILM SALES EXECUTIVE

Major TV Film Syndication Company seeks top-level SALES EXECUTIVE for challenging position in New York headquarters. Excellent remuneration, plus incentives. All replies will be treated in strict confidence.

Box 508J, BROADCASTING

Production—Programming, Others

Award winning News Department Midwest TV Station needs experienced photographer. Must handle silent and sound film and darkroom work. Send resume and samples to Box 512J, BROADCASTING.

EMPLOYMENT SERVICE

WANTED IMMEDIATELY!

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
FEderal 9-0961

INSTRUCTIONS

THE AMERICAN BROADCASTING SCHOOL

Offices fully trained and commercially oriented personnel. What are your needs?
News • Sports • C&W • Top 40 • Jazz
Sales • Programming • Men • Women

HELENA BLDG., NORFOLK, VA.
State Needs—Tape, Photo, Resume Rushed

Instructions—(Cont'd)

MOVING? SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

WANTED TO BUY

Stations

UPPER MIDWEST RADIO STATION. Current station owner desires to purchase another property. Financial statement supplied on request. All replies confidential. All markets considered. Write Hart Cardozo Radio Station KATE, Albert Lee, Minnesota.

FOR SALE

Stations

Available—For Sale:

Two A.M. radio stations in deep Gulf South. Each independently owned and operated. One 1000 watts daytime. Other 1000 watts daytime—250 watts night. Approximately 90 air miles apart. Reason for selling—owners retiring and have other interests. Only bona-fide inquiries will be answered. For details, write P. O. Box 1466, Baton Rouge, Louisiana.

Mich	single	daytimer	60M	terms
Iowa	single	fulltime	77M	15dn
Fla	small	power	90M	29%
West	small	VHF-TV	150M	29%
Ca	metro	fulltime	175M	cash
South	major	fulltime	400M	100dn
N.E.	Top 30	daytimer	425M	terms

And others.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

ARIZONA NEW LISTING. Single Market. Asking \$80,000. \$18,000 down. "Exclusive."
CALIFORNIA ABSENTEE OWNED. Must sell. Asking \$115,000. "A GUNZENDORFER Exclusive."
OTHERS IN ROCKY MTS. OREGON AND ARIZONA from \$78,000.

WILT GUNZENDORFER AND ASSOCIATES

8630 W. Olympic, Los Angeles 35, Calif.
Licensed Brokers Financial Consultants

Continued from page 93

make changes in ant. system (increase height) and install new ant.; remote control permitted; granted cp to install new auxiliary trans; remote control permitted.

KFNF Shenandoah, Iowa—Granted extension of authority to operate with 7:15 p.m. sign-off, Mon.-Sat., inclusive, and 7:30 p.m. on Sundays for period ending March 31, except for special events.

KTIX Seattle, Wash.—Granted extension of completion date to June 15.

Actions of Jan. 9

EZ-TV Inc., Northome, Big Fork and Max, Minn.—Granted cps for new vhf tv translator stations on chs. 4 (KDAL-TV), Duluth, Minn., and 5 (WDSM-TV), Superior, Wis., via intermediate translators; chs. 7 (KDAL-TV) and 9 (WDSM-TV); chs. 11 (KDAL-TV) and 13 (WDSM-TV) via intermediate translators; condition.

Action of Jan. 8

KPSD(FM) Dallas, Tex.—Granted authority to remain silent pending possible relocation of station to new site. (cp on 105.3 mc; 8.8 kw; ant. 130 ft.).

License renewals

WMTN Morristown, Tenn.—Granted renewal of license.

WCOW-FM Sparta, Wis.—Granted re-

For Sale Stations—(Cont'd)

Ark. medium regional \$150,000—Ala. med. f.t. \$42,500—Colo. med. f.t. \$75,000—N. M. medium regional \$150,000—Ind. regional \$78,000—N. Y. major regional \$135,000—Tex. metro regional, over \$52,000 cash-flow profit. \$250,000 with 20% down—Tex. regional \$70,000—Tex. f.t. \$70,000—Tex. metro f.t. \$425,000—Tex. metro regional \$265,000—La. single \$26,950—La. single \$40,000—Ark. major regional \$180,000—Tenn. single \$82,500—Tenn. major regional f.t. \$375,000—Tenn. major regional f.t. \$225,000—Miss. single \$40,000—Miss. single \$45,000—Ala. major f.t. regional \$300,000—N. M. major f.t. regional \$250,000—Fla. metro power \$237,000—22 others.

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17. TEXAS

STATIONS FOR SALE

WEST NORTH CENTRAL. Fine, profitable daytimer serving trade area of 50,000. \$100,000 annual gross. Asking \$190,000 with 29% down including real estate.

EAST SOUTH CENTRAL. Top market. Gross \$108,000. Asking \$200,000. Excellent terms for qualified buyer.

SOUTHWEST. Full time. Absentee owned. Dynamic growth area. Asking \$180,000. Terms.

JACK L. STOLL & ASSOCS.

Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif. HO 4-7279

FOR SALE

Small Market—Day Timer
Mid-America—Money-maker.
Cash or some terms—
Deal direct and Save.
No Brokers—Confidential.
Tell all first repy.

Box 480J, BROADCASTING

FOR SALE

Southern New England daytimer in excellent market. Grossing over \$10,000 per month. Valuable real estate included. \$225,000. No brokers. Convenient Terms. Box 535J, BROADCASTING.

newal of license without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached in *Tomah-Mauston Bcstg. Inc. vs. FCC*, now pending before Court of Appeals for District of Columbia. Chmn. Minow not participating. Action Jan. 17.

■ Granted (1) renewal of license of Prosser-Grandview Bcstrs. Inc. (KARY), Prosser, Wash., and (2) relinquishment of positive control by Forest H. Bishop to Raymond Rockstrom et al through surrender of 31.67% interest to licensee for consideration of \$8,500. By letter, advised licensee that while its failure during composite week to broadcast any programs in three program categories, which was in variance with its previous program proposals, constitutes failure to exercise degree of responsibility which commission has right to expect of its licensees, its program proposals and its stated intent for ensuing license period warrant short-term grant of its application for renewal of license. However, since only about one year remains in present license period, commission granted application for regular period, although it considers such action as equivalent of short-term grant. Comrs. Hyde and Craven dissented to letter. Action Jan. 17.

Rulemakings

■ Commission invites comments to notice of proposed rulemaking looking toward reassigning unused commercial ch. 30 from Elmira, N. Y., to Corning-Elmira, jointly, for noncommercial education use, as petitioned for by National Education Tv & Radio Center. Action Jan. 17.

■ By memorandum opinion and order, commission denied petition by Great Lakes Tv Co. (WSEE-TV), ch. 35, Erie, Pa., for rulemaking to assign second vhf channel to Erie. Action Jan. 17.

PETITION FILED

Sec. 3.606: Harrison M. Fuerst, d/b as Alamosa Telecasting Co., Alamosa, Colo. (1-2-62)—Requests amendment of rules so as to reallocate ch. 3 from Alamosa, Colo., to Colorado Springs, Colo. Ann. Jan. 12.

PETITION DENIED

Sec. 3.606: Tv Bcstg. Circuits Inc., Tuscaloosa, Ala. (10-9-61)—Requests amendment of rules so as to assign ch. 25 to Tuscaloosa, Ala. Denied by memorandum opinion and order adopted Jan. 3, 1962, and released Jan. 9, 1962.

PETITIONS DISMISSED

Sec. 3.606: Gann Tv Enterprises, KDAS-TV, Kingsburg, Calif. (11-20-61)—Requests assignment of ch. 21 from Hanford, Calif., to Kingsburg, Calif. Proceeding dismissed. Improperly classified as rulemaking.

Sec. 3.606: Jay Edwards, William Wheat & James A. Chase, Angola, Ind. (12-1-61)—Requests amendment of rules so as to assign uhf ch. 26 to Anderson, Ind., in lieu of ch. 83, now assigned. Letter requesting dismissal of petition filed Jan. 8, 1962.

Processing line

■ In accordance with commission action of Jan. 10, 1962, granting waiver of Sec. 1.354(c) of rules permitting below-described application to be placed at top of processing line, notice is hereby given that on Feb. 19, 1962, application BP-15298: NEW Tawas City-East Tawas, Mich.—Superior Bcstg. Co. Req: 1480 kc, 1 kw, DA, D (Requests facility of station WIOS) will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of rules, application, in order to be considered with this application or with any other application on file by close of business on Feb. 16, 1962, which involves conflict necessitating hearing with this application, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on February 16, 1962, or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(i) of rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. Jan. 12.

RADIO-TV SET COUNTS

Continued from page 93

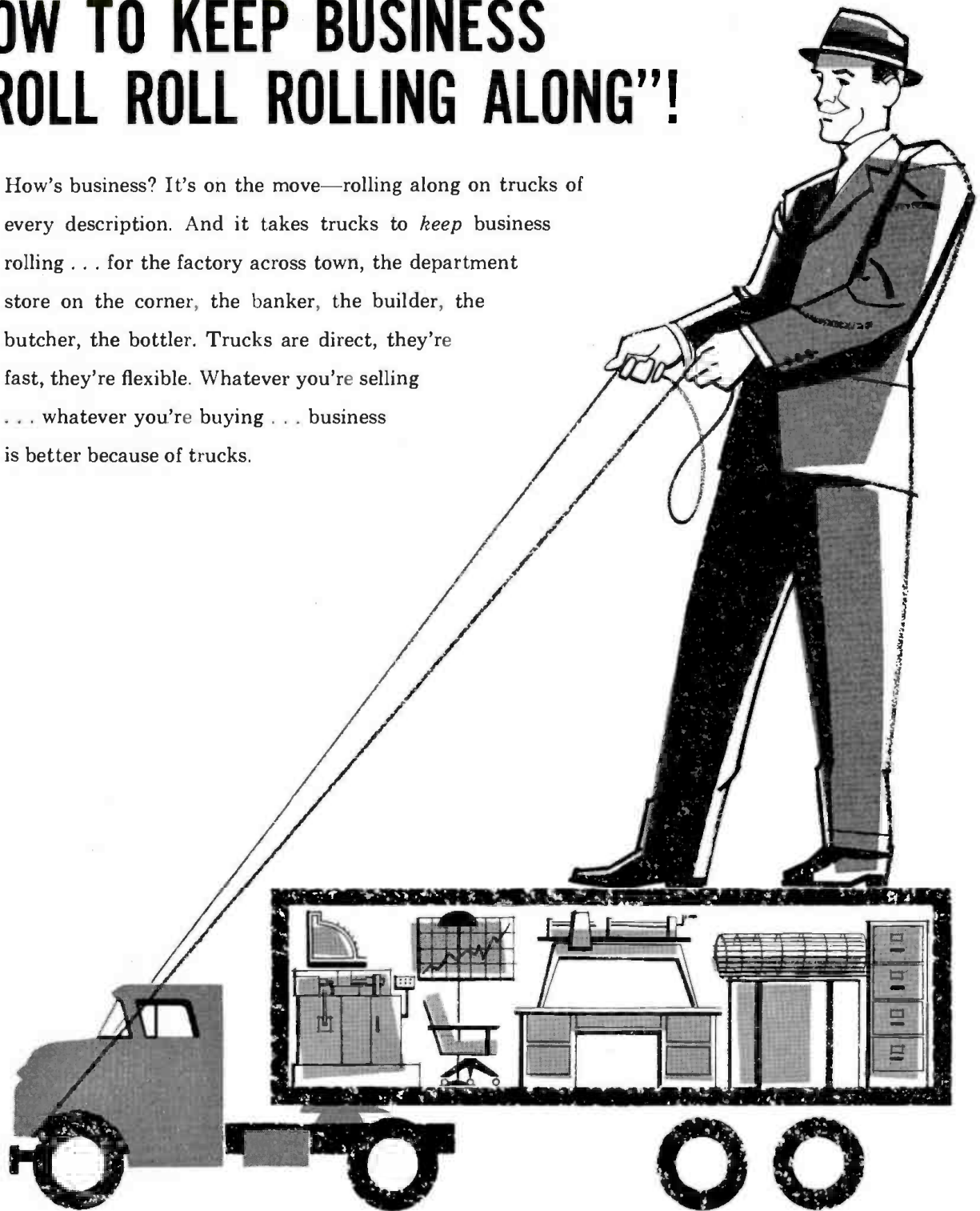
Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Bayfield	11,910	3,587	3,441	95.9	1,147	3,187	88.8	145
Brown	125,082	33,377	32,010	95.9	14,972	31,900	95.6	4,321
Buffalo	14,200	4,083	3,778	92.5	1,357	3,510	86.0	96
Burnett	9,214	2,898	2,713	93.6	671	2,390	82.5	123
Calumet	22,268	5,883	5,543	94.2	2,225	5,386	91.6	419
Chippewa	45,096	11,936	11,354	95.1	3,946	10,836	90.8	634
Clark	31,527	8,762	8,222	93.8	2,832	7,136	81.4	234
Columbia	36,708	10,912	10,574	96.9	4,342	9,605	88.0	440
Crawford	16,351	4,515	4,267	94.5	1,365	3,956	87.6	60
Dane	222,095	63,451	61,301	96.6	31,839	55,367	87.3	5,394
Dodge	63,170	17,863	17,321	97.0	6,851	15,836	88.7	785
Door	20,685	6,149	6,013	97.8	2,319	5,723	93.1	581
Douglas	45,008	13,687	13,036	95.2	5,144	12,564	91.8	1,492
Dunn	26,156	7,437	6,822	91.7	2,179	6,432	86.5	170
Eau Claire	58,300	17,113	16,345	95.5	7,779	15,355	89.7	1,347
Florence	3,437	1,041	1,041	100.0	332	914	87.8	52
Fond du Lac	75,085	21,042	20,095	95.5	9,109	18,994	90.3	1,262
Forest	7,542	2,191	1,861	84.9	564	1,664	75.9	62
Grant	44,419	12,364	11,729	94.9	4,571	10,086	81.6	238
Green	25,851	7,760	7,502	96.7	3,285	6,886	88.7	259
Green Lake	15,418	4,856	4,679	96.4	1,893	4,252	87.6	249
Iowa	19,631	5,436	5,095	93.7	1,410	4,641	85.4	78
Iron	7,830	2,459	2,415	98.2	950	2,215	90.1	153
Jackson	15,151	4,464	4,327	96.9	1,257	3,733	83.6	175
Jefferson	50,094	14,776	14,271	96.6	6,426	13,582	91.9	919
Jeneau	17,490	5,251	4,654	88.6	1,380	4,082	77.7	128
Kenosha	100,615	29,545	27,716	93.8	12,533	27,576	93.3	2,701
Kewaunee	18,282	5,004	4,701	93.9	1,613	4,634	92.6	248
La Crosse	72,465	21,104	20,388	96.6	9,335	19,528	92.5	1,456
Lafayette	18,142	5,003	4,823	96.4	1,778	4,341	86.8	132
Langlade	19,916	5,654	5,460	96.6	1,716	4,976	88.0	454
Lincoln	22,338	6,632	6,281	94.7	2,204	6,087	91.8	394
Manitowoc	75,215	21,473	20,855	97.1	9,509	20,486	95.4	1,765
Marathon	88,874	24,398	23,522	96.4	9,086	22,791	93.4	1,620
Marinette	34,660	10,141	9,500	93.7	3,751	9,570	39.2	706
Marquette	8,516	2,673	2,519	94.2	655	2,132	79.8	42
Milwaukee	1,036,041	314,875	302,914	96.2	157,124	292,446	92.9	43,373
Monroe	31,241	8,332	7,922	95.1	2,742	7,143	85.7	296
Oconto	25,110	7,099	6,419	90.4	2,160	6,338	89.3	416
Oneida	22,112	6,499	6,048	93.1	1,834	5,504	84.7	293
Outagamie	101,794	27,114	26,369	98.2	13,364	26,064	96.1	2,964
Ozaukee	38,441	10,417	10,117	97.1	5,290	9,722	93.3	1,534
Pepin	7,332	2,042	1,884	92.3	617	1,713	83.9	87
Pierce	22,503	6,270	5,956	95.0	1,957	5,657	90.2	367
Polk	24,968	7,458	6,861	92.0	2,120	6,822	91.5	243
Portage	36,964	10,075	9,509	94.4	3,738	9,074	90.1	501
Price	14,370	4,354	4,062	93.3	1,000	3,382	77.7	93
Racine	141,781	40,736	38,740	95.1	19,986	38,741	95.1	4,892
Richland	17,684	5,113	4,954	96.9	1,851	4,315	84.4	160
Rock	113,913	33,612	31,948	95.0	15,299	31,198	92.8	2,532
Rusk	14,794	4,244	3,925	92.5	967	3,531	83.2	21
St. Croix	29,164	8,074	7,688	95.2	2,753	7,532	93.3	658
Sauk	36,179	10,861	10,211	94.0	3,605	9,209	84.8	306
Sawyer	9,475	2,926	2,733	93.4	738	2,302	78.7	94
Shawano	34,351	9,570	8,730	91.2	2,822	8,566	89.5	448
Sheboygan	86,484	26,196	25,541	97.5	12,344	24,610	93.9	1,813
Taylor	17,843	4,770	4,419	92.6	1,589	4,076	85.5	101
Trempealeau	23,377	6,802	6,429	94.5	2,066	5,512	81.0	83
Vernon	25,663	7,538	7,257	96.3	2,261	6,435	85.4	344
Vilas	9,332	2,992	2,693	90.0	570	2,510	83.9	135
Walworth	52,368	15,414	14,609	94.8	6,599	14,017	90.9	1,258
Washburn	10,301	3,256	3,046	93.6	767	2,867	88.1	118
Washington	46,119	12,532	12,209	97.4	5,549	11,803	94.2	1,136
Waukesha	158,249	42,394	41,290	97.4	23,798	40,045	94.5	6,223
Waupaca	35,340	10,590	10,138	95.8	3,552	9,742	92.0	579
Waushara	13,497	4,255	3,888	91.4	1,333	3,669	86.2	66
Winnebago	107,928	31,129	29,900	96.1	14,723	29,470	94.7	2,862
Wood	59,105	16,208	15,591	96.2	6,490	14,915	92.0	813

Metropolitan Areas

Duluth-Superior	276,596	84,809	79,475	93.7	31,892	75,572	89.1	7,069
Green Bay	125,082	33,377	32,055	96.0	14,972	31,900	95.6	4,321
Kenosha	100,615	29,545	27,716	93.8	12,533	27,576	93.3	2,701
Madison	222,095	63,451	61,301	96.6	31,839	55,367	87.3	5,394
Milwaukee	1,194,290	357,269	344,204	96.3	180,922	332,491	93.1	49,596
Racine	141,781	40,736	38,740	95.1	19,986	38,741	95.1	4,892

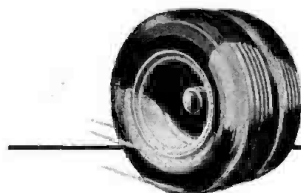
HOW TO KEEP BUSINESS "ROLL ROLL ROLLING ALONG"!

How's business? It's on the move—rolling along on trucks of every description. And it takes trucks to *keep* business rolling . . . for the factory across town, the department store on the corner, the banker, the builder, the butcher, the bottler. Trucks are direct, they're fast, they're flexible. Whatever you're selling . . . whatever you're buying . . . business is better because of trucks.



AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Inc., Washington 6, D. C.



THE WHEELS THAT GO EVERYWHERE



OUR RESPECTS to Theodore F. Shaker, president, ABC-TV National Sales, Inc.

Broadcasting and advertising fuse in the representative

Before Ted Shaker retires each night, he makes certain that a writing pad and an ample supply of sharpened pencils are resting on a desk at his bedside.

"I get some of my best ideas at night," he explains. "I can be starting to drowse, and suddenly I'm struck with a thought about a new approach to use on an advertiser or an idea about a new presentation to a client. I write them down before I forget them. Some days I have eight or nine notations on my pad.

"I think it's very important for an executive to think *hard* about his job when he's not actively working at it."

This single-minded dedication to the job explains, at least in part, Mr. Shaker's rapid rise in the broadcasting field. Last June, at 39, he was appointed vice president and general manager of ABC-TV National Sales Inc., the tv network's newly formed representative organization for its owned stations. One month later, he was elected president of the company.

Former co-workers at CBS-TV, where Mr. Shaker spent more than nine years, attest to his unbounded diligence, and one close associate remarked:

"You could pick out Ted Shaker from the beginning and know he was going far in this business. He was so mentally alert and literally 'lived' broadcasting. What I remember most about him was his ingratiating personality, and since radio-tv sales today includes service to the advertiser, this trait is most important. In this business, when things go wrong, it's valuable to have a man like Ted around. To sum up, you can't beat a combination of brains, hard work and charm."

Quiet and Quick ■ Mr. Shaker is a medium-sized man who speaks and moves quietly but quickly. His manner does not smack of the command decision. In fact, his instructions to subordinates are phrased in friendly, almost pep-talk language. But he leaves the unmistakable impression that he would be keenly disappointed if the project under discussion were not completed.

Theodore Frederick Shaker was born in St. Paul, Minn., on March 1, 1922, but moved with his family to Evanston, Ill., in 1934. He attended local grammar schools and Evanston Township High School from which he was graduated in 1940.

Mr. Shaker enrolled at Colgate U. in 1940 but left after two years to enlist in the U. S. Navy Air Corps. Upon graduation from the Pensacola (Fla.) Air Station, he was commissioned a second lieutenant in the Marine Air

Corps. He served as a combat pilot in the South Pacific and won two Distinguished Flying Crosses. He was discharged as a captain in 1945.

Though driven by a desire to gain a foothold in advertising, Mr. Shaker realized that this field could not offer immediate financial reward. And money, he recalls, was a paramount consideration at that time because he had set the date for his marriage to a hometown girl, Janice Seng, on St. Valentine's Day in 1946. Mr. Shaker's father was a manufacturer's agent in the drug business and suggested he represent the company in Detroit.

Drug Salesman ■ Love, marriage and money won out and for two years he sold drugs to retail and department stores, strictly on commission, but he managed to earn approximately \$15,000 a year.

The yearning for the advertising business lingered, however, and in the summer of 1948, he accepted a sales job with Lorenzen & Thompson (now Shannon Assoc.), a newspaper and radio station representative, in Chicago.

"I had to take a drastic cut in salary," Mr. Shaker recalls, "but I had saved some money and we were able to get by."

He remained with Lorenzen & Thompson for 18 months and then joined *Farm & Ranch* magazine, where he stayed seven months. Late in 1950, he became a salesman in the Chicago office of the Katz Agency.

His long tenure with CBS-TV began in 1952 when he joined CBS-TV Spot Sales in Chicago. In 1953 he was transferred to the New York office and re-

mained there for almost three years.

Colleagues remember him as "alive, hard-working and enthusiastic," and in recognition of his potential, he was appointed general sales manager of WXIX-TV Milwaukee, the first network-owned and operated uhf station in the country. He recalls that this CBS-TV station was "successful" in competition with the three vhf stations in the market.

In April 1957, he returned to New York as account executive for CBS-TV and in 1959 was promoted to director of program sales for the tv network.

Last spring when ABC-TV decided to establish its own representative company for its owned stations, Mr. Shaker was approached to head the operation. He accepted with "mixed emotions," explaining:

"I viewed the job as a tremendous challenge, but it was difficult to leave such good and helpful friends at CBS-TV as Jim Aubrey, Tom Dawson and Craig Lawrence. But it was flattering that executives here at ABC, including Leonard Goldenson, Si Siegel and Tom Moore thought I could do a job for them. They have given me wise counsel and all the assistance I need."

The new representative company did not start selling for the five ABC-TV o&o stations until this past fall, but Mr. Shaker is understandably proud that business in the final quarter was 25% over that of the comparable period of 1960, when the stations were represented on an individual basis. He is disturbed by the trend toward shorter schedules of spot purchases by advertisers, since he believes that repetition is important, and one of the most valuable ingredients in any successful spot campaign.

Spot television can boost its revenue by seeking out new kinds of advertisers, according to Mr. Shaker. He is convinced that department stores, for example, can be persuaded to use tv in combination with print through the purchase of saturation spots calling attention to the stores' advertisements in newspapers.

Mr. Shaker belongs to the Tokeneke Club in Darien, Conn., where he lives, and the Academy of Television Arts & Sciences. His favorite pastimes are skiing, bridge, boating and tennis.

Despite a rigorous working schedule, Mr. Shaker manages to spend a good deal of time with his family. He includes his wife and three children—Susan, 14; Theodore F. Jr. (called "Fritz"), 12, and John, 8—on ski jaunts and boating trips.



Theodore Frederick Shaker
'The Job' takes brains, work, charm

Repeal of Sec. 315

IF broadcasters are to provide meaningful coverage of the 1962 election campaigns, they need to get from this Congress what no other Congress has been willing to give. They need permanent relief from the debilitating effects of Sec. 315, the political broadcasting law.

There will never be a more favorable atmosphere in which broadcasters can approach a Congress. President Kennedy has repeatedly endorsed political debates, which can be made possible only by repeal of the equal time law, and last week his news secretary, Pierre Salinger, said the President favored debates featuring candidates for federal, state and local offices.

It was because of a temporary suspension of the law in its application to presidential candidates that the Kennedy-Nixon debates of 1960 were possible. If that suspension had not been granted by the Congress, every broadcaster who carried the Kennedy-Nixon debates would also have been obliged to carry debates featuring Martin Luther King, Lar Daly, Gov. Orville Faubus, Eric Haas, Farrell Dobbs, Dr. Rutherford B. Decker, J. Bracken Lee, C. Benton Coiner and Merritt B. Curtis. All received some votes for President in the 1960 election and therefore qualified as candidates under the definition that a candidate is someone who can be voted for.

If Sec. 315 is not repealed this year, no broadcaster can allow the principal candidates for any office to debate without also obligating himself to give equal opportunities to every splinter candidate or nut who is running for that office. A great many offices are at stake in 1962—all the seats in the U. S. House, one-third of the seats in the U. S. Senate and unnumbered positions in state and local governments.

It is probable that the White House will make some legislative recommendations involving Sec. 315 as part of a larger problem that is under study by a special commission. Last fall Mr. Kennedy formed a Commission on Campaign Costs which is to submit a report no later than April 30. Included in that report are bound to be recommendations on the use of television and radio by candidates.

But broadcasters cannot wait that long to begin their campaign in Congress. They must press for action now. The NAB has spoken strongly for repeal of Sec. 315, and it ought now to marshal its members for an organized presentation to Congress. The longer broadcasters delay, the less chance they have to provide responsible, intelligent coverage of next fall's campaigns.

Unlocking uhf

FOR seven years prodigious but futile efforts have been made to induce manufacturers to produce all-channel receivers capable of tuning the full 82 channel television allocations and thereby to encourage development of the 70 uhf channels.

Manufacturers have resisted on constitutional grounds, arguing this would constitute interference with free competitive enterprise. Congress has been sympathetic but unwilling to venture legislation in this sensitive area. In 1955 Chairman Magnuson (D-Wash.) of the Senate Commerce Committee proposed a voluntary plan for all-band receivers, offering, as inducement, repeal of the 10% excise tax on such sets while retaining it on vhf-only models. This died aborning because the Treasury said it couldn't afford to lose the revenue.

There is reason for optimism at this new session of Congress. FCC's young and embattled chairman, Newton N.

Minow, has made the all-channel receiver his agency's No. 1 legislative goal. Competent lawyers, in and outside of government, insist that such legislation is constitutional under the power given Congress to regulate interstate commerce. Prompt hearings are promised in the House on several pending bills which, among other important considerations, would require all-channel sets when sold in interstate commerce.

We agree with Mr. Minow's objectives, just as we had agreed with his predecessors'. This is not to say that we concur in all of his arguments, however, or in the bare bones bill drafted by the FCC.

It is necessary to provide greater opportunity for more stations, and the all-band receiver would accomplish this. The alternative is more stringent regulation, if that is conceivable. In its 1952 final allocations, the FCC thought it had provided assignments to accommodate foreseeable allocations demands. But the land-rush came for vhf channels in the most desirable markets, and many uhf stations went dark because of lack of "circulation" and economic support. Other uhf construction permits were turned back because of these experiences.

Although all-channel legislation is just as controversial this session as it has been during the past three Congresses, another significant action has aroused this new Congress. Last July, the FCC initiated proceedings for the deintermixture of eight cities by proposing to withdraw their single vhf assignments. Nine bills and resolutions have been introduced in the House to block the deintermixture moves, and five of these incorporate the all-channel set proposals, these aside from the bill introduced in the Senate and House at the request of the FCC that relates only to the all-channel legislation.

If the bill introduced by Rep. Roberts (D-Ala.) and strongly supported by his colleagues in the eight cities marked for deintermixture is passed, it would accomplish the result sought by the FCC—mandatory manufacture of the all-channel receiver. But it would do much more. It would knock out the eight deintermixture cases and presumably future vhf deletions (except for reasons other than technical allocations). It would limit the FCC's authority over manufacturers to the all-channel television receivers.

It is this bill, we believe that warrants prompt consideration by Congress and the support of all television broadcasters, as well as of the FCC.



Drawn for BROADCASTING by Sid Hix

"Remember that couple who won our 'Trip to Las Vegas' contest?"



The air is filled with new KPRC-TV spots!

Literally thousands of these fabulous new spots have been bought since their introduction. And no wonder! KPRC-TV Spots are incredibly effective, beautifully true. And, you'll be amazed at their brightness, even after weeks of play. Discover the difference this new announcement can make in your sales game. Buy the new KPRC-TV SPOT! Sold at Edward Petry & Company pro shops and unconditionally guaranteed!

KPRC-TV

Courtesy of Spalding Distance Dots

sets the pace in Houston sales



WGAL-TV DEPENDS EXCLUSIVELY ON RCA IMAGE ORTHICONS



"We have never used anything but RCA Camera Tubes," says Jacob Mathiot, Chief Engineer, WGAL-TV, Lancaster, Pennsylvania.

From 12 years of telecasting experience, WGAL-TV pays tribute to RCA camera tube quality. They know, for example, about top performance and long life in RCA Image Orthicons. It's no wonder that RCA-4401's were selected when the studio began color programming in Sept. 1960.

The initial tube complement, two sets of three RCA-4401's, is still in each camera. With more than 555 hours already logged, these Image Orthicons are con-

tributing to WGAL-TV's (and RCA's) reputation for dependability—even when operating at light levels well below that required of other Image Orthicon types.

WGAL-TV originates 10 hours a week of local color programming. This gives the Pennsylvania Dutch country more than the national weekly average of color television. As Mr. Mathiot attests, WGAL-TV relies exclusively on RCA Camera Tubes.

Take your cue from WGAL-TV. Investigate the performance characteristics of RCA Image Orthicons with MICRO-MESH and SUPER-DYNODE design. Your RCA Industrial Tube Distributor is ready to help you. Call him today.

RCA Electron Tube Division, Harrison, N.J.



The Most Trusted Name in Television