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

Tom Tinsley, President; Irvin Abeloff, Vice President; NATIONAL REPRESENTATIVES. SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington, Philadelphia, Chicago, Detroit, San Francisco and Los Angeles; CLARKE BROWN in the South and Southwest, including Atlanta, Dallas, New Orleans, Houston.
BOWLING IS BOOMING
IN WNAX-570 “BIG AGGIE LAND”

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

The size of the WNAX 6-state bowling tournament reflects the vastness of Big Aggie Land—the rich agricultural area spreading across six states in Midwest’s great Upper Missouri Valley. It's 2 1/4 million people spend 3 billion dollars a year, and best of all, 80 per cent of them listen to WNAX-570 three to seven times a week. As a matter of fact, only through Regional Radio WNAX-570 can you reach this rich market. If you want action aplenty in Big Aggie Land, the nation’s boomin’... growin’ 40th market, you’ll get it on WNAX-570.

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz
Gulliver was a piker! During the past year . . . on documentaries and special assignments . . . WCKT's News Teams . . .

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

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

. . . flew into the eyes of three hurricanes;

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

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

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

BISCAYNE TELEVISION CORPORATION

WCKT—CHANNEL 7 • MIAMI • WCKR—RADIO 610
Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.
New tv time formula

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

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

Clyne's FCC consultancy

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

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

Minow school for press

FCC chairman Newton N. Minow has been flooded with requests for "exclusive" interviews from general news media ahead of network programming hearings beginning Jan. 24. He has turned them down but at the same time wants to make sure public press has proper background to cover hearings and has tentatively decided to hold briefing sessions for newsmen before hearing begins. FCC also is considering retaining specialists to assist public information office during hearings.

Primed for kill

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

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

ASCAP on carpet

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

BamBoozled?

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

Compact symposium

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

Going public

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

Lucy coming back?

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

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

- MARKET GROWTH... Denver ranks 22nd in population with a population increase of 66.3% since 1950.*

- BUILDING MODIFICATION... More than $800,000 has been spent in the remodeling of the KBTV building and the improvement of the Channel Nine technical facilities.

- PURCHASE OF KBT RADIO... 5,000 watts, 710 kc, unlimited... Purchased in March of 1961 with FCC approval granted in June.

- KBTV-KBTR NEWS... On April 17, the News Department for radio and television went on the air under the direction of News Director Arthur J. Smith.

- PROGRAM AWARDS... KBTV received five national awards for outstanding programming in 1961. They were the: TV-RADIO MIRROR GOLD MEDAL AWARD; THE BMI AWARD; THE ABC-TV NETWORK AWARD and THE OHIO STATE UNIVERSITY AWARD.

- LOCAL COLOR TELECASTING... Came to being on KBTV in September with Channel Nine programming more than 22 hours of local color, plus all station breaks and a long list of sponsors moving their commercials from black and white to color. The only Denver station equipped to originate color, locally.

- FORMATION OF MBC... The Mullins Broadcasting Company was organized in October when John C. Mullins purchased the stock interest of William Zeckendorf, Sr., in TV Denver, Inc., for the sum of $2,400,000.

- ABC RADIO AFFILIATION... was moved to KBTR, effective on January 14, 1962.

- POWER INCREASE... On December 19, the FCC granted KBTV, Channel 9, a power increase to the maximum (316,000 watts) permissible. Construction to be completed by February 1, 1962.

*Sources: U.S. Census Bureau, Denver Chamber of Commerce.
The biggest block to uhf progress, according to FCC Chairman Minow, is refusal of set makers to limit production to all-channel models. Last week he announced he will head move for legislation. See lead story...

ALL-CHANNEL SETS URGED...27

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

UHF TEST IN NEW YORK...28

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

PEPSI DOUBLES RADIO...30

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

ABC O&O SETUP CHANGED...40

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

TV: LIVE AND LET LIVE...36

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

HOUSE HEARINGS SET...58

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

FCC CENSORSHIP CHARGED...63

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

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

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

ROSY REPORT ON COLOR...64

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

McCORMACK MAY TELL VIEWS...62

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On change, please include both old and new addresses plus address label from front of magazine.

BROADCASTING, January 15, 1962

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

Howard K. Smith, as you know by now, has joined the ABC-TV News staff. He starts work on Wednesday, Feb. 14, at 7:30 PM. At this prime time period each week he will report on and analyze the news of the week, the issues of the day.

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

But principally, in his weekly news review, sponsored by Nationwide Insurance, Howard K. Smith will be free to do what he does best. He will examine, sift, analyze, interpret. He will, when he deems it possible and pertinent, spell out the effects of today’s news on tomorrow’s headlines. And he will, in all instances, train his lucid, tempered insights and foresights on those matters that matter most in this our world today.

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

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

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

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


Revere enters daytime tv

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

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

Chrysler radio-tv push to follow sales spurt

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

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

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

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

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

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

Justice drops UA suit

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

Eye-roller

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

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

Mott elected by FCBA

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

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

Tower defends Class Ills

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

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

FCC staff okays WAKY sale

First $1 million station sale approval by FCC staff was made Friday when Broadcast Bureau granted sale of...
Robert M. Weitman appointed vp and studio administrator, Metro-Goldwyn-Mayer, Hollywood, succeeding Sol C. Siegel who is resigning to return to independent production. Mr. Weitman served as vp in charge of tv operations since he joined MGM in May 1960. In his new post, he has added responsibilities of head of all studio operations. Before entering tv field, Mr. Weitman was vp, Paramount Pictures, in charge of deluxe theatres. From 1953 to 1956, he was with ABC-TV as vp, programming and talent. He then joined CBS-TV as vp, program development, and in 1958 became vp in charge of all independent production.

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

Walter L. Lingle Jr., executive vp, Procter & Gamble Co., granted leave of absence, effective March 1, to serve as deputy administrator of Agency for International Development. Appointment announced Jan. 10 by President John F. Kennedy. Mr. Lingle also is member of P&G board. He has resigned both P&G posts. D. H. Robinson, vp, overseas operations, takes over top responsibility for P&G foreign operations. E. A. Snow, vp, toilet goods division, becomes vp-group executive. E. G. Harness, manager, household soap products advertising, becomes manager, toilet goods division. M. P. Link, brand promotion manager, household soap products, becomes that division’s advertising manager.

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

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

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

For other personnel changes of the week see FATES & FORTUNES

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

CBS-TV ‘Father’ survives

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

Emmy Awards sponsors

Sponsors of Emmy awards telecast on NBC-TV (May 22, 10-11:30 p.m. EST) will be U. S. Time Corp., Procter & Gamble and Schlitz Brewing Co. Agencies are Warwick & Legler, New York (U. S. Time); Grey Adv., New York (P&G); and Leo Burnett (Schlitz).
On Saturday, Dec. 30, over two million New Yorkers helped break a WCBS-TV “Late Show” rating record by watching “Human Desire,” a Columbia Post-'48 mystery. The previous high was recorded this year by another Columbia Post-'48, “Abandon Ship.” Incidentally, the 26.1 rating of “Human Desire” is the third highest ever earned by any feature in the eleven year history of the “Late Show.” These are just two of many potential record breakers among the Columbia Post-'48’s. Others are “The Caine Mutiny,” “Born Yesterday,” “Fire Down Below,” “The Harder They Fall” and “The Last Hurrah” to name a few.
Day in, day out . . . month in, month out . . . WIBC listeners are reminded to drive, walk and work safely. In December 1961, alone, 202 programs and 1,380 announcements were given to safety (rate card cost: $36,177). And every weekday, for over six years, the aptly-named “Take It Easy” program has emphasized street safety in the peak driving period of 5-6 PM.

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

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

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

**DATEBOOK**

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

*Indicates first or revised listing.

**JANUARY**


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

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


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

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


Jan. 24—Final phase of FCC hearing on network tv programming practices and policies. Spokesmen for the three tv networks will
"DROP EVERYTHING... and run right down to your neighborhood grocer’s!” the commercial commands her.

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

The commercial is the payoff / N. W. AYER & SON, INC.
WDBJ-TV Brings You the News About Fructuous Western Virginia!

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

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

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

Feb. 5—Deadline for comments on FCC's proposal to add additional VHF channel at abaixo minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14237); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14232); Johnstown, Pa. (Doc. 14238); 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 UHF operation, reserved pools of UHF channels for existing operating UHF stations, abolition of UHF allocation, relaxation of technical rules for UHF stations, UHF grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 6.)

Feb. 5—Deadline for comments on FCC's proposal to delete single VHF and substitute UHF channel to make community all-UHF in following cities: Binghamton, N. Y. (Doc. 14263); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14243); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14140).

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


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


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

Feb. 20—March 23—Art Directors Club of Los Angeles, 17th annual exhibition of advertising art. West ern advertisers, agencies, artists and producers have submitted examples of their work in commercial, stills, or print. Los Angeles Museum of Science & Industry.


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

MARCH

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

March 15—American Management Assn., "Effective Advertising" course for management, in Chicago for the first time. La Salle Hotel, Chicago.

March 14—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—Georgia Assn. of Broadcasters, first annual regional meetings of broadcasters will be held at the following sites: Griffin, Albany, Baxley, Augusta, Canton.


March 22—4th Annual Federation of America, fifth district meeting. Shawnee Hotel, Springfield, Ohio.

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

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

APRIL

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

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

GREAT INSTITUTIONS
...characterized by creativity

THE ART INSTITUTE OF CHICAGO

KWTV-OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.
NOW AVAILABLE FOR
LOCAL STATIONS
170 POST ’50 CARTOONS
‘CASPER
THE FRIENDLY GHOST
& COMPANY’
(Starring HERMAN & KATNIP, BABY HUEY the Baby Giant, LITTLE AUDREY, BUZZY the CROW.)

Here’s the cartoon package that’s got everything:
Top production value because they were produced by Paramount for theatrical consumption — each at the cost of over $50,000. And they’re available in color or black and white up to date story line and look because they’re post 1950. Longer program life because they run 6 to 8 minutes each — 20% longer than the “made for TV only” product. They’re a complete package with timed openings, closings and bridges for better station programming.
More kid appeal because they’re fully animated with complete and original scoring effects.
Top track record because they outrated everything in sight — pulled an astonishing 55% share of audience against network competition.
Pre-sold popularity because these are the most highly merchandised cartoons in TV today.
That’s right, Casper The Friendly Ghost and Company gives you everything — everything you need to program a brand-new, top-rated kid’s strip or to add tremendous new rating power to an existing show.
These are going to go and they’re going to go fast. Do it now — phone or wire.

ABC FILMS, INC.
1501 BROADWAY, NEW YORK 36. LA 4-5050
GOING, GOING, GOI
ALREADY SOLD
TO TOP STATIONS IN MARKETS SUCH AS
New York
Los Angeles
Chicago
Philadelphia
Cincinnati
Washington, D. C.
San Francisco
Baltimore
Dallas-Ft. Worth
Buffalo
The Benco T-6 offers these advantages:
1. Meets all FCC specifications.
2. Provides constant output even in weak signal areas—preamp AGC activated by signals as low as 50 microvolts.
3. Automatic shutoff and identification.
4. Remote shutoff for any location up to 5 miles from the translator. (With RC-1.)
5. Covers distances from 8 to 30 miles or more.
6. Prompt delivery to those who must have a low cost unit immediately to meet their 'on-the-air' time-schedule.

Benco VHF and UHF Translators

Benco VHF and UHF Translators are engineered and manufactured by BLENOR TONGUE

Canadian Div.: Benco Television Assoc., Tor.-Ont. Export: Morcan Export Corp., N.Y.

home TV accessories • UHF converters • master TV systems • closed circuit TV systems

BROADCASTING, January 15, 1962

TECHNICAL SPECIFICATIONS

Primary Power Source: 120V, 60 c/s
Power Consumption: 120W
Temperature Ambient: -30°C to +50°C
Overall Noise Figure:
Low Band: 4 db ± 1 db
High Band: 6 db ± 1 db
Recommended Input: 50-4000 microvolts
Max. Permissible Power: 1 Watt (Peak Power)
Frequency Stability: ± 0.2%
Gain (maximum): 150 db
Band Width: 5 MC (3 db points)
Dimensions (metal base): 16' x 12' x 7.7 lbs

FOR EVERY TYPE OF INSTALLATION

MODEL T-14 VHF-TO-UHF TRANSLATOR. FCC type-accepted. 2.5 watts output. For U. S. use. Includes identification units with automatic "on/off," power indicator and voltage regulator. VHF input, channels 2-6.

MODEL T-13 VHF-TO-UHF. Same as T-14 except: VHF input, channels 7-13.

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

April 26—Asso. 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 28-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 4-5—Kansas Assn. of Radio Broadcasters, annual convention, Kansas City, 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 10-13—Institute for Education by Radio-Television, annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 13-16—Council on Medical Television, fourth annual meeting. Clinical Center, National Institute of Health, Bethesda, Md.

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


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 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 25—Advertising Federation of America, ninth district meeting, Denver.

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

AUGUST

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

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

WJXT 4
JACKSONVILLE, FLORIDA

Represented by TVAR

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY
memo to broadcasters

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

Now, you can make your record dollars more productive.

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

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

They obtained singles on 83 different labels (including all the majors)...albums on 31 different labels. They drew heavily on RSI catalog services; made the happy discovery that every shipment from RSI contains only completely useable product!

8 Record Services in 13 Different Combinations!
Whatever type of music you feature, there's an RSI service that meets your requirements. (See box). Each service represents a solution to a specific programming problem. A very satisfactory solution, broadcasters tell us (in writing, yet) after first-hand experience with RSI.

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

---

RSI, 333 East 46th Street, New York 17, N.Y.
Enclosed is payment for our subscription to the RSI services checked.

SINGLES

"Hot 100" 52 wks
"Easy Listening" 18 wks
"Country" 12 wks

ALBUMS

(Monaural) (Stereo)
"Popular" 12 mos
"Classical" 4 mos
"Jazz" mos

CATALOGS

100 Easy Listening LP's
50 Original Cast
Broadway Show LP's

STATION CALL LETTERS

COMPANY NAME

ADDRESS

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

---

8 DIFFERENT SERVICES

"SPOTLIGHT" SINGLES

"Hot 100" 10 new records weekly $175. $60.
"Easy Listening" 6 new records weekly 110. 40.
"Country" 8 new singles every 2 weeks, plus 2 LP's monthly 175. 60.

"SPOTLIGHT" ALBUMS

"Popular" 12 Months 4 Months
10 new releases monthly Monaural Stereo 150. 55.
10 new releases monthly Monaural Stereo 180. 62.

"Classics" 10 new releases monthly Monaural Stereo 150. 55.
10 new releases monthly Monaural Stereo 180. 62.

"Jazz" 5 new releases monthly Monaural Stereo 75. 30.
12 Months 4 Months
10 new releases monthly Monaural Stereo 90. 32.

CATALOG ALBUM SERVICES

100 Easy Listening LP's
(Monaural only)
50 Original Cast
Broadway Show LP's

Monaural Stereo 125. 150.
12 Months 4 Months
Individual selection permitted with minimum order of 60 LP's. Price per album: $1.50 Monaural; $1.50 Stereo.

*Regular mail, Domestic air-mail and foreign shipping costs on request.

No Rock 'n' Roll!
OPEN MIKE®

Testimonials

EDITOR: I have always appreciated your editorial page, but I never have felt entirely compelled to tell you so. However, your Jan. 1 issue [EDITORIALS, Jan. 1] has four good editorials, all of them thought-provoking and stimulating, and this is to thank you for the meaningful and militant editorial content of your editorial pages throughout the years. Your good publication has been constructive, and in my opinion, most helpful to the industry. . . .—C. Robert Thompson, general manager, WBEN-AM-FM-TV Buffalo, N. Y.

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

Telad story

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

Pre-sunrise problem

EDITOR: As a station manager of a Class III AM broadcast facility, I was extremely concerned to learn of the proposed FCC ruling which would restrict and eventually prohibit the pre-sunrise operation of Class III AM stations [GOVERNMENT, Dec. 18, 1961]. . . . The daytime broadcaster is faced with the basic problem of properly allocating his broadcast day to include . . . adequate public service programming, talks, discussions, educational programs, etc. The elimination of an early sign-off would only compound this problem since this is the time period wherein he is attempting to build his audience so that he can conceivably regain the audience that was lost the previous day because of a sunset sign-off. This audience is all-important because the daytime broadcaster theoretically must do more commercial business during the hours that he is broadcasting than his fulltime competition. . . . The proposed rule . . . should be very carefully considered by the FCC. . . . Needless to say the matter of ob-

“TRIPLE SPOTTING ON KVOO-TV”

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

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

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

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

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

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

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

... It would seem like a good idea if Frank Stanton, Bob Sarnoff and Leonard Goldenson would follow Minow's lead and send letters off to radio-tv editors... also... a 3½-hour off-the-record session with the FCC chairman or between editors and Stanton, Sarnoff or Goldenson... –Del Carnes, radio-tv editor, Denver Post, Denver.
Why WKTV bought Seven Arts’ Volumes 1 and 2… and is waiting for Volume 3

Says Gordon Gray:

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

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

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

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8522 O. N. La Crosse, Skokie, Ill. 4 RICHARD 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L. A.: 232 So. Reeves Drive GRanite 6-1564—STATE 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SIRDs (Spot TV Rates and Data)
Making silent partnership pay in co-op advertising

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

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

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

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

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

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

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

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

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

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

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

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

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

THE BIG ONE

Takes the Measure

ARB
PULSE
NIELSEN
TRENDEX

WKRG·TV

CHANNEL 5 MOBILE, ALA.

Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager
North Carolina’s Grade A World

CORNERS THE BIG MARKET

WINSTON-SALEM
GREENSBORO
HIGH POINT

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

Call Peters, Griffin, Woodward, Reps.

WSJS TELEVISION
WINSTON-SALEM / GREENSBORO / HIGH POINT

BROADCASTING, January 15, 1962
ALL-CHANNEL SETS MINOW'S GOAL

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

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

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

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

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

Legislation requiring that all sets shipped in interstate commerce be equipped at the factory to receive uhf as well as vhf would be the "painless way" to meet the scarcity problem, he said. If the drive for such legislation is not successful, the FCC may have to take more "extreme" measures such as a shift of all tv to uhf, the chairman warned.

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

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

Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, who was present for Mr. Minow's speech, refused to discuss its chances. He said that he could not speculate on Congress passing an all-channel bill and would not divulge his personal feelings.

Rep. Harris, at the request of the FCC, introduced a bill (H.R. 8031) requiring all-channel sets, as did Sen. Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee (S. 2109).

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

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

Support for the all-channel-set pro-

FCC Chairman Newton N. Minow tells a National Press Club audience that all-channel legislation is the commission's No. 1 crusade in 1962. Among others at the head table were (l to r) Adlai Stevenson, Ambassador to the United Nations; J. Leonard Reinsch, tv consultant to the President; J. Edward Day, Postmaster General; Bryson Rash, NBC News, and Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.
ALL-CHANNEL SETS MINOW'S GOAL

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

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

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

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

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

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

where it's going?"

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

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

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

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

EIA and manufacturers informally have made these views known to con-
Chairman Minow used these four tv sets to demonstrate visually his appeal at a National Press Club luncheon for the manufacture of all-channel receivers. Tedson Meyers, administrative assistant to the chairman, turned the dials to give many in the audience their first glimpse of uhf—brought the U. S. to its present high standard of living, the chairman said. "Today in tv... we are physically able to go a lot further toward free enterprise and I fail to understand why so many otherwise staunch defenders of our way of life resist this direction. "Surely the broadcasters are most sensitive to what they regard as tightening regulation should welcome this growth [through uhf] and should be willing to accept this competition. But to resist both competition and regulation is indeed short-sighted. For just as surely as a commercial is wrapped around a station the tv industry faces one result or another—more competition or more regulation.

A free competitive system has come in clearer and crisper on uhf.

- At locations where vhf reception is marred by a ghost effect, uhf reception of the same programs is either (a) better or (b) worse. At about half, the ghosting evident on vhf is absent on uhf; at the others, the ghosting is even worse on uhf than on vhf.
- The extent to which predictable patterns of interference from terrain or other factors were evolving in the tests, if at all, could not be ascertained.

In the month between Nov. 29 and Dec. 30, 1961, it was understood, about 1,200 pieces of mail were received from WUHF viewers, some reporting good reception as far away as Danbury, Conn., more than 75 miles from the WUHF antenna atop the Empire State Bldg. In order to make side-by-side comparisons of uhf and vhf reception, WUHF simulcasts many of the programs carried by New York commercial stations. For this it has the permission of the commercial stations and the unions involved. In addition it originates a number of programs of its own. Here it appeared to hit a union snag last week. The New York local of the American Federation of Television & Radio Artists was reported to have denied a request of the New York chapter of the Academy of Television Arts & Sciences for permission to present a drama series on WUHF without pay.

Seymour N. Siegel, director of the Municipal Broadcasting System, which is operating WUHF for the FCC, said he had invited AFTRA to pay for its own program and that he still hoped the union would do so. He also said AFTRA had granted waivers which enabled WUHF to present its first remote, a Little Orchestra Society program, and also to rebroadcast a series of tape programs supplied by WBZ-TV Boston.
come to start using them fully," he stressed. The chairman used four operating tv sets to demonstrate to his audience of 400 why those 70 uhf channels have not been put to use by broadcasting.

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

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

The chairman pointed out that during the hour and one-half taken by the National Press Club luncheon and his speech, some 3,000 tv sets were being sold throughout the country. "This will indicate why we think this [all-channel receivers] is the solution," he said. "We believe that if this proposal becomes law we will in a reasonable time solve the fundamental problem of television. We will broaden the viewer's choice by lighting up the vacant channels."

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

Q&A Session * During the question and answer period following his prepared speech, Chairman Minow said that manufacturers would not be hurt if all are required to produce sets capable of receiving uhf as well as vhf. Such legislation is perfectly constitutional, he maintained, under the mandate giving Congress the power to regulate interstate commerce. He said that community antenna television is not the answer because it is expensive to the subscribers and only brings in a distant existing station and does not provide a local outlet of expression. The principal problem holding back uhf is technical, he said, and urged communication media to bring the problem before the public so that it will be discussed across the country.

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

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

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

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

**BROADCAST ADVERTISING**

Pepsi doubles already big radio budget

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

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

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

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

The commercials all stress the paramount copy theme (to the tune of "Whoopie"): "Now it's Pepsi for those who think young." But the arrangements by Mitchell Ayres and the lyrics by copywriters at BBDO, New York, Pepsi's agency, have undergone some change to breathe an air of freshness into the jingles.

Philip Hinerfeld, Pepsi-Cola's vice president in charge of advertising, sketched in the background of the company's commercial approach during an interview last week and made the following observations: "We introduced the jingle only last February—at considerable expense, by the way. We hoped to build an identity with Pepsi through the jingle, and research in several markets indicates it has a high degree of memorability and listeners associate it with 'young, successful people.' We also had to consider the 'irritation factor' in a jingle that is carried so frequently and we believe that the varying arrangements and the different time lengths and lyrics tend to overcome this factor."

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

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

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

Pepsi has been a radio advertiser since the 1930's, when it launched its famous jingle, "Pepsi-Cola Hits the Spot." But according to Mr. Hinerfeld, it was not until 1950 that the company began to use radio extensively. Even in those days, he added, the company used very few variations from its standard commercial. In 1956 Pepsi's copy motif was: "Be sociable, have a Pepsi." This was part of an attempt to upgrade the company's image which had been associated with "twice as much for a nickel too" in earlier days.

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

It's MAIN STREET in Ohio's Third Market

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

DAYTON, OHIO WHIO-AM-FM-TV

Broadcasting, January 15, 1962
bracing, clean-tasting refreshments. ...

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

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

The local announcer then reads a list of birthday names.

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

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

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

"In this business, packaging is important. Television is a powerful visual medium and can be utilized to impress upon people the various shapes of our bottles and the appearances of our packages. Our strongest competitor in the field has a distinctive bottle which people recognize very easily."

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

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

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

ARB to double sample in New York tv area

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

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

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

Borden plans campaign to sell Elsie's image

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

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

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

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

ABC Radio signs Sylvania

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

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

Rep appointments...

- WEAT-AM-TV West Palm Beach and WINQ Tampa, all Florida: The Boiling Co., New York, as exclusive national representative.
ONLY THE SUNSHINE COVERS SOUTH FLORIDA BETTER THAN WTVJ

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

WTVJ TELEVISION IN SOUTH FLORIDA

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

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.
An hour of Freberg is that much better than 20 seconds

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

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

In show business terminology, he described Mr. Freberg as a "real hot guy now." He said that with Mr. Freberg's "fresh approach" to advertising "we hope to parlay our success in tv spot in 40 markets to over 160 markets with the special."

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

Ad agencies calm over FTC decision

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

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

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

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

Another agency noted that several years ago, for convenience, the rear-screen-projected image of a client's product was lighted up during a demonstration of its application, but today a large group of lights are focused on the product itself during taping or filming.

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

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

Better use of radio improves power—McCoy

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

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

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

"Western flavor" brings big ad jump to ABC West

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

ABC Radio in February 1961 made final an arrangement with Intermountain Network by which the mountain states received programming originated by ABC Pacific Radio Network. Mr. Pauley noted that Jack Mann was appointed director of ABC Radio West on July 6, 1961, and after that date programming was rearranged to inject a regional look. Albert Frank-Guether Law, was appointed as ABC Radio West's agency.
KRON is TV in SF

San Franciscans are sold on KRON-TV

TOP RATINGS & BEST IMAGE
Largest Avg. Audience
1961, NSP, Oct. '61
Highest Status
(Institute for
Motivational Research, 1960-61)

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

BROADCASTING, January 15, 1962
LIVE AND LET LIVE IN TV

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

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

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

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

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

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

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

On Immortality * Comparing the so-called "golden-age of television" of 1950 with that of today, Mr. Rich listed many of the public service and news programs available to all of the viewing public. He also pointed to the programs offered for entertainment, observing that "these are not literary masterpieces that will live forever, but neither is every book that is published or every movie or play that is produced. They represent basic entertainment values to be considered as a part of the total television choice."

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

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

AGENCY GUIDELINES

Rubel urges record keeping on billing, client relations

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

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

The 15% commission is a good place to start any consideration of agency compensation, but usually it is only a starting point, Mr. Rubel said. In some instances, such as the placement of tv network programs, 15% may be too much for the work required of the agency, but many more times the figure is not enough to pay for the services rendered the client, he stated. These things should be talked out between the agency and its client and usually an arrangement can be made that will give the agency a fair profit on what it does.

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

Mr. Rubel urged incentive compensation for exceptional work by an agency. He pointed out that an additional $5,000 paid an agency handling a $100,000 account would increase the agency's compensation by 33½% but would raise the advertiser's expenditure by only 5%.

Scholl puts foot into network tv

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

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

BROADCASTING, January 15, 1962
It's been double checked

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

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

WTMJ-TV
THE MILWAUKEE JOURNAL TELEVISION STATION

*Nov., 1961
ARB Report
**Nov. 5, 1961
Nielsen Television Audience Report

Represented by HARRINGTON, RIGHTER & PARSONS — NEW YORK. CHICAGO. SAN FRANCISCO. ATLANTA. BOSTON. DETROIT. LOS ANGELES
STATIONS OKAY 'TEST MARKET PLAN'

RAB's Sweeney reports approval; later starting date set

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

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

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

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

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

He said station reps are giving TMP "strong support" and that "at least four major representative firms have offered to help share costs of the plan by absorbing a part of the stations' pay-ment." John Blair & Co. and Adam Young Inc. are known to be two of the four.

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

TvB goes to retailers with case for fashions

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

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

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

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

Agency appointments...

- Eclipse Food Products Corp., Providence, R.I., appoints Creamer, Trowbridge & Case, that city.
- J. Nelson Prewitt Inc. (maker of Matey and other children's bathtime products), Rochester, N.Y., names John W. Shaw Adv., Chicago, to handle that portion of its account previously handled by Arthur W. Mayerhoff Inc., Chicago. Effective date is Feb. 1. Other portion of account continues to be handled by Hanford & Greenfield, Rochester. Prewitt is user of network and spot tv.
- Carling Brewing Co., Cleveland (Carling's beer and Red Cap ale), appoints Milici Adv., Honolulu, as its advertising agency for the Hawaiian Islands.
- Danfood Div. of East Asiatic Co. appoints Wade Advertising, Los Angeles.

Business briefly...


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

Pacific Vitamin Corp. (Fulvita vitamin and mineral products) is using radio in Southern California and newspapers in the northern part of that state in campaigns starting this month. KLAC, KMPQ, KHJ and KPOL, all Los Angeles, are broadcasting 30-second spots produced by Dal Williams & Assoc., Anderson-McConnell Adv. L.A. handles the account.

U. S. Tele-Service acquires Luster Assoc.


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

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

Direct dealer enters tv

Greetings Unlimited, St. Paul, Minn., a direct seller of greeting cards, housewares, cosmetics and gift items, will enter television for the first time this February. The estimated $800,000 account, handled by Mohr & Eicoff, Chicago, also schedules a heavy print program for spring and fall. The account was formerly managed by Bessel & Jacobs.
What's new is WLOS-TV's TRAVELING WAVE ANTENNA. This newly-installed, null-free RCA TRAVELING WAVE antenna now beams a stronger-than-ever WLOS-TV sales signal to the 3,174,900* residents of the Carolina Triad. Use WLOS-TV to obtain your share of $2,992,113,000* Carolina Triad retail sales.

*Sales Management projections for the Carolina Triad for 1962.

Dominant in The Carolina Triad

WLOS-TV abc

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

Represented by Peters, Griffin, Woodward, Inc. • Southeastern Representative: James S. Ayers Co.
ABC OVERHAULS O&O SETUP

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

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

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

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

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

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

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

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

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

Mr. Riddleberger joined ABC in 1952 as radio budget officer and moved in successive steps to a post in the tv program department, to one in cost control, and to business manager for ABC Radio. In March 1957, he was elected ABC Radio’s administrative vice president. In October of that same year, he was elected vice president and comptroller of ABC and assistant treasurer of AB-PT. He had been with NBC for seven years in various capacities before he joined ABC.

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

ABC-TV, affiliates meet in Acapulco

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

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

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

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

Pioneers to salute WGN

The second annual Broadcast Pioneers “Mike Award” will be presented Feb. 25 in New York to WGN Chicago, Phil Edwards, president of the New York chapter of the Broadcast Pioneers, has announced. The award is a gold-plated "ribbon" miko of the early-day type, and is accompanied with a plaque recognizing the
Oh, boy! – my Pulse says

42% MORE WIMMIN!

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

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

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

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

WDAY
FARGO, N. D.

NBC • 5000 WATTS
970 KILOCYCLES

PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives
NAB to reorganize geographical districts

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

Two subcommittees, radio and tv, will report to the Jan. 29 meeting after a study of details is made by the NAB staff. The present board structure includes 29 radio and 14 tv directors (Broadcasting, Jan. 8).

Clair R. McCollough, Steinman Stations, chairman of NAB's joint boards, is ex officio member of the two subcommittees. Attending the Washington meeting, besides Mr. McCollough, were Dwight W. Martin, WAFB-TV Baton Rouge, La., NAB tv board chairman; William B. Quarton, WMT-TV Cedar Rapids, Ia., tv board vice chairman; W. D. Rogers, Texas Telecasting, Lubbock; George C. Hatch, KALL Salt Lake City, radio board chairman; Joseph M. Higgins, WIBC Indianapolis, radio board vice chairman; Richard W. Chapin, KFOR Lincoln, Neb.

In photo (seated, 1 to r): Messrs. Higgins, Rogers, Martin, McCollough, Hatch, Chapin and Quarton. Standing: Vincent T. Wasilewski, NAB executive vice president; President LeRoy Collins, and Everett E. Revercomb, secretary-treasurer.

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

No drastic changes planned for tv code

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

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

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

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

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

WJAR-AM-TV earnings up

The earnings of WJAR-AM-TV Providence for the nine months ended Oct. 28, 1961, exceeded the stations' total earnings for all the preceding year, announces Joseph S. Sinclair, president of The Outlet Co., Providence, licensee. The earnings after provision for federal income taxes for the corporation's merchandising and broadcasting operations were $552,404, or 24.7% ahead of the nine-month period in 1960, representing record earnings for this period in recent years, Mr. Sinclair said. The Outlet Co. is a department store.

NBC reports profits up in both radio and tv

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

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

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

NBC Radio reported a profitable year for the second year in a row, and had about 100 different advertisers purchasing time. The radio network paid out compensation of over $3 million to its 202 affiliates for program clearances.
BASIC MARKET: WCCO Television's huge 66 county coverage area has a prosperous population of 2,942,900. It boasts an effective buying income of $5,358,994,000. Of this, $3,751,384,000 is spent annually in retail sales. There are 762,700 television homes in the market representing a 90% penetration. These few figures describe the rich and vast market that is served best by WCCO Television.

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

*Sales Management May 1961"
CBS AND NFL SIGN NEW CONTRACT

Coverage pact for 1962-63 season replaces one voided

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

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

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

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

Only the Colts, who reportedly received an estimated $425,000 for their rights in 1961, will lose any money under the new terms. Pittsburgh will receive about the same amount ($325,000) as it got last year. The world champion Green Bay Packers, lowest on the financial totem pole in 1961 with only $75,000 for their rights, make the biggest climb with an additional $245,000.

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

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

That the Colts are not too happy with the new contract was confirmed by owner Carroll Rosenbloom. His team will lose about $105,000 ($425,000 in 1961 compared with $320,000 in 1962) because of the new contract.

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

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

WXZY-AM-TV retracts report of ‘Press’ sale

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

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

Changing hands

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

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

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

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

only serious buyers will learn your identity

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

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

WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Strick
RCA Building
Federal 3-9270

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

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Biede
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS
Colin M. Selph
Colli Bldg.
941 Wilshire Blvd.
Beverly Hills, Calif.
Creveview 4-2770

44 (THE MEDIA) BROADCASTING, January 15, 1962
$25 MILLION BILLING LOOSE IN L.A.

TvB, radio groups seek share in dead dailies' estates

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

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

TvB, Radio Active • Jack O'Mara, western division head of Television Bureau of Advertising, on Monday wired the major retail advertisers of the Los Angeles area: "Respectfully urge you seek solution in television, medium reaching 92% of all homes in Southern Calif., with average family watching more than five hours daily. TvB, which has helped many stores in U.S. initiate use of television, ready to give you at any possible aid and information for your use of tv, not only long range but also in current emergency."

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

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

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

---

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

SOUTH—Medium sized market full time radio station with FM—operating at slightly better than break-even but has terrific money maker in past years. Now grossing $80,000.00. Total price is $125,000.00 with 25% down and payout over ten years. ANOTHER H & E EXCLUSIVE.

---

**Hamilton-Landis AND ASSOCIATES, INC.**

John F. Hardesty, President

**America’s Most Experienced Media Brokers**

**NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES**

**WASHINGTON, D.C.**

Ray Y. Hamilton

737 Shaw St., N.W.

Executive 3-3466

Warren J. Baboom

New York

**CHICAGO**

Richard A. Shaefer

1551 Bryan St.

Tribune Tower

Delaware 7-7754

**DALLAS**

Dewitt Landis

1511 Bryan St.

Riverside 8-1175

Joe A. Oswald

New Orleans

**SAN FRANCISCO**

John F. Hardesty

Don Beate

111 Sutter St.

Exiberg 2-5671
The demise of two of Los Angeles' daily newspapers, the “Examiner” and the “Mirror,” was hot news the day the story broke. KTLA (TV) Los Angeles carried the news Jan. 3 on its “Line of Sight” half-hour telecast.

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

Big city newspaper weaknesses claimed

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

TV-B has compiled figures showing that in the 11 years from 1950 through 1960, a total of 200 daily newspapers in the U. S. went out of existence through suspension, merger or cutback to less than daily publication. These figures, based on reports issued by the American Newspaper Publishers Assn., also show that in this same period 245 new dailies were started. An overwhelming percentage of the starts occurred in suburban areas and other relatively small towns, however, while major papers in major cities were among the closings.

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

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

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

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

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

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

Among all publications, only Broadcasting is equipped by skills, by staff and by the experience of years of growing up with radio and television to attempt so comprehensive an analysis. Each of the special Perspective issues that Broadcasting has published in past years has become a standard source work for the important decision-makers in broadcast advertising. Perspective ’62, like its predecessors, will be kept, studied and re-read for months after its issue date.

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

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

Deadline for advertising: Final deadline February 9.

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

Reservations: No time like now. Wire or phone us collect to make sure you’ll be represented the way you want, with good position.
chussetts broadcasters from the difficulty of complying with two laws covering the same area but containing different requirements."

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

Pennsylvania newsman form new organization

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

Other officers: Jack Fern, KDKA Pittsburgh, vice president; John Price, WHP-AM-TV Harrisburg, treasurer; Marlowe Froke, associate professor of journalism, Penn State U., executive secretary. Elected to board of directors: Les Crystal, WFIL Philadelphia; Ron Stephenson, WJAC Johnstown; Roy Goshorn, WNED-TV Scranton; Steve Milner, WRSC State College.

Media reports...

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

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

Car sold = A community antenna system serving 300 families in Bonham, Tex., has been sold to the Vumore Co. for $75,000. Vumore is a subsidiary of RKO General and owns multi-catv systems in the Southwest. Broker was Daniels & Assoc.

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

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

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

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

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

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

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

The passing of nearly $11 million

It took only four people to consummate the biggest radio station sale in history — the $10,950,000 transfer of the 50 kw WMGM (now WHN), New York from Loew's Theatres Broadcasting Corp. to Storer Broadcasting Co. (Broadcasting, Jan. 8.). Handling the final transaction were (1 to r): Seated, Preston Robert Tisch, Loew's president, and George B. Storer Jr., Storer president; standing, Lionel F. Baxter, Storer radio vice president, and Arthur M. Tolchin, Loew's broadcasting executive vice president who last week was appointed assistant to the president of Loew's Theatres Inc. (see page 73).
What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. DC-22, Building 15-5, Camden, N.J.
over 30 million tourists yearly. All stations can be purchased on a single contract. The Lucas Co., which headquartered in Los Angeles, also announced it had acquired sales offices in New York, Chicago and Detroit.

Heart Fund campaign reviewed for radio-tv

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

At a Jan. 4 luncheon meeting in New York, Sylvester L. (Pat) Weaver Jr., board chairman of the American Heart Assn., and James T. Aubrey Jr., chairman of the Heart Committee of the Broadcasting Industry, were the co-hosts and topped a list of speakers who acquainted the industry representatives with films, scripts and other materials available. Mr. Weaver is board chairman of McCann-Erickson Corp., S. A., and Mr. Aubrey is president of CBS-TV.

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

Education office sees future etv growth

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

ABC affiliates aiding Morgan essay contest

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

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

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

Two stations belong to western radio network

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

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

**WFGA-TV IS THE STATION TO WATCH**

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

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

*ARB March-June, 1961

**WFGA-TV**

**JACKSONVILLE**
Some network TV lineup changes

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

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

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

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

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

Margie is moving out of its current spot to make way for still another "old friend"—Procter & Gamble's The Law & Mr. Jones, which P&G sponsored last season in prime time. ABC-TV indicated 13 new episodes would be produced for the series which resumes April 19.

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

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

Fredericks group offers free tapes, jingles

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

In addition to the freedom jingle, a celebrity album featuring 60-, 30-, 20-, and 10-second messages by television and motion picture stars is being offered to all radio stations interested in the project.

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

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

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

WFMY-TV covers TB experiment in Haiti

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

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

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

In covering the initiation of the project, WFMY-TV announcer Dave Wright and cameraman Buddy Moore spent a week in the Jeremie district of southern Haiti. Their report was presented by the station, under the title, "The White Plague," as part of its Channel 2 Reports series which has
THE BIG BOYS GO where the buyers are... to the naturally rich Ark-La-Tex market. That's why major national companies are investing heavily here in distribution facilities, plants, and retail outlets. Their customers (over 1,000,000 in the area... 281,000 in metropolitan Shreveport) not only spend wisely... they choose wisely the TV station they believe in. In case you're not sure which one, ask Harrington, Righter and Parsons to give you the figures.

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

General Offices: Atlanta, Georgia

DELTA the air line with the BIG JETS

covered other feature and news-in-depth reports.

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

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

H-B cartoons plans public stock issue

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

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

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

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

<table>
<thead>
<tr>
<th>Year ended May 31</th>
<th>1961</th>
<th>1960</th>
<th>1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross revenue</td>
<td>$6,012,223</td>
<td>3,749,820</td>
<td>1,462,662</td>
</tr>
<tr>
<td>Net income</td>
<td>914,024</td>
<td>578,628</td>
<td>121,703</td>
</tr>
<tr>
<td>Earnings per share</td>
<td>76¢</td>
<td>48¢</td>
<td>10¢</td>
</tr>
</tbody>
</table>

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

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

Stripper interests jury by 'Open End' testimony

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

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

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

23 stations begin using TAC programming wares

Television Affiliates Corp. reports member stations started using about 30 programs from its library of cultural and informational tv shows this month. The Trans-Lux Corp. subsidiary has 23 member stations. TAC selects its programs from those produced by local tv stations across the country. Producer stations earn revenue based on a formula of performance credits. The number of credits each program receives is determined by running time of the show, size of each market where the show is telecast, and total number of
NOVEMBER 25, 1961—Today at WTFM, Fresh Meadows, L.I., N.Y., Spotmaster scooped the cartridge industry by having the first stereo cartridge tape equipment on-the-air in actual commercial station operation. WTFM, broadcasting 24 hours—a—day.

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

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

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

perjury trial set for quiz winners

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

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

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

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

TvQ's top ten for November by income

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total Audience</th>
<th>Less than $5,000</th>
<th>$5,000-$7,999</th>
<th>$8,000+</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Ben Casey (ABC)</td>
<td>50</td>
<td>49</td>
<td>53</td>
<td>48</td>
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<tr>
<td>2</td>
<td>Saturday Night Movies (NBC)</td>
<td>49</td>
<td>54</td>
<td>46</td>
<td>45</td>
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<td>3</td>
<td>Bonanza (NBC)</td>
<td>48</td>
<td>54</td>
<td>40</td>
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<td>4</td>
<td>Disney World of Color (NBC)</td>
<td>46</td>
<td>48</td>
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<td>43</td>
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<td>5</td>
<td>Red Skelton (CBS)</td>
<td>46</td>
<td>50</td>
<td>40</td>
<td>45</td>
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<td>6</td>
<td>Andy Griffith Show (CBS)</td>
<td>45</td>
<td>51</td>
<td>38</td>
<td>38</td>
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<td>7</td>
<td>Sing Along With Mitch (NBC)</td>
<td>45</td>
<td>47</td>
<td>46</td>
<td>37</td>
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<td>8</td>
<td>International Showcase (NBC)</td>
<td>43</td>
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<td>9</td>
<td>Wagons Train (NBC)</td>
<td>43</td>
<td>51</td>
<td>33</td>
<td>38</td>
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<tr>
<td>10</td>
<td>Gunsmoke (CBS)</td>
<td>42</td>
<td>48</td>
<td>35</td>
<td>37</td>
</tr>
</tbody>
</table>

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Program notes...

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

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

Series star signed • Martin Gabel, Broadway and tv star, has been signed by MGM-TV to star in a new half hour series, The Adventures of Hercule Poirot. The series is based on the mystery stories of the same name by Agatha Christie.

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

Film sales...


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

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

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

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

MGM breaks its own TV production record

PLANS TOTAL OF 12 SERIES FOR ALL 3 NETWORKS

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

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

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

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

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

*Sales Management, May, 1961

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE
Deintermixture, clear channels two of four topics prepared by House Communications Subcommittee

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

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

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

3. Clear channels. The FCC proposal last year to break down 13 of the 25 Class 1-A clear channels produced a rash of bills aimed at denying the commission the authority to duplicate any of the remaining clear channels.
4. Daytime broadcasters. This will mark a resumption of hearings begun last year on the perennial request of daytime-only broadcasters for permission to operate from at least 6 a.m. to at least 6 p.m.
5. Communications satellites. The full Commerce Committee held hearings on this subject last year. The planned sessions, Rep. Moulder indicated, will deal largely with the controversial question of whether the U.S. space communications system should be owned by private interests or the government.

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

Champaign campaigns to retain vhf ch. 3

WCIA (TV) Champaign, Ill., claims a potential audience of approximately one million persons and the FCC can be excused if it thought 999,999 of them had descended on Washington last week. The viewers of WCIA, incensed over the commission's announced plan to delete the station's vhf ch. 3 and replace it with a uhf channel, flooded the FCC with petitions against the proposal. Above are a portion of the 21 large boxes used to air freight 523 petitions from the "undersigned viewers of ch. 3 in central Illinois and western Indiana."

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

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

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

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

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

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

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

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

A GOOD
CHICAGO HABIT

WBKB
CHICAGO'S
CHANNEL 7

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

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

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

FCC to keep ch. 7 at Calais, Maine

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

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

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

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

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

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

FCC, NASA ideas on satellites vary

AGENCIES DIFFER OVER WHO WILL OWN, RUN, WATCH

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

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

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

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

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

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

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

In other space activities:

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

- Rep. Moulder (D-Mo.) announced that his communications subcommittee of the House Commerce Committee will hold hearings on space communications shortly. Senate Commerce Committee officials said they will wait until the President's recommendation is submitted.

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

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

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

Superior gets STA to keep WIOS on air

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

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

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

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

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

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

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

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

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

And in addition, they can develop a great deal of realistic information about the size, and the profit potential, of the market position you intend to give your product. All this is available to you through ably directed and skillfully conducted research.

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

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

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

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

YOUNG & RUBICAM, Advertising
SPEAKER MAY TAKE
He's committed, if Rep. Meader

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

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

Rep. George Meader (R-Mich.), who since 1955 has futilely sought reversal of the late Speaker Sam Rayburn's ban on radio-tv access to hearings, said he plans to raise the issue on the House floor. He has already discussed the matter informally with the speaker, and last week was preparing a brief to support his position that House rules do permit committees to decide for themselves whether to allow camera and microphone coverage of hearings. Rep. Meader has a staunch supporter in Rep. Francis E. Walter (D-Pa.), a veteran legislator high in the Democratic House hierarchy. Rep. Walter on several occasions tried to get Speaker Rayburn to lift the ban on radio-tv, and has discussed it with the new speaker.

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

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

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

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

She said last week she will "sound out the possibilities" for a change in the Rayburn ruling in talks she plans this week with Speaker McCormack and members of the Rules Committee. That committee was to have taken up her resolutions last year, but considered Rep. Meader's proposal instead when she failed to appear at the hearing. She said at the time that she was stranded in Detroit by lack of transportation, but there were some suggestions that she was absent on Speaker Rayburn's advice.

Examiner denies plea by WREA for renewal

Hearing Examiner Jay A. Kyle last week dismissed with prejudice the application of WREA East Palatka, Fla., for renewal of license because the applicant failed to publish a notice that the FCC had set the case for hearing (Broadcasting, Oct. 23, 1961).

WREA, which has been dark since last winter, is owned by Peter, Anthony and Concetta Corrado. The station's renewal application was set for hearing on questions of unauthorized transfer of control, financial qualifications and going off the air without authority, among other issues.

FCC refuses to clear Tedescos of charges

The FCC last week refused to issue a declaratory ruling that Tedesco Inc. and its principals, Nicholas and Victor Tedesco, have not been engaged in trafficking in broadcast licenses. Such a question against Tedesco had been raised by the commission in setting for hearing the application of Tedesco to purchase WMN at St. Paul, Minn.

The Tedescos had asked for such a ruling by the commission and recom-

RADIO-TV STAND makes promised inquiry

The details of lighting the dimly-illuminated hearing room will be discussed. The Commission originally directed that only available lighting would be permitted.

Last Dec. 12 the Commission granted coverage permission to G. Bennett Larson, head of Washington, D. C., Television & Program Service, production firm. The letter from Chairman Newton N. Minow specified that exclusive coverage would not be permitted, and that a pooling arrangement would be necessary should others want to participate.

When NBC went to the Commission with a request to originate the hearings the network was referred to Mr. Larson. At this point, it's understood, NBC was reminded by NABET that the network cannot, under its union's contract, take a pickup from Mr. Larson's firm (which is an independent producer) though this firm reportedly has a NABET contract, too.

Mr. Larson agreed to step aside to let NBC originate the testimony for the pool. His firm will take its feed from the pool. NBC originally had wanted to take the hearing from the Larson firm because NBC is a party in the proceeding.

The FCC hearing was first scheduled to start Jan. 23. The date was changed last week when CBS noted a space shot is scheduled that day. Triangle Stations announced Jan. 11 that all stations in the group will cover the hearing. It plans to offer testimony by network presidents along with other significant developments. Live highlights will be given during the day, with special evening excerpts.

NBC's behind the cameras for the FCC's blue shirt day

Radio and television will give extensive coverage to the FCC network hearing, scheduled to start Jan. 24 in Washington, judging by network and station plans at the weekend.

A pooled pickup of the proceedings by NBC was approved Jan. 11 by the FCC after a flurry of excitement about a union jurisdictional problem involving the National Assn. of Broadcast Employees & Technicians. Comr. Robert E. Lee notified the network it had been given permission to originate the hearing on a pooled basis.

A meeting of those interested in coverage of the hearing was scheduled at 10 a.m. today (Jan. 15) at the FCC secretary's office. Technical details of the coverage will be discussed. Comr. Lee, who has handled this phase, will attend.
PORTER CHARGES FCC CENSORSHIP

He demands that FCC kill charges against Fredericks

A former chairman of the FCC last week charged that agency with program censorship.

Paul A. Porter, Washington communications attorney and 1944-46 chairman of the FCC, raised the question of that agency's interference with programming in a 23-page legal memorandum defending Carlton Fredericks' Living Should Be Fun health-diet-nutrition program.

The FCC on Dec. 6, 1961, sent a letter of inquiry to 50 radio stations carrying the Fredericks' program raising questions of fairness and the possibility of hidden sponsorship because of the inter-relations of Mr. Fredericks, C. F. Productions Inc., Curtis Advertising Co., and Foods Plus Inc. (Broadcasting, Dec. 18, 1961). All are in New York.

By raising the question of the controversial issues-fairness doctrine, the commission presumably has prejudged the issue, Mr. Porter said in his memorandum submitted to the FCC and sent to the radio stations carrying the Fredericks' program. This, he averred, is censorship by indirection. The commission is forbidden to censor programs by Sec. 326 of the Communications Act.

The program is not a controversial public issue, Mr. Porter stated; there's nothing controversial about health and diet. And, assuming it were, Mr. Porter said, the program has included guests who disagree with Mr. Fredericks' views. In fact, Mr. Porter added, Mr. Fredericks himself during his programs has quoted from speakers and publications that hold views at variance with his.

Nor, Mr. Porter continued, is there any hanky-panky about sponsorship identification. Mr. Fredericks is the sole producer and owner of his radio program. C. F. Productions Inc., which distributes the Living Should Be Fun program for a 20% commission on gross billings, guarantees a monthly minimum to Mr. Fredericks and that's all. There is no other relationship between Mr. Fredericks and C. F. Productions.

Curtis-C. F. Connection * Curtis Advertising Co. is the advertising agency for C. F. Productions. Curtis, which receives nothing more than the regular 15% commission from C. F. Productions, is owned by Lawrence R. Curtis and his wife. Mr. Curtis is 50% owner of C. F. Productions; the other 50% of C. F. Productions is owned by Robert Dave Nathan, who is director of radio-tv for the Curtis Advertising Co. Both Curtis and C. F. Productions are at the same New York address. Mr. Fredericks, Mr. Porter stressed, has no interest in the advertising agency.

Mr. Fredericks does have a consultancy contract with Foods Plus Inc., mail order vitamins, Mr. Porter acknowledged. He receives $200 a week for this service, which includes permission to use of his name, photograph, and other material in merchandising Foods Plus products. He also turns over to the food company all mail received from radio, tv and other public appearances. It is used in connection with the merchandising of Foods Plus products.

Foods Plus' advertising agency is Curtis Advertising, Mr. Porter said. Foods Plus has a standing order with Curtis Advertising to purchase spot announcements on those stations which have just begun carrying Living Should Be Fun. Other national advertisers (Blackberry Julep and Mountain Valley Water) have similar standing orders with Curtis Advertising, Mr. Porter pointed out.

In none of these relationships, Mr. Porter stressed, is there any understanding or agreement that money shall be paid for inclusion of any matter in the Fredericks' program.

Mr. Porter asked the FCC to advise him quickly that the stations to which the letter of inquiry had gone are free to use the Fredericks program and that the allegations are unfounded.

FCC has no authority to regulate catv—NCTA

The National Community Television Assn. last week told the FCC that agency has no jurisdiction for control over community antenna systems and that any proposal to exercise such regulation via rules pointed at broadcast licensees is illegal and unworkable.

The NCTA comments were made in an opposition to a request by WBOY-TV Clarksburg, W. Va., one of the Friendly Group stations, that the FCC rein in catv operators by making it illegal for a tv station to permit its programs to be carried by a catv system in a market served by a local tv station which broadcasts the same program (Broadcasting, Dec. 18, 1961).

NCTA said that the FCC already has ruled it has no authority over cable companies and that the proposed rule would be doing by indirection what the commission has said it cannot do directly. Congress has turned proposed legislation to give the FCC jurisdiction over catv, the NCTA brief stated.
A rosy report on color tv, stereo fm

Color television prospects brightened last week in the eyes of RCA, color’s biggest investor and promoter. RCA’s hopes are pinned on two facets of color set expansion: a rise in retailing of its sets and in the increased use of its color tv picture tubes.

Raymond W. Saxon, marketing vice president of RCA Sales Corp., said color has become “the favorite rich uncle” of tv retailers, and will account for more and more of their profits as time goes on.

He told the annual convention of the National Appliance Radio-Tv Dealers Assn. in Chicago last Tuesday that RCA’s distributor-to-dealer color set sales in the three weeks before Christmas were 101% higher than in the same period of 1960, and that total 1961 sales were up 51% from 1960. The last quarter of 1961, he said, will be known as “the turning point in color television.”

The sales gains shown by color tv in 1961 “show excellent promise of continuing right through 1962,” Mr. Saxon said.

Portables Up = He warned the dealers that more and more of their profit on black-and-white sets will be coming from low-margin items, especially portables.

During the next five years, he predicted, tv set sales will average close to six million receivers a year, but “of these total sales, lower-priced merchandise with traditionally lower profit margins will continue to increase its share of the total black-and-white market.”

He ventured that low-margin portables will represent 80% of the black-and-white market in 1966, as compared to 58% now. The dealer’s profit outlook, he said, will be much brighter if he moves “more aggressively” into color television, where there are “built-in opportunities for dealers who are salesmen first, and not simply checkout counters.”

During the last quarter of 1961, Mr. Saxon said, some distributors reported their color-set volume was three times what it was in the same period of 1960. By the end of 1961, the color inventories of both dealers and distributors were exhausted in most areas, he reported.

Boost In Demand = RCA said it plans a $1.5 million expansion of its current $10 million color tv picture tube plant to meet an anticipated 250% boost in industry demand this year. The plant is at Lancaster, Pa. Color tube production there is at a record rate, D. Y. Smith, vice president and general manager, RCA Electron Tube Div. reports. He adds that production has doubled in the last year alone. It’s Mr. Smith’s contention that RCA wants to be prepared to supply a quantity of “high quality” picture color tubes should every major tv manufacturer begin marketing a color set.

The expanded facilities are expected to be operating by the second half of this year.

Mr. Smith’s projection is of a $200 million volume status for color tv this year, or twice the volume of two years ago.

From 6 to 10 Million = Edward R. Taylor, executive vice president of the Consumer Products Div. of Motorola Inc., told the radio-tv dealers that the annual sales total of 6 million tv sets could be boosted as high as 10 million if dealers would stop “gimmick” merchandising and concentrate on building the second-set market. He observed that there are more two-car American families today than two-set families, not to mention the multiple radio set market that developed only in the past few years.

A bright market for setreo fm sets was predicted by J. B. Anger, Zenith Sales Corp., if dealers will cooperate more with local fm stations in mutually beneficial promotions. He said live demonstration is the most effective sales device for stereo. Mr. Anger cited sponsor support afforded by major manufacturers of fm stereo programs in many markets.

The Zenith executive predicted that by April 1 there will be 194 fm stations in the country broadcasting stereo fm programs. By June 1, the total would be 225 stations on stereo, and by the end of the year 261 stations, he said. At the present there are 56 fm stations stereocasting, according to survey statistics compiled by Zenith.

No Premiums = S. R. Herkes of Motorola went on the record strongly against the “J. D. tape plans” now mushrooming among food store operators. By the “instant dividend” arrangement, major appliances, including radio-tv sets, are offered as discount premiums to be partially paid for by food store cash register receipts. He asserted that such plans tend to destroy consumer confidence in the quality of the appliance product offered, and to undermine the long-range market potential of the appliance dealers involved.

Sam Jenkins, Majestic International Sales Corp., predicted that the next mass volume consumer product in the electronics field would be the tape recorder, emphasizing that the tape recorder for home use is just at its sales threshold. The tape explosion in business and industry clearly indicates the big consumer market potential, he said.

Radio-tv and appliance dealers should experience a sales spurt of eight to ten % during 1962, according to Richard Snyder, NARDA economist.

Continental to build 1 megawatt transmitter

A $1,250,000 contract to manufacture and install a 1-megawatt standard broadcast radio transmitter for the United Arab Republic was announced last week by Continental Electronics Mfg. Co., subsidiary of Ling-Temco-Vought Inc., Dallas.

Thomas B. Moseley, Continental sales director, said the transmitter would be delivered to Alexandria, Egypt, within 12 months and would be operative within 18 months.

The contract closely follows award to Continental of two multi-million dollar contracts for vhf military radio transmitters by the L-T-V subsidiary. One is a $10.5 million contract to design and construct a NATO field communications radio station in England; the other is to design for the Pacific fleet communications an installation similar to the $70 million Atlantic fleet radio in Cutler, Me., which Continental completed earlier this year.

Technical topics...

STEP system = A Chrono-log STEP (Sequential Television Equipment Programmer) system has been installed at WTVR (TV) Richmond, Va. STEP automatically switches video and audio during station breaks. The system was purchased from the Chrono-log Corp., Broomall, Pa.

New antenna = The Crush Craft Co., Manchester, N. H., presents its new vhf-uhf antenna for fixed station use. Clover leaf in design, the antenna is
Bootola

If you’ve never seen a pair of five-buckle rubber boots, the flavor of this anecdote may be lost on you, especially if the only view you’ve had recently of 5:30 a.m. is from the hangover side of New Year’s Eve.

WMT’s intrepid engineers crank up all of our enterprising watts to get the show on the road every weekday morning at 5:30. Even in Eastern Iowa this is early—and pretty far down the time alphabet (it comes out “C”). We call it the Sunrise Hour—but in the winter even the sun doesn’t show up. However, the team of Alford, Brady and Nance, our three-deep college-graduate farm reporting team, is on hand, bleary-eyed and bushy-voiced.

"We must be the only people in Iowa up at this ridiculous hour," said Alford to Brady one 5:31.


And that’s the way they cooked up a scheme, with the cooperation of U.S. Royal Tempered Rubber Boots, known as the U.S. Royal Tempered Rubber Boot Contest. One pair of boots was awarded every week for eight weeks. Listeners had to write in (1) swearing they were up; (2) providing their name, address and boot size; and (3) indicating the number of buckles they wanted. (Ed. note: the more buckles, the deeper the negotiable snow.)

You know, we disposed of all eight pairs of boots—and not a pair went to an engineer.*

*But Alford, Brady and Nance jingle

This is the way we’d like to leave it—but there’s that Sales Dept. Actually, 1,745 cards and letters were received from 44 Iowa, seven Illinois and two Wisconsin counties; one lucky winner was drawn fair and square every week. The moral of this story is that the snow gets mighty deep in Eastern Iowa.

WMT
CBS Radio for Eastern Iowa
Represented by the Katz Agency
Affiliated with WMT-TV,
Cedar Rapids—Waterloo
K-WMT, Fort Dodge
WEBC, Duluth
One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

In keeping with our continual search for programs that benefit our entire area, WCPO-TV has made a weekly feature of 'Call the Doctor.' It fulfills a vital community responsibility by providing basic knowledge on Health. Those who fear certain symptoms are encouraged to seek professional advice, so that serious illness may be averted if treated in time. Each program explores the topic in depth, with enlightening discussion but no diagnostic opinion. At WCPO-TV we are so pleased with overwhelming public acceptance of 'Call the Doctor' that it has been increased from 30 minutes to a full hour.

M. C. WATERS
Vice President, WCPO-TV
Profession Cooperates to Ease Apprehensions

In cooperation with the Academy of Medicine of Cincinnati, WCPO-TV presents 'Call the Doctor' each Sunday from 10 to 11 a.m. The camera is a panel of physicians, different each week, to answer questions on medical subjects as phoned in by viewers.

Dr. Albert E. Thielen, chairman of the Academy’s public relations committee, is usually moderator. Viewers call-in questions for consideration in connection with the announced topic of each telecast. Each week, four doctors’ wives answer the phone calls. As members of the Women’s Auxiliary to the Academy, they are in position to handle the calls with above-average speed and understanding.

Dr. Ralph Grace, chairman of the Academy’s TV committee, screens each question before it goes to the panel. He also frequently serves as moderator.

Range of topics is remarkably wide, including Alcoholism, Arthritis, Brain Diseases, Cancer, Dermatology, Obesity and various types of surgery.

Physicians credit the telecasts with helping dispel any false notions about professional reluctance to share medical knowledge outside the consultation room. And the mounting mail-and-phone response shows that the knowledge made available on ‘Call the Doctor’ has eliminated needless fears and apprehensions in thousands of homes.

To Blair-TV, creative public-affairs programming by great stations like WCPO-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

omni-directional with horizontal polarization. Its elements are constructed of ¼” 17T6 aluminum rod, polystyrene insulation and ¾” to 1¾” pipe mounting. Contact the company at 621 Hayward St. for additional information.

**Power supply** • A new dc power supply capable of remote programming, remote sensing and output current limiting is now available from Hewlett-Packard Co., Palo Alto, Calif. Designed Model 726AR, the rack-mounted power supply is priced at $545 with delivery in two weeks.

**New office** • Dielectric Products Engineering Co., Raymond, Me., has established an application engineering office in Haddenfield, N. J., under the direction of Richard Fiore, formerly a senior engineer on the firm’s research and development staff in Bridgton, Me. The new office will service the area from Washington, D. C., to upper New York State.

**Japanese color tv sets**


The unit, which was previewed for trade last year, is making its retail debut at Liberty Music Stores, New York. Herbert Kabat, Delmonico executive vice president, said the unit was a “breakthrough” in color tv set production.

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**INTERNATIONAL**

**Thomson outlines African radio-tv plans**

**HE URGES ASSISTANCE TO ASIAN, AFRICAN RADIO-TV**

Roy Thomson, who started with one radio station at Timmins, Ont., 30 years ago, is expanding rapidly with radio and television stations throughout Africa, he told the Radio and Television Executives Club at Toronto on Jan. 4. Mr. Thomson and his associates recently obtained television and radio station licenses in Kenya, Rhodesia, Western Nigeria, Gibraltar, Sierra Leone, and with U. S. interests in the new republics of Mauretania, Senegal and Ivory Coast.

Mr. Thomson, who now has 93 newspapers in North America, Great Britain, Africa, the Caribbean area and Australia, is 80% owner of Scottish Television. He recently obtained radio and television station licenses in Trinidad at Port-of-Spain and will expand with a station at Tobago.

He told the Canadian broadcasters and advertising agency executives that radio and television are important in countries emerging into freedom. Populations are largely illiterate and radio and television can be used not only for entertainment but also for education, which is presented in entertaining programs mostly in the English language, except in the former French African colonies.

He urged Canadians to help develop the African and Asian areas with radio and television, to combat communism and aid the new countries in their development.

Mr. Thomson is known not only for his chain of radio-tv stations and newspapers, but also for his remark that his Scottish television station is the equivalent of a license by the British government to print money. It has been phenomenally successful. He told the Canadian audience, however, that after 1964, when his license runs out and competitive tv stations will probably be permitted, the profits will not be as great as now.

Mr. Thomson thinks North Americans should learn more about Africa and its people. He said Africans are able and if given a generation of education can compete with North Americans on any basis. He said radio and television are expanding rapidly into many countries where economic features are not the highest. He said he will soon start a tv station in an Asian

**CTV outlets’ troubles**

The financial problems of Canada’s second television stations in the eight major markets, and the financial problems of their cooperatively-owned network, CTV Television Network, Toronto, were examined at a meeting of the station presidents and CTV officials with the Board of Broadcast Governors at Ottawa, Ont., on Jan. 10. Of special interest to the BBG was the stations’ problem in meeting the 55% Canadian program content requirement starting April 1. Some of the stations are having trouble meeting the 45% content now in effect, especially in prime evening time. Because of competition with Canadian and border U. S. stations, Canada’s second major market television stations have not had an easy time in their first year.
Jamaica station grants run afoul of NARBA

A touchy international radio situation has cropped up in the Caribbean. Eight radio stations on the island of Jamaica are operating, or have been announced as granted, with facilities that are considered objectionable under the North American Regional Broadcasting Agreement. Four of these stations are on U.S. clear channels.

The matter has been known to the FCC for the past "several" months, it's said there. Negotiations have been in progress between the U.S. and the United Kingdom about the matter, but the difficulty is that UK has not yet ratified the NARBA treaty. This means the Jamaicans

Sound of coins comes from the ships at sea

A small ship bobbing in the Baltic Sea four miles off the coast of Denmark houses a successful commercial radio operation. The fm transmitter on the Lucky Star broadcasts on 94 mc and offers fair field strength to heavily populated Danish areas. Since it is in international waters, the Lucky Star station doesn't need a government license.

Fm tuners are now standard equipment in a vast majority of Danish radio receivers, and Denmark's Commercial Radio, operator of the shipboard station, can maintain high audience figures.

Another unlicensed shipboard station, the Bon Jour, operates from international waters off Sweden. This station uses a 10 kw medium wave transmitter on 606 kc, but hopes to increase its power to 20 kw shortly.

Both stations report great commercial success from their watery bases.

Canadian tv sales rise

Canadian television receiver sales continued to increase in November, as for each month since August. The Electronics Industries Assn. of Canada reports that in the January-November period television receiver sales were up 2.5% over the 1960 period to 266,071 units. Canadians are now rapidly replacing original tv receivers with improved models, the EIAC reports.

On Nov. 30, radio set sales were down 3% compared with 1960. Imported radio sets in the first seven months of 1961 accounted for 69% of sales in Canada. Since then the Canadian government has placed import quotas on radio receivers from Japan. An increase in fm sales is noted in that 52% of all radio-phonograph combinations sold now have fm tuners installed.

Research firm formed for Canadian marketing

The formation of Market Facts of Canada Ltd., with headquarters in Toronto and Montreal, has been announced by W. F. O'Dell, board chairman of the new marketing research firm.

That the BBG has made an error in requiring high Canadian program content for new second tv stations in major Canadian markets.

He pointed out that Canadian viewers cannot be stopped from looking at U.S. border stations and the high quality programs provided there by networks. He thinks Canadian stations should have been permitted to develop an audience with imported shows, instead of being required to use the limited amount of Canadian talent to provide 45% of their program content.

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What famous communicator said what? Here are three little words that say a mouthful—and yet say nothing at all! To continue the paradox, there's a bit of a "twist" to their author's first name. As for his surname, it's precious and common—reading from left to right! Thoroughly confused? Now tackle those three initial letters SGC—then look below to see how smart you are.

On the subject of famous communicators, the letters WWDC have long spelled radio leadership in the rich, ever-expanding Washington, D. C. 5-county metropolitan area. Leadership in listeners—in programming—in personalities—in dollars-and-cents results to advertisers. Let us communicate your sales message.

WWDC
... the station that keeps people in mind
Represented nationally by John Blair & Company
And in growing Jacksonville, Fla., it's WWDC-owned WMBR

Broadcasting, January 15, 1962
Radio Month slogan announced by NAB

A slogan—Radio, the Sound Citizen—has been adopted by NAB for observance of National Radio Month during May. The event will focus on the individual radio station's contribution to the American way of life through programming and exercise of civic responsibility.

John M. Couric, NAB public relations manager, said Scott-Textor Productions, New York, has been retained to produce a series of musical announcements for station use. The announcements will reflect both the soundness of radio's services as well as "the good sounds which emanate from radio," he said.

All member stations will be sent a kit of materials including announcements, speech text, programming-promotion ideas and background material on the broadcasting industry. Mats and artwork will be supplied. The musical jingles will be cleared for broadcast over a 13-week period starting May 1.

Drumbeats...

Winter wonderland • WLCY St. Petersburg offered a "white" Christmas before the holidays to the listener who could best tell why he wanted it. The contest's prize was 20,000 pounds of snow blown by a mobile snow machine onto the lawn and house of the winner. From the 1,500 entries received, the am outlet chose the letter sent in by Mayor Grover Criswell of St. Petersburg Beach, Fla., who wanted a "white Christmas" for the children of his town. And on a bright Saturday, in 80 degree weather, some 600 young residents of the Florida town enjoyed a winter wonderland.

WOR study • National Sales Div. of RKO General Inc. has released a new report that shows the extent of popularity claimed by WOR New York based on figures compiled by The Pulse. The study looks into audience profile dividing it into male and female listeners (or "impressions"), including weekdays and "drive" times.

Comments on research • Ad agency media executives responded enthusiastically to publication of "Anatomy of an Audience," a study by Gonzaga U. School of Business of the Spokane, Wash., radio audience. The study, commissioned by KREM Spokane, probed listening habits with emphasis on radio versus other media as a source of news.

Penny sense • More than 21,000 youngsters in the Spokane area sent in pennies to station KREM-TV, that city, during its annual "Pennies for Presents" campaign. The Christmas drive brought in $895 this year, all of which was distributed to local charitable organizations to have presents purchased for poor children.

Fashion editors in tv commercial

American Cyanamid Co., New York, held a preview of new women's fashions illustrating the design versatility of Creslan, Cyanamid's acrylic fiber, for the nation's fashion and trade editors in New York on Jan. 4. The event was filmed for use on the company-sponsored Eyewitness program last Friday (Jan. 12). Erwin Wasey, Ruthrauff & Ryan, New York, agency for Cyanamid, supervised the filming of the fashion show in the Hotel Plaza in New York, and arranged for editing the footage for tv commercial use. Since part of the 220 editors present at the show were to appear in the commercial, each editor was paid a silver dollar for signing a waiver permitting Cyanamid to use the film sequence in which he or she was present.

PGW's Colonels of the year

Peters, Griffin, Woodward Inc., New York, has announced its 1961 "Colonel of the Year" honors, which annually spotlight two of the rep firm's employees who have "shown the most growth" during the year.

George B. J. Adkisson of PGW's Chicago Office received the radio honor, and Arnold K. Knippensberg, who opened the firm's new St. Louis office during the year, was named tv "colonel."

On hand for the festivities were: (1 to r) Bill Tynan, vice president in charge of tv sales; Col. Knippensberg; John Cory, vice president; Col. Adkisson, and Art Bagge, midwest radio vice president.
Dick Clark and Thomas Ryan elected vps of Cunningham & Walsh Inc. Mr. Clark is director of marketing, western region, with headquarters in C&W's San Francisco office. Mr. Ryan, who joined C&W last year, is presently account supervisor of St. Regis account. He formerly was account executive with McCann-Erickson, that city.

Alan M. Pettasch, director of marketing services, Pepsi-Cola International, New York, elected vp in charge of marketing services. Responsibilities include development of all advertising and sales promotion for company.


Walter W. Selover, vp, and account supervisor on Firestone and Gobel Brewery accounts, Campbell-Ewald, Detroit, appointed supervisor of United Motors Service account succeeding Austin Chaney, resigned. Thomas R. Chick named general account executive at agency.

Kenneth C. Ring, executive vp and manager, Aves, Shaw & Ring, Chicago, joins Waldie & Briggs, that city, as vp and account supervisor.

Charles Mottl resigns as vp and account supervisor, Hixson & Jorgensen, Los Angeles, effective Feb. 1, with future plans to be announced. Reg W. Twiggs, H&J vp, will supervise account group formerly handled by Mr. Mottl.

Arthur C. Mayer copy chief, Hicks & Greist, New York, elected vp of agency. Mr. Mayer joined agency as copy supervisor in 1956, and was appointed to his present position in 1959. Earlier he was associated with Norman, Craig & Kummel and Sullivan, Stauffer, Colwell & Bayles, both New York.

D. C. (Clem) Sperry, advertising manager, Oklahoma Tire & Supply Co., Tulsa, wholly-owned subsidiary of Mc-
HAB elects its officers for 1962

Perry W. Carle (r), general manager, KOOD Honolulu, elected 1962 president of Hawaiian Assn. of Broadcasters, succeeding Cornelius Keur (second from left), executive vp and general manager, KAIM-AM-FM Honolulu. Others elected: Richard E. Mawson (l), station manager, KMVI-AM-TV Wailuku, vp, and Jack Irvine (not present when photo was taken), vp and general manager, KLEI Kailua, secretary-treasurer. Also in photo (second from right) is Trent Christian, vp for radio-tv, Holst & Male Advertising, Honolulu (McCann-Erickson), who was guest speaker at the HAB meeting in Maui, Hawaii.


Joseph Dolan joins Hal Stebbins Inc., Los Angeles advertising and pr firm, as account executive on pr staff.

Ernest S. Lang, product manager, Ovalline food products division, The Wander Co., Chicago, promoted to director of marketing.

Otto Prochazka, creative supervisor, Benton & Bowles, New York, joins Young & Rubicam, Los Angeles, as copy supervisor.

Helen Van Slyke, promotion director, Glamour magazine, joins Norman, Craig & Kummel, New York, as copy plans supervisor.

F. Joseph Egles and Arthur Poretz elected vps of Mogul Williams & Saylor, New York. Mr. Egles, member of account group servicing M. Lowenstein & Sons (Wamsutta Mills and Pacific Mills Divs.), joined agency in 1960 after several years as distributor sales manager, Fieldcrest Mills. Mr. Poretz, who becomes vp in charge of public relations, joined original Emil Mogul Co. in 1957 and was named pr director year later. He also heads agency's pr subsidiary, Publicity Counselors Inc.

Don B. Amsden, vp, radio-tv department, Allen & Reynolds, Omaha advertising agency, promoted to executive vp. Mr. Amsden joined A&R in 1949 as copywriter, and later served in an administrative capacity in radio-tv department. He became director of that department in 1958, and was elected vp in March 1960. Prior to joining A&R, Mr. Amsden was with the advertising department of Omaha World Herald. Earlier he served as continuity writer for KOIL Omaha.


James Rieff, former art designer, Port of New York Authority, joins Allen, De St. Maurice & Spitz, San Francisco advertising agency, as art director. Don Hadley and Judy Noll join ADS as writers.

Mary Lou Seaman, account executive, Hank Meyer & Assoc., Miami Beach, joins pr department, FitzGerald-Toole & Co., Providence (R.I.) advertising and pr firm.


Richard K. Bellamy appointed pr director, Fuller & Smith & Ross, Cleveland.


THE MEDIA

Milton D. Friedland, general manager, WICS (TV) Springfield, WCHU (TV) Champaign, and WICD (TV) Danville, Illinois, elected vp of Plains Television Corp., licensee of above-mentioned stations. He will continue to serve as stations' general manager. Mr. Friedland joined Plains in July 1953 as general manager assigned to establish WICS, which began operations in September 1953. When WCHU was established in April 1959, and when corporation purchased WICD in August 1960, he assumed duties of general manager for new properties. Before joining Plains, Mr. Friedland was national sales manager for WBKB (TV) Chicago.

Sheldon Smerting, former executive vp, National Theatres & Television, Beverly Hills, elected president, National Telefilm Assoc., New York. Leonard Davis, who has been serving as board chairman and president of NTA, will continue as chairman.

William L. Wright, director of sales, WIBG Philadelphia, named national radio sales manager for Storer Broadcasting Co., with headquarters in New York. He succeeds Joseph T. Conway, who becomes general manager of WIBG.

George C. Collie Jr., national sales manager, Trigg-Vaughn Broadcasting Co. (KVII-TV Amarillo, KOSA-AM-TV Odessa, and KROD-AM-TV El Paso, Texas), elected vp, Southwest States Inc., parent company. Mr. Collie, veteran broadcaster with 12 years tv experience, has served as group's national sales manager since August 1958, and will continue in this capacity. He has served as merchandising manager, local sales manager, commercial manager and national sales manager since entering industry with WOAI-TV San Antonio in November 1949.

BROADCASTING, January 15, 1952
Robert J. Reardon, for eight years vp and associate copy director, Leo Burnett Co., Chicago, joins Clinton E. Frank Inc., that city, as senior vp and creative director. He succeeds Bowman Kreer who becomes director of client services. Other Frank agency appointments: Philip E. Bash, senior vp, named director of marketing services, embracing media, research and publicity; Hill Blackett Jr., senior vp, named director of administration, and M. Wayde Grinstead, senior vp, named chairman of plans board.

Sherod Rouser, general manager, WLOD Pompano Beach, Fla., appointed general manager, KOME Tulsa. He is succeeded by George Liddy.

Bob Roberts named commercial manager of WLOD. Franklin Broadcasting Stations: WMN St. Paul, WEW St. Louis, WWOM New Orleans, KOME Tulsa and WLOD Pompano Beach.

David Bolton, local sales manager, WIBG Philadelphia, promoted to general sales manager, succeeding James P. Storer (Broadcasting, Jan. 8). Mr. Bolton began his radio career at WIBG in 1956 as a time salesman. He was appointed local sales manager in 1959. Previously, Mr. Bolton served in sales promotion department of Don Bennett Productions.

E. L. Lincoln Jr., formerly with KDUB Lubbock, named general manager, KTXL San Angelo, both Texas.

Louis Pells, general sales manager, WEOK-AM-FM Poughkeepsie, N. Y., named general manager. Mr. Pells joined station in 1949 as salesman.

Leavenworth (Bud) Wheeler, chief engineer and operations manager, KIVA (TV) Yuma, Ariz., promoted to general manager, effective Feb. 1. He succeeds Roger Van Duzer who resigned to accept management of new tv station, ch. 4, in Reno, Nev.

Terry P. Mason named general manager, KMSO-TV Missoula, Mont.

Arthur M. Tolchin, executive vp and director, WMGM New York, until its Jan. 5 transfer to Storer Broadcasting Co. (At Deadline, Jan. 8) appointed assistant to president, Loew's Theatres Inc. Mr. Tolchin began with Loew's 24 years ago as a time salesman for WHN New York (later changed to WMGM). He assumed direction of station in 1954.

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TV New York; KHI-AM-TV Los Angeles; WNAC-AM-FM, WRKO (FM) Boston; WHBQ-AM-TV Memphis; WHCT (TV) Hartford, Conn.; KFRC San Francisco; WGMS-AM-FM Bethesda, Md., and CKLW-AM-TV.


Fred L. Zellner Jr., chief engineer, WLS Chicago, named director of technical operations, ABC Radio, New York.

Don Dillon, executive producer, WBBM-TV Chicago, joins WBKB (TV), that city, in similar capacity.

Andy Benedict, assistant program manager, WWRL New York, named program manager, WRFM (FM), that city. Hal Kormann named assistant program manager.

George White, producer-director, WCPO-TV Cincinnati, joins WPTV (TV) West Palm Beach as program director. Stan Doyle, traffic manager, WPTV, named promotion manager.

Hugh Heller, program director, KSFO San Francisco, transfers to KMPC Los Angeles, in similar capacity. Both stations are properties of Golden West Broadcasters. Al Newsman, assistant program director, KSFO, promoted to program director.

Mike Weide, account executive, and Dave Robinson, program manager, KOMO Seattle, promoted to program director and special projects director, respectively.

Tom Dutton, air personality, WHMS Charleston, W. Va., promoted to program director.

Jerry Healey, air personality, WBBM Chicago, appointed director of programs, WJJD, that city.

Dick Carson, stage manager, KABC-TV Los Angeles, appointed director.

Irv Lichtenstein, for past year director of advertising, sales development, promotion and research, Mutual Broadcasting System, New York, elected vp for programming, WWDC-AM-FM Washington, effective Feb. 1. Mr. Lichtenstein had earlier served, for nine years, as publicity and promotion director, WWDC, before joining ABC Radio Network in 1958 as director of promotion and exploitation. He subsequently served as general manager, WNTA-AM-FM Newark, N. J. (now New York), and as promotion director, National Telefilm Assoc., New York.

William J. Calvert, vp in charge of station operations, WPAT Paterson, N. J., has resigned, with future plans to be announced shortly. Mr. Calvert, who joined station in 1954, served under Dickens J. Wright, who resigned last month as president (BROADCASTING, Dec. 18, 1961).

Ed Stern, account executive, KEYS Corpus Christi, Tex., promoted to commercial manager. Gene Goodson, general manager, KOPY Alice, Tex., joins KEYS as account executive.

Jack C. Brussel, formerly with WJR Detroit, joins WBK, that city, as senior sales representative.

Roy Harnish, announcer-director, KWVL Waterloo, to KWVV Waverly, both Iowa, as sales representative and newsman.

Bill McCain, news director, WXQI Atlanta, joins KYA San Francisco, in similar capacity.


Ron Myron and Bob Kane join news department, KIOA Des Moines, Iowa.

Richard T. Van Sice, formerly with WKBK-AM-FM-TV Youngstown, Ohio, joins news and special events department, WKST-TV, that city.

Charles E. Hardy, night news editor, Associated Press, Detroit, joins news department, WXYZ, that city.

Larry Burrell joins KTTV (TV) Los Angeles as announcer.

Sam Hamilton joins WWCO Waterbury, Conn., as air personality. Bob Rinaldi and Brian Mathews to WWCO's announcing staff.

John B. Gonzales joins WKYB Paducah, Ky., as air personality.

Raymond F. Henze Jr., for past ten years an executive with John E. Pearson Co., joins Bernard Howard & Co., both New York rep firms, as vp of company. Mr. Henze, while at John E. Pearson Co., served as president, member of board of directors and manager of New York office. Mr. Henze's addition is part of expansion of firm, which has recently opened new offices in Los Angeles and San Francisco.

Bruce Schneider, account executive, WIBV Belleville, III., appointed promotion manager. He will continue his account executive duties.

Carroll Wildman, senior, Northwestern U., begins three-month course in tv at WBBM-TV Chicago. Mr. Wildman's appointment is first of four such apprentice-type projects scheduled for 1962. His training program will include assignments in production, film, operations and public affairs sections.

Lon King, director of tv promotion and research, Peters, Griffin, Woodward Inc., New York, elected vp. Mr. King joined PGW as tv account executive in San Francisco office in 1951. He has been assistant vp in present post for past six years.

Jeff Davis, continuity director, WOOD Grand Rapids, Mich., appointed director of public affairs, WOOD-AM-FM-TV. James Spencer, formerly with WKMH Dearborn, Mich., joins news department, WOOD-AM-FM-TV, succeeding Glen Cloutens, who was called into military service.

Dick Johnson, formerly with WTMJ-
AM-TV Milwaukee, to WISN-TV, that city, as sportscaster.

Howard Hildreth, announcer, KITO San Bernardino, to KSDO San Diego, in similar capacity.

James Krayer appointed producer for public affairs department of WCAU-TV Philadelphia.


Chuck Breeze, program manager, WFBM Indianapolis, begins extended tour of active duty in U. S. Army.

Joe Hathcock, staff announcer, WSIX Nashville, named news and promotion director, WKDA, that city.

Don Steele appointed music director, KOIL Omaha.

Dorothy J. Frisk, women’s editor, WJW Cleveland, to WNDE-TV South Bend, Ind., in similar capacity, succeeding Pat McKenzie.

Harold A. Jellison, formerly with Alexander Grant & Co., Milwaukee auditing firm, joins WITI-TV, that city, as comptroller. He succeeds Bernice Bucholz, resigned.

PROGRAMMING

Richard R. Rendely, director of radio-tv, Hicks & Greist, New York, joins William La Cava Assoc., New York tv film production company, as vp in charge of production and sales.

David Kapralik, coordinator, popular artists and repertoire, Columbia Records, named east coast director, popular artists and repertoire.

Lelan Rogers, formerly with United Artists, Top Rank and Carlton Records, named southern region promotion manager for Epic and Okeh Records.


Lew Irwin, Los Angeles newscaster, and Edward O'Donnell, account executive, KFOL Los Angeles have formed Irwin-O'Donnell Productions, to produce documentary tv and theatrical films. Arthur Claybourne and Dave Spencer, writers, have been signed to develop shooting scripts for I-O-D.

EQUIPMENT & ENGINEERING

H. A. Shepard, vp and general manager, Thompson Ramo Wooldridge Inc., Beverly Hills electronics research firm, elected president, succeeding Dean E. Wooldridge, who resigned to devote full time to scientific and technical studies and activities. Dr. Wooldridge will, however, continue to serve company as board member of, both TRW and Space Technology Laboratories, its Los Angeles subsidiary. Mr. Shepard joined TRW (formerly Thompson Products Co.) in 1951 as vp and assistant to general manager. He was elected to board of directors in 1957. Mr. Shepard became general manager of Thompson Products Div. in 1958, and elected to his present position in October 1961.

Alfred C. Viebranz, vp for marketing services, Sylvania Electric Products Inc., New York, subsidiary of General Telephone & Electronics Corp., elected senior vp in charge of company’s marketing activities. He succeeds George C. Connor, also senior vp, who recently became general manager of Sylvania’s newly formed home and commercial electronics division. Mr. Viebranz joined Sylvania in 1946 as sales engineer of electronics division. He became general manager of division in 1950, and in 1953 was appointed merchandising manager of Sylvania’s photolamp sales group. In 1954 Mr. Viebranz joined Young & Rubicam as account and merchandising executive. He rejoined Sylvania in present position in 1960. George C. Isham, marketing services manager, Sylvania Electric Products Inc., New York, appointed picture tube product manager, electronic tube division, Seneca Falls, N. Y. He joined Sylvania as sales representative for lighting division in 1936, and was appointed to his present position in 1956.

Francis C. Healey named general manager, Minicom Div., newly formed division, Minnesota Mining & Manufacturing Co., Los Angeles. Mr. Healey, who was instrumental in early development of magnetic tape recording in U. S. in mid-1940’s, has been in charge of Mincom’s operations since it was acquired from Bing Crosby Enterprises in 1956.

John L. Porter, manager, cost accounting department, Ampex Corp., Redwood City, Calif., appointed finance manager, Ampex International. He will also serve as member of Al’s executive committee. Paul G. Crader, member of cost accounting staff, named department manager succeeding Mr. Porter.


INTERNATIONAL

George Alsop named radio-tv director, Tandy-Richards Adv. Ltd., Toronto.

Stanley Burke, CBC correspondent at United Nations, New York, named permanent CBC correspondent in Paris, France.

Fred Barreau, senior sales representative, CBC, Toronto, named radio sales supervisor at Toronto, CBC’s commercial headquarters.

Pierre Crenesse, French Broadcast-
ing System's director in North America, will return to France early this year. Jacques Sallebert, former London correspondent of French Broadcasting System, will replace Mr. Crenesse.

Weldon Tracey, sales representative, Canadian Broadcasting Corp., Halifax, N. S., for past three years, appointed sales representative, CBC radio network, Toronto.

Ian Grant, formerly with McDonald Research Ltd., market research firm, Toronto, to editorial staff, Canadian Broadcasting, that city.

Lou Tomasi, production manager, CJSP Leamington, Ont., appointed to permanent Roman Catholic diocesan committee for radio-tv for dioceses of London, Ont.

Ralph J. Judge, manager, Standard Broadcast Sales Ltd., Montreal, forms his own station rep firm, that city, with office at 1405 Bishop St.

GOVERNMENT

Carlisle Bolton-Smith, aide to former White House regulatory agency advisor James Landis, named general consultant to Administrative Conference of United States. He joined White House from Senate Judiciary subcommittee staff, and was recently with Senate subcommittee on administrative procedures.

George Stevens Jr., motion picture producer-director, named director, Motion Picture Service, U. S. Information Agency. He succeeds Turner B. Shelton, now with State Department. Mr. Stevens began his career as production assistant to Jack Webb on Dragnet tv series and feature films.

ALLIED FIELDS

Leo A. Goldberg, CPA, appointed head of newly created financial management department, Ward J. Jensen Inc., Los Angeles marketing and management consultant.


DEATHS

Ellis Asby Yost, 89, retired attorney, and former chief examiner of Federal Radio Commission (forerunner of Federal Communications Commission), died Jan. 7 in Washington Sanitarium. After his appointment to Federal Radio Commission in 1930 by President Hoover, Mr. Yost conducted hearings on the franchising of some of the early radio stations. His decisions helped formulate current communications laws.

Austin C. Lescarboura, 70, founder and former president, Lescarboura Adv., Ossining, N. Y., died Jan. 8 in Phelps Memorial Hospital, Tarrytown, N. Y. From 1912 to 1915, Mr. Lescarboura was editor of Popular Electricity magazine, which became Popular Science, and from 1915 to 1924 was managing editor of Scientific American.

Joseph A. Pinna, 44, managing editor, Lockport (N.Y.) Union Sun and Journal, and general manager, WUSJ Lockport, died of heart attack Jan. 3.

John A. Wales, national sales manager, WWJ-TV Detroit, died Dec. 31, 1961, in St. John Hospital, that city. He joined WWJ sales staff in 1952 and was appointed WWJ-TV local sales manager in 1957. Mr. Wales became national sales manager in 1959.

Fred Zieg, 69, radio pioneer, and former president and owner of WOWO Fort Wayne, Ind., subsequent to its sale to Westinghouse Broadcasting Co. in 1936, died Jan. 9 at his home in Fort Wayne.

Byron H. Speirs, 55, ABC-TV master control engineer in Chicago, died of cancer Jan. 8. He began his broadcasting career in 1928 with WMAQ, that city.

Hazel C. Wilson, 53, chief, payroll section, Federal Communications Commission, died Jan. 5 in Georgetown Hospital of burns acquired in fire at her Georgetown apartment New Years Eve. Miss Wilson, who for past 12 years served as chief, payroll section, had been with FCC since 1941. No successor has been named.


FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 4 through Jan. 10, and based on filings, authorizations and other actions of the FCC in that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup of other commission activity.

For further details of major actions, see Government section in this issue.


New tv stations

Biloxi, Miss.—WLOX (44.6%) (210-216 mc); ERP 11.7 kw vis. Ant. height above average terrain 216 ft., above ground 264 ft. Estimated construction cost $150,000; first year operating cost $100,000. P.O. address Buena Vista Hotel, Biloxi. Studio and transmitter location Biloxi. Geographic coordinates 30° 25' 60" N. lat., 88° 53' 28" W. long. Trans. RCA TV-5-AH; ant. RCA TF-6-AH. Legal counsel Eliot C. Lovett, Washington, D. C.; consulting engineer Earl Cullum Jr., Washington. Principals include Mr. and Mrs. J. S. Love Jr. (each 44.6%) and others. Granted is license of WLOX Biloxi. Comrs. Hyde and Cross dissented; Comrs. Bartley and Lee not participating. Action Jan. 10.

Dallas, Tex.—Automated Electronics Inc.
Granted uhf ch. 28 (580-586 mc); ERP 11.3 kw. Mr. Ant. height above average terrain 541 ft, above ground 593 ft. First year operating cost $12,000; revenue $1500. 100,000, Gulf Coast Television of Mobile, Mobile, Ala. Studio and trans. location. Dallas, Geog. radio map, 47° 40' W. long. GE TX T12-B; ant. RCA TPU-119; Legal signed Dow, Lohnes & Bowes, New York. Mr. Ant. is microwave engineer Electron Corp. Dallas. Principals including: Mr. Dow, Mr. Lohnes, Mr. Bowes, and others. S. Y. Dorfman and Louis Dorfman are partners in Dorfman Production Co. and are in business with 20th Century-Fox. Mr. R. S. Bond is president of oil firm; Mr. Caldwell is employed of securities firm. Action Dec. 9.

Existing tv stations

**ACTIONS BY FCC**

WVTW-TV (ch. 19) Fort Pierce, Fla.—By letter, 3633(a) 150. Granted application to permit identification as Fort Pierce-Vero Brevard Broadcasting. Action Jan. 5.

WFJF-TV (ch. 12) Jackson, Miss.—Granted application to move trans. to about 8.7 kw, decrease power of present 254.5 kw tower to increase alt. height from 790 ft to 1,630 ft. No change in trans. location. By letter, 3631(a) 26. The applicant, Mississippi Public Broadcasting Co., Inc. Jackson, Miss. Acting for 142. Action Jan. 6.

WSJB-TV (ch. 14) Joplin, Mo.—Mod. of cp (which authorized new tv station on ch. 14 in Kansas City, Mo.—Joplin, Mo.) 17.95 kw (horiz.) vs. 157.7 kw. By letter, 3633(a) 33. Granted application to increase cp. erect tower to 396.5 ft. Action Jan. 6.

WJZ-TV (ch. 12) Cleveland, Ohio—Mod. of cp (which authorized new tv station on ch. 12 in Cleveland, Ohio.) 1991 kw (horiz.) vs. 1350 kw. By letter, 3633(a) 33. Granted application to increase cp. erect tower to 515.5 ft. Action Jan. 6.

APPLICATIONS

WJFV-TV (ch. 12) Jackson, Miss.—Granted application to move trans. to about 8.7 kw, decrease power of present 254.5 kw tower to increase alt. height from 790 ft to 1,630 ft. No change in trans. location. By letter, 3631(a) 26. The applicant, Mississippi Public Broadcasting Co., Inc. Jackson, Miss. Acting for 142. Action Jan. 6.

**NEW am stations**

**ACTIONS BY FCC**

Beayton Beach, Fla.—Beayton Beach Broadcasting Inc. Granted ch. 150 kw. 1 kw D. P. O. address c/o Edgar J. Sperry, box 4966, Wainwright, Ga. Estimated construction cost $11,515; first year operating cost $23,500.8; revenue $15,000. Mr. Sperry operates WOFLO Orlando, Fla. Principals: Major Sperry, Sperry, Sperry. Mr. Sperry owns WOFLO Orlando, Fla. (100%). Action Jan. 6.


BROADCASTING, January 15, 1962

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address
city
tone
state
daytime power on 1320 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WFKY Frankfort, Ky.-Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WKAY Glasgow, Ky.-Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WPKE Pikeville, Ky.-Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

KBSY Roswell, N. M.-Granted increased daytime power on 1260 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 10.

KVAS Astoria, Ore.-Granted increased daytime power on 1260 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Jan. 3.

WPRA Mayaguez, P. R.-Granted change of operation on 990 kc untl. from 10 kw, DA-500, to 5 kw, DA-500. Action Jan. 3.

WLAR Athens, Tenn.-Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WMOC Chattanooga, Tenn.-Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

APPLICATIONS

WLMS Louisville, Miss.-Cp to increase power from 1 kw to 5 kw and install new trans. Ann. Jan. 8.


New fm stations

APPLICATIONS

Palm Springs, Calif.—George E. Cameron Jr.,Granted 104.7 mc, 14.5 kw. Ant. height above average terrain minus 1147 ft. P. O. address c/o Fred H. Austin, 408 N. Palm Canyon Dr., Palm Springs. Estimated construction cost $34,000; revenue $36,000. Fm station will duplicate KDES Palm Springs. Action Jan. 3.

Greenfield, Ind.—John C. Byrne, Granted 99.3 mc, 15 kw. Ant. height above average terrain 340 ft. P. O. address c/o Fred B. Austin, 440 E. Hambden St., Chardon, Ohio. Estimated construction cost $15,000; first year operating cost $10,000. Ant. specs: 500 ft., O. S. coverage. Action Jan. 3.

Waterloo, Iowa—KKXEL Bestco, Inc. Granted 105.7 mc; 3.3 kw. Ant. height above average terrain 650 ft. P. O. address c/o N. B. Bader, 281 East 22nd St., New York City. Estimated construction cost $12,000; first year operating cost $15,000. Ant. specs: 1500 ft., O. S. coverage. Action Jan. 3.

Trenton, N. J.—WBRD Inc. Granted 101.5 mc; 50 kw. Ant. height above average terrain 132 ft. P. O. address Box 158, Trenton. Estimated construction cost $20,000; first year operating cost none in addition to am. operation. Principals: Richard D. Froelich, Jr., Eastern 100, 382 N. Hardin (50%). WBUD Inc. is licensee of WBUD Trenton. Action Jan. 10.

Mt. Kisco Bestco, Inc. Granted 106.3 mc; 300 w. Ant. height above average terrain 300 ft. P. O. address 440 Lexington Ave., Mt. Kisco. Estimated construction cost $12,000; first year operating cost not in excess of $10,000; revenue not less than $10,000. Suburban Bestco, Inc. is licensee of WVTW, Mt. Kisco (40%). Action Jan. 10.

Riverhead, N. Y.—Patchogue Bestco, Inc. Granted 109.3 mc; 170 w. Ant. height above average terrain 100 ft. P. O. address Box 651, Patchogue, N. Y. Estimated construction cost $10,000; first year operating cost $25,000; revenue $20,000. Patchogue Bestco, Inc. is the operator and permittee of WAPC Riverhead, both New York. Action Jan. 3.

Eugene, Ore.—Millan Corp. Granted 94.5 mc; 3.4 kw. Ant. height above average terrain 797 ft. P. O. address c/o Sidney G. Smith, 727 E. 16th St., Eugene. Estimated construction cost $10,000; first year operating cost $3,500; revenue $10,000. Principals: John H. Riedinger (55%); Sidney G. Smith (45%). Mr. Smith as employee of engineering and surveying firm; Mr. Smith is not a partner. Action Jan. 3.

APPLICATIONS

*Lafayette, La.—Student Corp. Granted 83.8 mc; 28.5 w. Ant. height above average terrain 100 ft. P. O. address Council Bldg., Lafayette, La. Estimated construction cost $20,000; first year operating cost $5,000; revenue $6,000. Principals: Michael B. Freist and Flora Ellen Freist (50%); Mr. Freist and his wife, owners of WMFY Lafayette. Action Jan. 3.

McKenzie, Tenn.—McKenzie Bestco, Inc. Granted 106.3 mc; 2.8 kw. Ant. height above average terrain 100 ft. P. O. address 421 Paris St., McKenzie. Estimated construction cost $15,000; first year operating cost $12,000; revenue $6,000. Principals: R. E. and W. B. Rice (50%); Mr. Rice as owner of WVTW McKenzie and its permittee. Action Jan. 10.

APPLICATIONS

WOCB-FM West Yarmouth, Mass.—Granted increase in power from 250 w to 6 kw and install new trans. Action Jan. 10.

APPLICATIONS

WBKJ-BF, B.B.C. Granted 99.1 mc, 2 kw, Ant. height above average terrain 150 ft. P. O. address 421 Paris St., McKenzie. Estimated construction cost $10,000; first year operating cost $5,000; revenue $6,000. Principals: W. H. Farrtor Jr., Charles M. Gaylord (each 50%). Eastern Carolinas Bestco, Inc. is licensee of WILM Wilmington. Action Jan. 3.

APPLICATIONS

APPLICATIONS

WOCB-FM West Yarmouth, Mass.—Granted increase in power from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WOCB-FM West Yarmouth, Mass.—Granted increase in power from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.

WOCB-FM West Yarmouth, Mass.—Granted increase in power from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Jan. 3.
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11:15 p.m. and before sunrise. Comr. Cross

concluded in this result. This action affirms, with modifications, initial

decision. Action Jan. 16.

By decision, commission granted application of WBUD Inc. for new Class B

station to operate on 101.5 mc. ERP 20 kw, s/n, hate line on N. J., and

denied application of Concert Network Inc. for same operation of 500 kw.

Commission found from WBUD's preference evidence that likelihood of

effectuating such an operation is more in original application of Comr. Lee

dissented. Comrs. Bartley and Ford do not participate in this decision

looked toward granting Concert and denying WBUD application. Action Jan. 16.

By order, the commission found effective (with one arithmetical correction) initial

decision of the order on complaint of granted applications by eight am stations to increase
day power to 1 kw. Staitons are WBIW Bloomington, Ind., WVLW Menasha, Wis.,

WCPG Cincinnati, Ohio; WSFC Somersett, Ky.; WFTM Mayavsky, Ky.; WHIZ Zanesville,

Ohio; WHBU Anderson, Ind., and WCAL Columbus, Ohio. Action Jan. 9.

By decision, commission granted application of Wimer E. Huffman for new am

station to operate in 5 kw-D, 500 w-N, DA-2, in Pratt, Kan. and denied

application of Pier San Inc. and Francis C. Morgan Jr. for new stations on 1290 kc, 500

w., in Kansas City, Mo. Lee and Cross dissented, latter with statement; Comr. Bartley

abstained from voting, March 29 (1961) action toward granting Pier San and denying

Morgan application was held. Action Jan. 16.

**STAFF INSTRUCTIONS**

Commission directed preparation of document looking toward adopting proposed

rules which, if adopted, would require hearings on applications for voluntary

amendments by users of transfers of control of broadcast stations within the

three years of their station's inception. Action Jan. 4.

Announcement of this preliminary step does not constitute final, permanent

commission action in such case, but is merely advancement of proposed
disposition. Commission reserves right to reach a decision subsequent to

allowing application and issuance of formal document.

**INITIAL DECISIONS**

Hearing Examiner Thomas H. Donahue issued initial decision looking toward

severing a station's operation from a group of two stations operating in the

same city. In proceedings with Docs. 13356-7 and granting application of Arthur W. Arndel for


Hearing Examiner Millard F. French issued initial decision looking toward granting

application of KITX Bestg. Co. for new am station to operate on 1530 kc, 1 kw, D, in Georgetown, Tex. Action Jan. 9.

**OTHER ACTIONS**

By memorandum opinion & order, commission denied petitions by Southwestern

Sales Corp. (KYGO Tulsa, Okla.) and Kahn Research Laboratories Inc., requesting re-

consideration of its Sept. 27 action which denied petitions by Philo Corp., Radio

of America and Kahn for reconsideration looking toward adopting stereophonic stand-

ard...Commission adhered to its position that such rulemaking is not justified at this time.

It is watching closely developments of stereo stations. In the meantime, the

commission is recommending that the fcc and its rules be made future consideration if commission is con-

cluded that it is justified at that time. Action Jan. 16.

**hearing examiner on Sept. 25, 1961, at re-

posal of assignor and proceeding in Dec. 1967 was terminated.) Chmn. Minow dis-


By memorandum opinion & order, commission denied applications by the two com-

petitioning applicants for temporary authority to operate WIOX Tawas City-East Tawas area. The

commission granted temporary authority to continue WIOX operations at 500 kw from April 14 to April 14 and, further, waived Sec. 1.354(c) of rules and regulations governing license for that facility at the top of commission's proceeding in Dec. 1967. Action Jan. 10.

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commission is recommending that the fcc and its rules be made future consideration if commission is con-

cluded that it is justified at that time. Action Jan. 16.
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NEW YORK, N. Y.
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BROADCASTING, January 15, 1962

wth 10 kw, DA, Richmond with 50 kw, DA, and WYDL to change faciliies from 1430 kc, 1 kw, D. to 1540 kc, 10 kw (1 kw CW); made WSYO Wlson, Md., party to proceeding. Action Jan. 10.


11. By memorandum opinion & order, commission granted petition by WIBV Corp. to file new application for re-assignment of frequency to WIBV, Rochester, N. Y., to extend deadline for filing application to May 10, 1961.

12. By memorandum opinion & order, commission granted petition by Windber Community Bctg. System, Windber, Pa., for new am station in Windber, Pa., to increase daytime power from 5 kw to 50 kw and change from DA-1 to DA-2.


14. By memorandum opinion & order, commission granted petition by Windber Community Bctg. System, Windber, Pa., for new am station in Windber, Pa., to increase daytime power from 5 kw to 50 kw and change from DA-1 to DA-2.


16. By memorandum opinion & order, commission granted petition by Windber Community Bctg. System, Windber, Pa., for new am station in Windber, Pa., to increase daytime power from 5 kw to 50 kw and change from DA-1 to DA-2.


18. By memorandum opinion & order, commission granted petition by Windber Community Bctg. System, Windber, Pa., for new am station in Windber, Pa., to increase daytime power from 5 kw to 50 kw and change from DA-1 to DA-2.


20. By memorandum opinion & order, commission granted petition by Windber Community Bctg. System, Windber, Pa., for new am station in Windber, Pa., to increase daytime power from 5 kw to 50 kw and change from DA-1 to DA-2.


22. By memorandum opinion & order, commission granted petition by Windber Community Bctg. System, Windber, Pa., for new am station in Windber, Pa., to increase daytime power from 5 kw to 50 kw and change from DA-1 to DA-2.

By letter, commission granted request by Storer Radio Inc. for waiver of Sec. 2.106 of rules to permit call letters WHN to be replaced those of WMGM when assignment of National Broadcast Network station from Loew's Theatres Bestg. Corp. to Storer was consummated. Commission denied request on its own motion and continued Jan. 3 hearing to consider propriety of the "transition" arrangement. Storer was permitted to file a brief in support of its request. See hearing examiner's report in docket 16485.

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We're proud of our Stainless TOWER

say these leading broadcasters

BROADCASTING, January 15, 1982

8 prehearing conference, scheduled further
prehearing conference for Jan. 30 and con-
tinued without date, hearing scheduled for
Feb. 19 in Grand Rapids, Mich., tv ch. 15,
• Formalized rulings made at Jan. 5 pre-
hearing conference in proceeding on appli-
cation of Lake Shore Bestg. Inc. for mod. of
license of milk for the new station, in Wash.,
which mod scheduled Jan. 29 for exchange among
parties of exhibits to be offered in evidence
in presentation of new ERP to 65 kw, change
trans. location (coordinates only) and change
color of antenna and tower, and continued Feb. 1 hearing to Feb. 5.
Action Jan. 6.
• Granted motion by Beacon Bestg. Sys-
tem Inc. to extend time for filing of examina-
tions of noted deponents shall be limited to
presentation of evidence specified in said
notice to take depositions between Beacon
Bestg. System Inc., Beacon Electronics Inc.,
Beacon Electronics C C , each with other
and with Paul T. Foran individually; di-
tected that motion was made in order & time
in proceeding on Beacon's application and
Suburban Bestg. Inc. new station applications
in Grafton-Cedarburg and Jackson, Wis.,
be served on R. G. Sandow, Marshall and I I ey
Bank, L. J. Jost Sr., Bentley Jost Electronic
Corp., and George Krueck, Allen Bradley
Co., all as stockholders. Action Jan. 4.

By Hearing Examiner Herbert Shafman
• After Jan. 4 prehearing conference,
scheduled certain procedural dates and re-
scheduled from Feb. 1 to March 5 hear-
ing on am applications of KWTX Bestg.
Co. (KWTX), Waco, and Kerrville Bestg.
Co. (KERV), Kerrville, both Texas. Action
Jan. 4.
• Granted by City & Country Bestg.
Inc. (WREM), Remsen, N. Y., for leave
to amend its am application and to finance
proposed WREM 5-kw fac-

By Hearing Examiner Elizabeth C. Smith
• Granted mod. by Radio Americana
Inc. for new ama in Cincinn, Ohio;
Ghio, Cherokee, Iowa; KDEC Decoh, Iowa;
KDLIS Perry Iowa; KHDT Dubuque, Iowa;
KXAL-Fullen, Mo; KFEX St. Joseph, Mo.
KFMO Flat River, Mo.; KFPU Colum-
bia, Mo.; KFVO Clayton, Mo.; KFVS Cape
Girardeau, Mo.; KGLO Mason City, Iowa;
KGRN Grinnell, Iowa; KICD Spencer, Iowa;
KLEM LaMars, Iowa; KLEX Lexington, Mo.;
KLWT Loudon, Mo.; KMA Shefer,
don, Iowa; KMAQ Maquoketa, Iowa;
KMCD Fairfield, Iowa; KMMO Marshall,
Mo.; KMNS Sioux City, Ia.; KUA L Rapids,
Iowa; KNSW Waterloo, Iowa; KOUR Inde-
pendence, Iowa; KRON Des Moines, Iowa;
KSD St. Louis, Mo.; KSIB Creston, Iowa;
KSMN Mason City, Iowa; KTCB Malden, Mo.;
KVF D Ft. Dodge, Iowa; KWOX Jefferson,
City, Mo.;KWRE Warren-
ton, Mo.;KWTO Springfield, Mo.;KVYV
Waverly, Iowa; KXEL Waterloo, Iowa;
KXGI Port Hadlock, Wis.; KXSG Cedar
Rapids, Iowa; KBOA-FM Kennett, Mo.;
KFUG-FM Cape Girardeau, Mo.; KFVS-FM
Clinton, Iowa; KTFF-FM Cedar Falls, Iowa;
KWTX-FM Jefferson City, Mo.; KUAP-FM
Moline, Iowa; KFEX St. Joseph, Mo.;
KFVS-TV Cape Girardeau, Mo.; KGLO-TV
Mason City, Iowa; KMOV-TV Sedalia, Mo.;
KOMU-TV Columbia, Mo.; KSD-St. Louis,
Iowa; KSTL-St. Louis, Mo.; KTWL-TV
Waterloo, Iowa; WHO-TV Des Moines, Iowa;
WMT-TV Cedar Rapids, Iowa.

Following determinations, granted
SCAs to engage in multiplex operations:
KTLA-FM Texarkana Tex.; KUDE-FM
Oxnard, Calif.; KBCP-FM) Miami Beach, Fla., and WFMV (FM) Richmond,
Va.

WROM, Cocoa Valley Radio Co. Rome,
Ga., Granted mod. to coordinate all licenses to com-
pany of same name (stock transaction).
WBYO-FM, Boyertown Bestg. Co., Boyer-
town, Pa., Granted to change type of license
To Boyertown Bestg. Inc.

KAMT-AM, Radio Guam, Agana, Is-
land of Guam.—Granted acquisition of posi-
tive control by Philip Baker through purchase
of stock from John F. Heanee and William
B. Dupe.

KAAG Grand Pass, Ore.—Granted license
covering increase in daytime power and
installation of new main trans., for following:
WTTC-AM-FM Vical Bestg. Co., Towanda,
Pa., Granted license to change name to
Twin Tier Bestg. Co.
"KVRX Santa Barbara, Calif.—Granted
cp to increase power to 5 kw, change
trans. location (coordinates only) and change
color of antenna and tower, and minus 300 ft.; remote control permitted.
WMID-FM Chula Vista, Calif.—Granted
cp to install old main trans. as auxiliary day
and alternate main trans. night; remote control
permited.

WBRH-FM Mount Clemens, Mich. —
Granted license for new main trans. & tower.

KCTA Corpus Christi, Tex.—Granted cp
to install auxiliary trans. at main
trans. location.

KLO Ogden, Utah.—Granted cp to install
new auxiliary trans.

WAYX Waycross, Ga.—Granted mod. of
cp to change type trans. for main trans.
daytime and use presently licensed main
trans.

Following stations were granted mod.
of cp to change type trans. as follows: WSBB
New Smyrna Beach, Fla., and WPMH Ports-
mouth, N. H., cp changed for WPMH; KEIL-
FM Dibell, Tex.—Granted authority
to remain silent for period ending
March 15.

Following stations were granted exten-
sions of completion dates as shown: WSBB
New Smyrna Beach, Fla., to March 17, and
WPMH Portsmouth, N. H., to June 11.

Actions of Jan. 8

WCHJ Brookhaven, Miss.—Granted mod.
of license to change studio location and
remote control point.

KGO San Francisco, Calif.—Remote
control permitted without prejudice to
further action as commission may deem
necessary.

Following mod. in pending cases as shown: WAVE
FM) Miami Beach, Fla.; WCOX-FM (FM) San Jose, Cal.;
and KXQR (FM) Fresno, Cal., to Jan. 10.

KLOY, Regional Bestg. Corp., Lodi, Calif.—Granted
extension of license to change type trans. for
main trans. to other location and to other
licensee.

KEBQ (FM), KAMA (FM), Texas Fine
Music Radio Inc., Houston, Tex.—Granted
relinquishment of positive control
by Roland A. Baker through sale of
stock by Roland A. Baker and J. Paul
Pomery Jr. to Victor F. Branch.

Following mod. granted by
WLS-AM, Chicago, on cp of
changing location, granted
licences:

KWVY Riverton, Wyo.—Granted license
covering installation of new
main.

WTBN Tyrone, Pa.—Granted license
covering increase in daytime power and
installation of new main trans., for following
stations: KATY San Luis Obispo, Calif.;
KCLV Clovis, N. M.; WIEL Elizabethtown,
Ky.

WTEN Tyrone, Pa.—Granted license
covering use of nighttime main trans. as
auxiliary daytime main trans. for
radio station.

 Granted Trans-America Bestg. Corp.
(WYAM), Bessemer, Ala., mod. of cp
to change type trans.

Actions of Jan. 4

KFUM (FM) Houston, Tex.—Granted
licensing to install new trans.

WWTB Auburndale, Fla.—Granted mod.
of cp to change trans. & tower.

WSUG Clewiston, Fla.—Granted
authority to remain silent beginning Dec. 29.

Get your free book describing these installations.
1961, for indefinite period pending filing of new application for assignment of license.

KZIX Port Collins, Cola.—Granted change of remote control authority.

KWTV Assn, Creek, Cola.—Granted op for new vhf tv translator station on ch. 1 to translate programs of KOA-TV (ch. 4) Denver.

Actions of Jan. 3

WORG Orangeburg, S. C.—Granted change of remote control authority.

* Remote control permitted for following stations: WDSR Sterling, Ill., and WCHY Macon, Ga.

Actions of Jan. 2

* Granted change of remote control authority for following stations: KGML Bel- lington, Wash.


WQAL Philadelphia, Pa.—Remote control permitted.

License renewals

WTVP(TV) (ch. 17) Decatur, Ill.—Granted renewal of license, without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached in connection with In re Applications of WORZ inc. and Mid-Florida Tv Corp. for Cps for New York (ch. 9). Dec. 12, 1951

Action Jan. 3


Action Jan. 3

WKRC-TV (ch. 12) Cincinnati, Ohio—Granted renewal of license, subject to whatever interference may be received from station assigned to Dayton on ch. 11, with its transmitter site at least 40 miles from site of WKRC-TV, if in Dec. 1234 assignment of ch. 11 to Dayton is concluded to be in public interest. Comrs. Hyde and Bartley voted to grant without condition. Action Jan. 3.

WOKY Milwaukee, Wis.—Granted renewal of license, without prejudice to whatever action, if any, commission may deem warranted as result of any final determination reached in action entitled Wyde Inc. and WQAL Philadelphia, Pa. on proposed giving up ch. 17 for operation in the city of Milwaukee, Wis.

Action Jan. 3.

* Following stations were granted renewal of license: WJTV-TV Cleveland, Ohio; WRGB-TV Chattanooga, Tenn.; WGN Chica- go, Ill. Action Jan. 3.

Rulemakings

* Commission invited comments to proposed rulemaking which would shift tv ch. 14 from Modesto to San Mateo, Calif., and reserve it at latter place for noncommer- cial educational use. Move was petitioned for by National Educational (ch. 9). Dec. 26, 1961, by Commission.

* By further notice of proposed rulemak- ing, Jan. 3 was originally assigned to applicants to be in Modesto for operation provided

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Conflicts

A-Television Stations

Page A-7—In listing for KPHO-TV Phoenix change visual power to 100 kw (operating power 137 kw)." Page A-12—In listing for KGOO-TV San Francisco as licensee substitute for KOA Broadcasting Corp. for KFSD Inc.

Page A-4—In listing for W HBO-TV Orlando add as first name of executives listing William H. Goodman, president.

Page A-39—In listing for KTBX-TV Shreve- port change names in Ownership to read George D. Wray Sr. and George D. Wray Jr.

Page A-58—In listing for WSVR-TV Syracuse in executives listing change name to read E. R. Vadeboncoeur.

Page A-74—Listing for WPICA-TV Phila- delphia change address to read 1230 East Washington Lane, zeo 118; to the list of execs add Robert Stratton, bus mgr; Samuel Seymour, Prog dir; Charles Tay- lor, news dir; Alastair Martin, ch intr. exgr; add Washington attorney Samuel Miller.

Page A-88—Place listing for WVEC-TV now under Hampton, Va., under Norfolk, Va.

B-Radio Stations

Page B-3—Insert at head of radio listings Key to symbols: in connection with sta- tion facilities one or more of the following abbreviations may appear: D—daytime station; D—directional antenna day only; D—directional antenna night only; DA-1—directional antenna same pattern day and night; DA-2—directional antenna different pattern day and night; L—limited time, station operates night hours only when dominant station is not operating; LS—local sunset; N—night; SH—specified hours of operation provided in station's license; ST—station shares time with one or more stations; CP—con- structed permit.

Page B-10—Delete listing for KZOK Pres-cott; KENT listing (page B-9) superseded KZOK.

Page B-13—In listing for KOTN Pine Bluff change ownership to Jeoelen Broadcast- ing Corp. (acquired station Jan. 1, 1961); change executives to W. J. Beane, pres;
When your bank says "NO"

Because of the special nature of our industry, banks are often reluctant to offer needed financial services to broadcasters.

Communications Capital Corporation specializes in:

1. The purchase of notes and other negotiable paper resulting from the sale of a station.
2. Short and long term loans to owners of radio and TV properties.
3. General financing.
4. Financing of accounts receivable.

Communications Capital will be pleased to analyze and make constructive recommendations for solutions to the financial problems of broadcasters. Preliminary services without obligation. All inquiries are confidential.

COMMUNICATIONS CAPITAL CORP. 
3504 TIME AND LIFE BUILDING, NEW YORK 20, CIRCLE 5-2870
Help Wanted—Management

Station manager—N.Y.S.—Immediate opening. Excellent opportunity. Send complete details. Box 2107, BROADCASTING.


Sales

Sales manager needed for small market. Salary plus commission. Box 2109, BROADCASTING.

Help Wanted—(Cont’d)

Announcers

First class Christian announcer with license to match. Send tape with commercials and news positions you feel qualified to speak for the Lord Jesus Christ. Box 2707, BROADCASTING.

Need a man with a first class ticket for one of America's foremost music stations. Send tape, pictures, and resume to Box 3833, BROADCASTING.

California single market looking for announcer with 1st phone. Permanent. Box 2922, BROADCASTING.

Help wanted . . . Announcer to work regular shift and handle play-by-play high school sports on eastern Arizona network station. Send resume and tape. Box 4512, BROADCASTING.

Announcer: 1st phone. Good on production, good voice. Send top flight tape. Can use man with limited voice experience if production copy is good. Limited engineering. Start at $105.00 per week. Good man can go to $125.00 rapidly. Central states, medium market. Box 4521, 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 4583, BROADCASTING.

Experienced announcer for station two hours from New York City. Permanent job. Immediate opening. Box 4593, BROADCASTING.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Start the year where opportunity and growth are so definite! No beginners! Minimum start $750. No r. and r. for blind spots. Want maturity, talent and guts. Send tape—complete resume of experience—qualifications—references. Box 65, KHAR, Pouch 7-106, Anchorage, Alaska.

Wanted: Combination engineer-announcer with first 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 opening February 15, $500 per month or more to right man. Send tape, resume, references and picture to Dan Breece, KOVE, Lander, Wyoming.

Experienced first class licensed announcer. Box 1958, Twin Falls, Idaho. Immediate opening. Send resume to George A. Berson, 5015 Washington, Columbus, Indiana.

Help Wanted—(Cont’d)

Announcers

Experienced morning man. Send tape and resume, WEAV, Plattsburgh, New York.

Immediate opening for first phone, fast format announcer. Car necessary. $80 minimum. More if qualified. Send tape, picture, resume to Doug Holderfield, General Manager, WPPA, Fort Payne, Alabama.

Salesman wanted—Must have selling experience and car. Must want to work day and night. Great opportunity for very substantial income with 5000 watt station in the South area around Norfolk, Virginia. Will guarantee $100 a week minimum to start. Write detailed background and ask for appointment. H. M. Thayer, WOGA, Kingston, New York.

Immediate opening for experienced announcer. Some AM hours, with top pop and night FM with good music format. Play-by-play would be helpful. Contact Staff Manager, WAPC, Staunton, Virginia.

Wanted . . . announcer . . . immediate opening for experienced staff announcer at 5 kw in east Tennessee. Must be able to run good tight format with production experience and ability to work. Send resume and tape to Raymond C. Stockard, WJSO, Johnson City, Tennessee.

Experienced first phone announcer. Immediate opening. Send resume, qualifications or contact J. F. Marzke, WJUD, St. John’s, Michigan.

Mature voice for 5000 watt adult programming into tidewater Virginia. Send tape and resume including salary requirements to Frank E. Bayluss, WLPF, Suffolk, Virginia.

Network good music station wants experienced announcer. Good working conditions. Contact Robert C. Wolfendene, WMEV, Marion, Virginia.

Good positions—professional placement. Major markets, midwest saturation. Contact with 850 stations. Write Walker Employment, 10 South 7th St., Minneapolis 2, Minnesota. Now.

Technical

Chief engineer for metropolitan daytimer going directional night. Part of southern group building 3 stations. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements with first letter. Box 4001, BROADCASTING.

Chief engineer position now available at good music directional station in southern city. Must be able to handle complete charge of equipment. Must also work shift with small personnel delivery. Wonderful climate; stable, hard-working staff. Reply Box 3603, BROADCASTING.

Engineer—1 kw educational fm—southeast. Must know transmitters, studio gear, and latest recording techniques. Good position and maintenance ability and experience essential. No vacation. No annunciation will be considered. Well established group owned station. Send resume and qualifications to WESL, 5015 Washington, Columbus, Indiana.
Help Wanted—(Con’d)

Technical

Engineer-announcer. Maintain equipment at new $500 watt daytimer. Tape, resume, sales. Write for position to Manager, WLKM, Three Rivers, Michigan.

Chief engineer, top California station, some air work. Immediate opening. Format, 1000 watt AM, directional. Good job for right man. KAFY, Bakersfield, California. Call Dick Jones 6-4411 for Al Anthony or Paul Bappista.

1st class engineer for routine maintenance, on first class station, WRCN, Bell. Radio Station WREB, Holyoke, Mass.


Transmitter engineer, am, fm. 1st phone, car necessary. W 50L, Elyria, Ohio.

Good positions on professional placement. Major markets, plus midwest saturation. Contact with 459 stations. Write Walker Broadcasting Employment, 83 South 7th St, Minneapolis 2, Minnesota, Now.


Production—Programming, Others

Immediate opening for night news editor in West Coast CBS affiliate. Applicant must have news gathering and writing background, willingness to work evenings, ability to showmanship. Opportunities rewarding. Personal interview after tape, photo, resume and salary requirements. Box 339J, BROADCASTING.

Grl copywriter needed by midwest radio-television operation-medium size market. Send check or money order $15 for full paid first letter. Box 408J, BROADCASTING.

Program director with news and promotion experience for adult format radio station in Pennsylvania. Excellent opportunity for a mature person. Box 404J, BROADCASTING.

WJJL-Viagar Falls, N. Y., for middle of February-person for traffic, copy with radio background. Good conditions, good folks.

RADIO

Situations Wanted—Management

Unusually fine record and background in man and market sales on client and agency level. Excellent knowledge of broadcasting sales, knowledge of the future, experience in sales promotion, research. Asst manager first station sale. Box 144J, BROADCASTING.

Desire opportunity in small or medium size market, sales or management. Ten years experience announcing programming and sales management. Box 157J, BROADCASTING.

Husband and wife management-team-woman expert in traffic and office management. Husband has seventeen years experience in radio sales and programming. Background includes station ownership. Capable of taking full charge. Minimum potential $12,000 for the box. Box 215J, BROADCASTING.

Manager—heavy sales background. Twelve years experience, ten management. Mature, knowledgeable, & responsible, family man. Excellent ownership references. Area $10,000. Box 259J, BROADCASTING.

Mistakes made, now let’s make profits! Experienced general manager, sales since 1892, radio since 1898, married, veteran. Box 414J, BROADCASTING.

Attention, absentee owner. Young, but highly experienced radio man (N. Y. Metro area) will work as manager or assistant manager of your station. B.A. in business west or southwest. Box 415J, BROADCASTING.

Situations Wanted—(Con’d)

Management

15 years experience, management, sales management. First phone. Excellent references. Box 161J, BROADCASTING.

Man-wife management team, 25 years experience. Versatile talents—strong on sales and promotion, better manager of women’s production. Community leaders. Best references. Primarily small to medium market with good future. Good agency contacts. Box 394J, BROADCASTING.

Proven profit-producer. Competent, responsible well-rounded management or sales challenge in southern California or Arizona. Will work in radio and newspapers for interesting, long-term opportunity. Now general manager of successful midwest station showing consistent profits. Available on 30 days’ notice. Box 396J, BROADCASTING.

Manager-salesman, young strong sales background under heavy competition, experience all phases. Format top forty and good music-radio, latest methods and ideas $17,500 plus commission. New challenge! Box 428J, BROADCASTING.

Mature manager—17 years successful experience in all phases management including station ownership. Strong on creative sales — programming. Civic enthusiast. Family man, well-liked, well-dedicated. Small to medium market with $12,000 minimum potential. Box 429J, BROADCASTING.

Manager—commercial manager, Heavy sales background. Presently employed in this country. Present employer accounts most of best reference. Desires midwest location, presently located elsewhere. Family man, college, best references. Box 453J, BROADCASTING.

Former radio station president and general manager seeking position in radio or tv agency, or promotion. Age 39, married, 2 children. Will relocate anywhere. BS degree. Average salary and earnings over past five years $15,000 annually. Desires opportunity in radio. Write Box 457J, BROADCASTING. All replies confidential, and will be answered.

Terrific young manager-sales manager team desires to relocate in medium market with opportunity to purchase percentage of station. Currently earning $12,000 and $10,000 respectively. Box 463J, BROADCASTING.

Somewhere there’s a radio and/or tv operator looking for a manager or operations manager with fourteen years of experience in the field. This is a very good opportunity. Two major stations, three minors. Background includes experience in all phases of engineering. Cut one year, now anxious to get back in. Not interested in station location. Minimum $18,000. Resume on request, interview at your expense.

2355 W. Mango Street, Lantana, Florida. JU 7-4133.

Announcers

First phone announcer, no experience, need some, hardworking—willing to learn. Prefer South or Southwest. Contact Theron Graves, Route 24, Bristol, Tenn.

Sports announcer looking for sports minded station. Box 159J, BROADCASTING.

Top 40 dj, wants any medium, medium-large, or large market. Young, single, drafted. Box 368J, BROADCASTING.

Give me a try! Inexperienced in commercial radio, but, oh so willing to learn. 21 yrs college radio experience. Graduated from radio school. Have resume—have tape—will send! Box 222J, BROADCASTING.


For sale: Intelligent and eager mind. Comes equipped with good looks and experience. Presently employed morning man, FPC, Chicago area. Box 461J, BROADCASTING.

NI/announcer. Young, Cheerful, Swingin. Good salesman, Good production. Tape. Box 357J, BROADCASTING.

Army doesn’t want me—perhaps you could use me! Broadcast all sports four years sports director. Box 371J, BROADCASTING.

Great Lakes Area. 6 years diversified experience. Excellent news and sports. Management material. Top references. Will consider permanent position to provide for my family. Location not too important. Box 381J, BROADCASTING.

Announcer, dj, play-by-play. Young and single. Five years experience. Four years at present station. Ready to move up to sports minded operation. Box 392J, BROADCASTING.

Staf announcer desires location in metro market. 8 years experience in all phases of production including play-by-play. Resonance, please voice samples. Dependable. Box 361J, BROADCASTING.


Announcer d.j., married, tight production, fast board. Voice—selling sound. Box 371J, BROADCASTING.

Young announcer, d.j. Experienced, seeks position in N. Central area. References, tape on request. Box 374J, BROADCASTING.

What happened? Just released from 50 kw, clear channel. Excellent explanatory recommender letter accompanied with resume. Seven years experience assures delivery of mature, top 40 or good music sound & ideas for progressive and promotion minded station. Location secondary to job. College age at 1957. Box 376J, BROADCASTING.

Number one Hooper in 5th market! Of Co dj can do same for you! Experience includes commercial and personality shows in radio and tv. Tapes, slides, films, narrations. Can male remote broadcasts profitable for you and clients. Enthusiastic dignity results from experience, appearance, education. Nov-Dec. Hoover, tapes, pictures and resume on request. Box 384J, BROADCASTING.

Attention, New York, Penn and New England. Young reliable announcer seeks to move up evening production, resume and tape on request. Box 389J, BROADCASTING.

Available, first phone combo. Married, family, draft free. Minimum $100.00. Box 390J, BROADCASTING.


History of #1 ratings in personality format in markets up to 300,000. Top billing salesman in present market. Will consider sales, announcing or both. Top 25 markets only. Box 465J, BROADCASTING.

Negro announcer-dj. Married, 6 years well-rounded experience, from blues-format to classical. Heavy color, heavy music. Know music, studying Spanish. Will write your format if you like. Would appreciate hearing from you. Here four years at getting $150.00 weekly. Box 467J, BROADCASTING.

2 years experience. 1st phone. Married, would like to settle. Presently employed. Box 470J, BROADCASTING.

Experienced radio announcer-personality, good taste. TV news, continuity director. Experienced professionally, sober. Balto-Wash. area. Box 413J, BROADCASTING.

Have first phone. Am now available for whoever opening anywhere. Box 414J, BROADCASTING.
**Situations Wanted**

**Announcers**

Young man seeks start in radio. Trained voice, some college, third phone. Box 417J, BROADCASTING.

Looking for a permanent home. Only midwest considered. Available immediately. 11 years experience. Announcer—p.d.—all sports—sales. Interview necessary. Phone Chicago Avenue 3-7704. Write Box 440J, BROADCASTING.

Texas, Florida or South Carolina. Temporary or part-time position considered. Box 421J, BROADCASTING.

Attention stations 150 miles from N.Y.C. 3 years experienced dj-announcer. Tight board, happy personality. Not a floater or screamer. Excellent references. Box 427J, BROADCASTING.

14 years experience—promotion manager and sports present job. 5 years sports director radio and tv. All play-by-play. Seek sports directorship in larger operation. Box 443J, BROADCASTING.

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**YOUR HANDY CLASSIFIED AD ORDER FORM**

**ISSUE DATE(s)**

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**RATES**

- [ ] Situations Wanted—20¢ per word—$2.00 minimum (Payments in advance)
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**Situations Wanted**

(If larger space is needed, please attach separate copy)

**BROADCASTING MAGAZINE**, 1735 DeSales St., N.W., Washington 6, D. C.

**NAME**

**COMPANY**

**ADDRESS**

Remittance enclosed $ .

[ ] Bill

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**Situations Wanted**

**Announcers**

Announcer with ticket and one year experience desires to learn top 40. West preferred. Box 495J, BROADCASTING.

Basketball announcer available—prefer Indiana. Consider elsewhere. Box 483J, BROADCASTING.

Virginia p.d.—announcer 26, married, draft exempt. 7 years experience. 3 A.P. news awards. Available—June. Box 418J, BROADCASTING.

Announcer dj, bright happy personality sound. Experienced, tight board and production, married, veteran, not a drifter or prima-donna. Box 441J, BROADCASTING.

Announcer—dj—vet, dependable, some experience, bright sound, authoritative news. Box 442J, BROADCASTING.

Beginner-little experience, Disc Jockey announcer, seeks position. Will start at low salary, married. Box 443J, BROADCASTING.

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**Situations Wanted**

**Announcers**

Experienced, disc jockey, announcer, consolidated board operator, dressing room. Married. Box 444J, BROADCASTING.

Young negro announcer, experienced. Bright cheerful sound, adult music. Willing to work, will travel. Box 445J, BROADCASTING.

Top rated dj—seven years experience. Now employed in one of nation's top 10 markets. Seeks relocation as dj or preferably p.d.—dj. Have worked good music and top 40. In top market, good salary, stability. Maried. Work hard. Excellent references. Will consider all replies. Box 446J, BROADCASTING.

Announcer-dj. Good voice; selling sound. Prefer midwest. Box 449J, BROADCASTING.

Announcer-combo. College graduate now broadcasting student seeking weekend position within 40 miles of/from Boston. Box 453J, BROADCASTING.


Musical variety plus soft sell, blend well, equals good listening for all ages. No flash-azzle. No screaming. Just good music with a beat well blended. 3½ years experience, married, age 32. Locate Texas, Louisiana. Box 460J, BROADCASTING.

Have fun, youth and talent for your audience. Also first phone. Johnnie Bowles, 302 South 33 St. Louisville, Kentucky.

Staff announcer—3 years—single—30, no car. East coast preferred! Bob Cohen, 334 Crescent Street, New Haven, Connecticut. UN 3-3523.

If you have the qualities you are looking for: Broadcasting school graduate. 31, single, sales background. Write or phone: Kirby Johnston, 5756 N. Fairfield, Chicago 45, Illinois, AR 1-9202.

Young family man with first phone would like combo job. Experienced, available immediately. Prefer northwest or Gulf coast. Joe Lundy, 211 South 10th, Sterling, Colorado.

5 years experience in announcing. Will go anywhere: age 58, single, not a drifter—Frank Noren, 638 Union St. LaSalle, Ill. Phone CA. 5-1700.


Prefer east coast—Broadcast school trained, high school graduate, 18, single, eager to work. Roy Smith, Box 38, Falkland, North Carolina. Telephone Plaza 8-2577, Greenville, North Carolina.


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**Technical**

Experienced, college trained broadcast engineer, designer—engineer, am, fm, or tv. Box 517J, BROADCASTING.

Chief engineer—experienced am/fm construction—maintenance—directional. Some tv. All audio, including cartridges. Minimum $175.00. Box 315J, BROADCASTING.

Experienced chief engineer wants position in England directional. Knows maintenance, installation, administration, production. Box 389J, BROADCASTING.

Chief engineer, am/fm construction, maintenance, directional, news, all powers. Box 398J, BROADCASTING.
HELP WANTED—Continued

TELEVISION

Help Wanted—Continued

“Pioneer southeastern television station in one of the top 50 markets needs a strong, professional sales manager. Duties will include supervision and planning of local sales staff. Must have maturity, authority, and ability. Excellent references. Will be kept in strictest confidence.” Box 289J, BROADCASTING.

HELP WANTED—Continued

TELEVISION

Help Wanted—Continued

Newspapers, magazines, and other shows. Write lively copy and submit resume. Must be available for personal interviews. Program Manager, WSBA-TV, York, Pennsylvania.

Announcers

Announcer with Good Voice and Appearance

T.V. engineer. Excellent engineering opportunity with a leading midwestern TV Station. Experience First class license desirable. Send detailed resume and salary requirements to Box 249J, BROADCASTING.

Transmitter and studio engineer—100 kw ERP channel 11 educational must have minimum of 3 yrs experience with G.E. transmission and studio equipment. Must know proof techniques to be strong in audio, maintenance and construction. Must have the Added value of a strong > newscast. Send complete resume, photo and salary requirements to Box 409J, BROADCASTING.

Field engineer—To travel within U.S. Familiar with transmission 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 technician. Experience desirable, but not absolutely necessary if have radio background and willingness to cooperate and work. Good working conditions. Manager, KSWS-TV, Roswell, New Mexico.

Experienced 1st radiotelephone, television studios and transmitters. Apply Chief Engineer, WHB-TV, Rochester, N. Y.

Have openings for tv engineers. Must have first class license. Experienced preferred—salary commensurate with experience and ability. Tremendous opportunity for good men. Send complete resume to: Box 119J, Lubbock, Texas.


Production—Programming, Others

TV news director wanted for three station mid-west market. Top full charge and make department a going concern. Must be strong on the air, know photography and film; strong on writing. Man we need will take this news operation to number one position. Send resume, tape, photo, and salary requirements to Box 306J, BROADCASTING.

Help! Help! Program-production manager with on-the-job sales experience, good creativity. Director of radio, WABC. Write E. M. Sears, Box 82, Bloomington, Indiana.

Production—Programming, Others


TELEVISION

Situations Wanted—Continued

Situations Wanted—Management

Operations Manager with 13 years experience in Programming, production, film, tv & sales desires to relocate with aggressive vhf or international tv assignment. Box 124J, BROADCASTING.

Successful radio sales manager wants to sales-manage local tv station. Regular salary plus presently handling eight salesman. Box 425J, BROADCASTING.

Prefer sales manager medium market ready for general management opportunity. Box 435J, BROADCASTING.

Sales

Sales or Operations/11 years all phases including sales and TV program manager. College BA, marital status open. No geographical preference. Box 425J, BROADCASTING.

Announcers

TV announcer-10 years radio/TV. Seeking suitable position in large tv market. Will relocate with aggressive professional with good voice, on-camera appearance. Box 419J, BROADCASTING.

Announcer and/or director or production director, 30, married. 7 years experience all phases broadcasting. $8,500 and larger responsibility and salary potential. Call Louisville, TV 6-9611. Box 458J, BROADCASTING.

Chief announcer, 10 years all phases radio-television seeks progressive operation. Selling midwest voice, top-rated dj. Long list of radio and agency overseas contacts. Family man, loyal hard worker, draft exempt. Box 491J, BROADCASTING.

Nine years radio—same desire permanent position in radio/TV in staff, sports, news or combination. Box 461J, BROADCASTING.

Technical

Now employed experienced chief engineer with other qualifications, seeking employment with a future. Welcome opportunity with tv. Box 369J, BROADCASTING.

Chief engineer presently employed overseas returning to states. Twenty years experience seeking permanent position in medium to large market or as group engineer. Ability in design, construction, operation, maintenance and production in radio and television. Box 365J, BROADCASTING.

TV engineer experienced in maintenance and operation of television and microwave equipment seeks opportunity to work for station in Florida or near-by area. Reasonable, excellent references. Box 402J, BROADCASTING.

First phone—Eight years AM experience, would like to get into television, South only. Box 281, Cedartown, Georgia.

Situations Wanted—Continued

Production—Programming, Others

Looking for director-producer announcer? Emphasis on strong, creative production. Prefer with Number 1 station. Five years experience in producing-directing with top rated local shows. Seeks advancement with progressive station. Box 349J, BROADCASTING.
Situations Wanted—(Cont'd)

Production—Programming, Others

Experienced, mature reporter-news writer, photo, TV, WB, WLS, WGR, KABC, WINS, KDKA, WOR, etc., in news-conscious midwest station — prefer Ohio, Michigan, Wisc. Can offer more than 7 years strictly TV news as step to news directorship. Family man. Presently employed. Box 387J, BROADCASTING.

Promotion-publicity director, available now. 4½ years major market experience. Ideas in audience and sales promotion. Good track record in publicity. Creativity guaranteed. Reliable family man seeking secure berth. Box 388J, BROADCASTING.

Television newscaster, gather, edit, air top-rated report. Eight years radio-television experience. New director potential. Box 389J, BROADCASTING.

Twenty-three year old veteran with five years experience in all phases of production including film and photography. Seeks better opportunity. Box 410J, BROADCASTING.

Top rated newscaster now directing major east coast news operation. Kines and best of references available. Box 422J, BROADCASTING.

News director, top-rated newscaster in major market, proven administrative ability. Box 423J, BROADCASTING.

For Sale—(Cont'd)

Equipment

Need all equipment for 1000 watt station. Used & new. Box 209J, BROADCASTING.

General Electric 43C1A1 console, clean, working condition, as is crated FOB—first $250.00. Box 388J, BROADCASTING.

Presto 6NP disc cutter with 1D head, Rek-O-Cut Master Pro 16" lathe & 3 feed screws. Factory sealed cutting head, Rek-O-Cut 16" "G" series turntable, Presto 3 channel mixer (portable). Will consider trade. Box 447J, BROADCASTING.

For Sale: 250 watt RCA fm transmitter...BTF-260A. Also, 100 ft. air filled coax and 1½ gain antenna. All for only $2,000 FOB, Waxahachie, Tex. Wire or phone. Richard Tuck, KDEC, Waxahachie, Texas. WE 7-1360.


Patch panel Jacks double type, used, good condition. Known under manufacturer number—Western Electric 410A or switchcraft "twin-jax" MT-366. Limited number, first come, first served basis. $1.00 each. Guaranteed. 4476 Van Ness, Fresno 4, California.

For Sale—(Cont'd)

Equipment

AM, FM, TV equipment including monitors, S800, 1959. Res. Electroform, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1214 Irvine St., Laredo, Texas.

Transmission line, styroflex, helix, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment


WANTED TO BUY

Stations

Interested in acquiring station. Good market, potential. Seventy-five thousand cash down. No brokers. Box 146J, BROADCASTING.

AM fulltime or daytime operation with proven record and expanding market located in moderate size city $50,000 down. Box 380J, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 48-page brochure, Grantham School of Electronics, 3123 Gilham Road, Kansas City 9, Missouri.


FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. 2, 1. approved. Request free brochure. Elkins Radio License School, 3603 Inwood Road, Dallas, Texas.

Since 1945, the original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting March 7, 8, 9, 11. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1130 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.

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.


25,000 professional comedy lines, routines, ad libs. Largest laugh library in show business. Special monthly topical service featuring "deejay" comment, introductions. Free catalog. Orben Corporation, N.Y. 10015.

"Deejay Manual," a complete guide containing ad libs, bits, gimmicks, letters, patter. $5.00. Show-Biz Comedy Service. 65 Parkway Court, Brooklyn 3, N. Y.

RADIO

Help Wanted—Management

MANAGER SERVICE DEPARTMENT

Leading broadcast equipment manufacturer has outstanding opening for man with experience in broadcast station engineering plus service experience with broadcast equipment manufacturer. Chance to grow with expanding firm. Permanent. Advancement. Complete employee benefit program. Ideal living conditions with top quality school system. An equal opportunity employer. Send complete resume to:

Box 446J, BROADCASTING

MORNING MAN, for Eastern major market station. Modern Radio, top pay. Send audition resume to:

Box 343J, BROADCASTING

QUALITY BROADCASTING

Pacific Adult Radio

c/o The YT Corporation — Management Consultants

180 University Avenue

Palo Alto, California

KAPT • KATR • KEST • K-SHA

QUALITY BROADCASTING

To the west comes a new concept of Quality Broadcasting: good music + proper format—QUALITY. Staff openings: Management, Sales, Programming.

BROADCASTING, January 15, 1962

For Sale—(Cont'd)

Instructions—(Cont'd)


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, 2063 Inwood Road, Dallas 25, Texas.

Announcers

Experienced "Personality"

NEWSPAPER

Gather, write and deliver top newscasts for Good Music Stations. Must have authoritative resonant voice and colorful delivery. Send resume, photo and salary requirements to Bob Stevens, WRTY, Carlton House, Pittsburgh, Pa.
Help Wanted—(Cont'd)
Production—Programming, Others

PRODUCTION SUPERVISOR
We need an experienced announcer who wants to write copy and supervise production. No air work. Send sample, tape, and state salary.
KSTT, Davenport, Iowa

RADIO
Situations Wanted—Management

EXPERIENCED
Box 410J, BROADCASTING

NOW AVAILABLE
Metro Market Manager—Outstanding Salesman—Creative Programmer—Civic Leader.
Write:
Box 430J, BROADCASTING

Production—Programming, Others

MR. STAN MAJOR
Top Program Manager-Personality Chicago, Washington, Baltimore. Ready to help you back into top position in market in either capacity. All replies considered, and confidential. 312-235-7472 - 706 N. Pine, Mt. Prospect, Ill.

TELEVISION—Help Wanted
Production—Programming, Others

ART DIRECTOR
TV experience required.
Graphics plus set design.
Phone or write—Ralph Hansen, WJW-TV, Storer Broadcasting Company, Cleveland, Ohio.

WANTED TO BUY

Stations

UPPER MIDWEST RADIO STATION.
Current station owner desires to purchase another property. Financial statement supplied on request. All replies confidential. All markets considered. Write Hart Cardozo Radio Station KATE, Albert Lee, Minnesota.

FOR SALE

Stations

FIFTH MARKET FM
$60,000, full price. Small down payment. Excellent terms. Low overhead operation. Owner has other interests.
Box 409J, BROADCASTING

WEST COAST TOP MAJOR MARKET
Old line facility highly rated—price $1,750,000. Only qualified buyers respond.
Box 450J, BROADCASTING

Each daily single 60M terms
Iowa single fulltime 77M 15k
Iowa single fulltime 77M 15k
 Fla small power 90M 29k
 West small VHF-TV 120M 29k
 Ga metro fulltime 175M cash
 South major fulltime 400M 100k
 N.E. Top 30 daytimer 425M terms
And others.

CHAPMAN COMPANY
118 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946
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CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
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in the eastern states and Florida
W. B. GRIMES & CO.
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For Best Results
You Can't Top A
CLASSIFIED AD
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 85

New York 18, N.Y.: 4-6666.
San Francisco chapter—555 Post St. San Francisco 2, Calif. 6-7800. William Hollebbeck, pres.
Page E-48—Under Consulting Engineers In-
port: LaRue, Robert D. 3817 Cenndilla Dr., North Highlands, Calif. (Sacramento) Edgewood 2-1239.
Niles, Charles & Assoc. 902 W. 7714 St.
Minneapolis, Minn. TV 8-4326. Nell Flem-
ing.
F—Agencies, Billings, Misc.
Page F-14—Top TV Stations—Agencies
1962 columnheads “Radio Only” and “TV
Only” should be reversed.
Page F-16—Under Schools, paste over Wash-
ington Academy of Radio & Television
Broadcasting the following listing and
advertisement:
Washington Academy of Radio & Televis-
ion Broadcasting, 1322 18th St., N.W.,
Washington, D.C. Adamson 6-4914.
Courses offered: Sportscasting, continu-
ity, news writing, production, music, di-
recting, traffic sales, management, public
relations, control operation, speech, drama.

PROFESSIONAL
CLOSED CIRCUIT OPERATION

SUCCESSFUL PLACEMENT
OF MEN & WOMEN FOR
27 YEARS.

RESIDENCE, FOR SALE,
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ALICE KEITH, PRESIDENT,
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NATIONAL ACADEMY
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For Sale—(Cont'd)

Stations

Ark. medium regional $150,000—Ark.
med. f.t. $425,000—Colo. med. f.t. $765,
000—N. M. medium regional $150,000—
Ind. regional $70,000—N. Y. major regi-
41,000—Tex. metro regional, over
$25,000, cashflow profit, $250,000
with 20% down—Tex. regional $70,000
—Tex. f.t. $70,000—Tex. metro f.t.
$450,000—Tex. metro regional $250,000
—La. single $26,950—La. single $40,000—Ala.
major regional 100k down, single $58,000—
Tenn. major regional $325,000, single
$82,500—Tenn. major regional f.t.
$75,000—Tenn. major regional f.t.
$225,000—Tenn. single $40,000—Miss.
single $45,000—Ala. major f.t. regional
$80,000—N. M. major f.t. regional
$250,000—Fla. metro power $257,000—
22 others.

PATT McDONALD CO.
Box 9266—CL 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

WEST NORTH CENTRAL. Fine, profitable
daytimer serving area of $20,000. $150,000 annual gross. Asking $179,000 with 29% down including real estate.

EAST SOUTH CENTRAL. Top market. Gross $108,000. Asking $200,000. Excellent terms for qualified buyer.

SOUTHWEST. Absentee owned. Exclusive. Full time doing $55,000. Asking $80,000. 29% down.

EAST. Top market. Daytimer. Asking $102,-
000. Terms.

JACK L. STOLL & ASSOCs.
Suite 600-601 6381 Hivy’sd Blvd.
Los Angeles 28, Calif. HO 4-7279

(For the Record) 01
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
OUR RESPECTS to Malcolm Carl Klein, vice president, KHJ-TV

Broadcasting sells as well as it programs

Mal Klein, vice president and general manager of KHJ-TV Los Angeles, the only man ever to have managed a station in each of the two seven-station cities in the land, got into tv because he couldn’t get a job in radio.

It was the fall of 1948. Mal had graduated from the University of California at Los Angeles with a bachelor’s degree in business administration (although he had put virtually his dramatic leanings and business education to the best advantage by selling time for a radio station. But none of the station managers he called on was interested in hiring a young man with no experience.

Radio No, TV Si • Turning to television, a younger medium which in 1948 was neither as commercial nor as particular as radio, Mal landed a staff job at KLAC-TV (now KCOP) where he built sets, pushed cameras, pulled cable, announced, put on make-up, spliced film and did anything else that needed doing. By spring he’d been promoted to stage manager.

When motion pictures became available to television, he was made film editor; then night operations manager. And all the time he was trying to get out on the street as a salesman.

Toward the end of 1953, he was offered the job of film editor of KABC-TV and went over to talk to the program director about it. But in the lobby he ran into Elton Rule, who had formerly worked at KLAC-TV and was then assistant sales manager of KABC-TV. “I went into Elton’s office,” Mal recalled, “and I never did talk to the program director because when I came out I’d been hired as a salesman.”

Young Man Goes East • Mal Klein stayed at KABC-TV for five years. Then the management of WNTA-TV, which had moved its transmitter from Newark to New York’s Empire State Building, decided to go into competition with the six New York stations for audience and advertising and invited him to tackle the job. He accepted and on Jan. 1, 1959, became vice president and general manager of WNTA-AM-TV. He was 31, the youngest major market tv station manager in the land.

During the next 16 months, WNTA-TV followed Mr. Klein’s dictum that “the role of an independent station in a seven-station market is to offer the viewer a new and different kind of programming, to increase his choice of viewing fare rather than to imitate what the networks can do better.” The station made tv history with programs like Open End and The Play of the Week. Mr. Klein persuaded Standard Oil of New Jersey to sponsor Play as a prestige series at $40,000 per program, largest single-station sale in tv history.

“We had many artistic triumphs,” he said wryly. “We won all the top awards — and we lost $100,000 a month.” For a salesman like Mal Klein this was an untenable situation, so when RKO-General offered him a chance to return to Los Angeles he accepted and on May 1, 1960, he became vice president and general manager of KHJ-TV.

Motion Pictures, Plus • This was a radical change. When WNTA-TV had specialized in live programming, KHJ-TV’s stock in trade was — and is — theatrical motion pictures. “Darryl Zanuck, Jack Warner, David Selznick are our producers,” Mr. Klein commented, “and with them we don’t have to worry about having a good show. Our job is to take a product which has proved its value at the theatre box office and turn it into an equally good tv program. We’re in the mass communications business and when we can take a great picture and show it to more people than ever saw it in the theatre, that’s good.”

But movies, no matter how good, were not enough. Mr. Klein felt, to bring KHJ-TV into the Los Angeles limelight. “We needed to do something to attract the public’s attention, but what?” The 1960 Democratic Convention held in July in Los Angeles supplied the opportunity.

He called on David Susskind, who was in Hollywood making a movie, and Mort Sahl, who was appearing at a Sunset Strip night club, to go on KHJ-TV each night of convention week as “the two bad boys of political commentary” and got Lytton Savings & Loan to sponsor the series.

“Everything broke right,” Mr. Klein said. “Time put Sahl on the cover. Bart Lytton walked on camera to complain about the way S. and S. were handling the show, violating all the rules of sponsor-program relationship and getting us discussed on NBC-TV by Huntley and Brinkley and threatened with a Senatorial investigation.”

Program Spice • Mr. Klein has continued to add “program spice to our movie meat and potatoes.” He persuaded stars of old great movies to host their KHJ-TV showings (Preston Foster for “Last Days of Pompeii” and Joe E. Brown for “Alibi Ike,” for example). He snatched the tv rights to the Los Angeles Angels away from the other independent tv stations which had not even considered KHJ-TV in the running because the 26 ball games would interrupt its basic movie program format, and added the Los Angeles Lakers to make a year-round baseball-basketball sports schedule.

KHJ-TV makes full use of its color cameras for sports events (doubtless one reason it has just won a two-year renewal of its exclusive Angels contract) as well as for motion pictures. More color spice for KHJ-TV’s programming are the monthly Impressions broadcasts which bring the work of California artists before the general public. (Mr. Klein, who calls himself “an amateur art collector,” figured correctly that other people would like to know about such things too.)

Other new KHJ-TV frosting, Perspective on Greatness and The Young Look, are colorful only in content, as is the daily half-hournewscast. And the housewives now have their daytime viewing seasoned with PM East, PM West, which Mr. Klein got for airing at noon each weekday instead of the usual midterm period.

Born in Los Angeles, Nov. 22, 1927, Malcolm Carl Klein graduated from Beverly Hills High School in February 1944 and entered UCLA as an engineering student, but World War II soon put an end to that and after 18 months in the Navy (“where I played football, edited the base newspaper and organized a little theatre group”) he came back to a business course. He married Doreen North in 1951. They have two children, Danny, 5½, and Amy, 2½.
EDITORIALS

NAB . . . . one year later

In two weeks the NAB board of directors holds its regular winter meeting in Florida. The formal agenda covers such matters as budget, codes, redistricting, a new research structure and reduction in the size of the unwieldy 43-member board.

All these matters have been up before. Most are in the housekeeping area or are automatically recurring items. All are essential to efficient functioning of a major trade association. NAB is one of the biggest, with its $1.5 million budget.

This board has the opportunity to go beyond its usual agenda. The problems confronting broadcasting have never been more serious. Broadcasters have been taking rough treatment from a tough FCC bent upon exerting control over practically every facet of their programming and business operations.

Responsible lawyers believe that the FCC is going far beyond congressional intent in its interpretation of the Communications Act. At least three of the FCC's seven members wonder why broadcasters do so little to protect their own freedom.

Some time ago we had reached the conclusion that the only answer is the enactment of a new communications law.

NAB's president of one year, LeRoy Collins, has not expressed himself on new legislation that would clearly spell out the applicability of the First Amendment to broadcasting. He has said, however, that he will resist government intrusion in areas where it does not belong.

We believe the record speaks for itself.

Gov. Collins, in our judgment, can begin his second year in office constructively if he gets solidly behind the growing movement for a new communications law. The NAB membership, we believe, is for it. The NAB has the resources to do it.

How to stretch sandpaper

If the Federal Trade Commission had limited its Jan. 4 decision in the Rapid Shave "sandpaper" case to the matter at hand, there would be little in it to concern anybody but the advertiser, Colgate-Palmolive, and the agency, Ted Bates. The FTC found, as this publication reported last week, that there was deception in a commercial purporting to show a piece of sandpaper being shaved clean after Rapid Shave had softened it.

Regrettably, the FTC did not stop at that point. It generalized on the subject of television advertising and observed that FTC cases of TV deception were increasing. And the agency seemed to say, without quite saying it, that the substitute of any prop for the real thing being advertised is illegal, no matter what the circumstances.

Colgate-Palmolive has the resources and, it has announced, the will to test the FTC's sandpaper findings in the appellate courts. That part of the Jan. 4 decision is primarily a problem for that one advertiser and its agency.

But the rest of the agency's decision may create all kinds of problems for advertisers, agencies and broadcasters. It seems to us that the FTC has set out upon a course that can best be described by the cliche, "regulation by the lifted eyebrow."

This type of regulation begins with an assumption of widespread abuses. It is not necessary, by this procedure, to prove that the abuses exist. It is enough to state that they do. In this, the FTC has followed the classic pattern.

"The violations of law found here," said the FTC in reference to the sandpaper case, "cannot be treated as isolated, discrete phenomena. As has already been noted, the problem of deceptive TV advertising, although recent in origin, is making its appearance on the commission's docket with increasing frequency."

At that the FTC let the subject drop. It did not say whether the problem of deception had been growing faster than the volume of TV advertising—which would be the key measurement of rate—or what proportion of TV cases on its docket had resulted in dismissals or in FTC cease and desist orders that had been upheld by the courts.

Having stated, without supporting evidence, that deception was on the increase, the FTC went on to prescribe its new rules. But it did so in terms vague enough to constitute a threat to almost any kind of commercial production.

In one breath the FTC said it was not ruling out the use of props. "No one objects to the use of a papier mache set to represent western saloons or an actor's drinking iced tea instead of the alcoholic beverage called for by the script," said the commission. "The distinction between these situations and the one before us is obvious. The set designer is not attempting, through his depiction of the saloon, to sell us a saloon, nor is the actor, sipping at his drink, peddling bourbon."

In the next breath the commission seemed to indicate, however, that props were out if they were intended to represent the thing being sold or to represent the results to be obtained from use of the advertised product.

"There is a world of difference," the decision said, "between a casual display of steaming 'coffee' that is really heated red wine (again because of TV's 'technical difficulties') and a commercial showing a closeup of what is actually red wine to the accompaniment of a claim that the high quality of the sponsor's coffee is proved by its rich, dark appearance—which the viewer can verify for himself simply by looking at the 'coffee' on the screen."

"Similarly, an announcer may wear a blue shirt that photographs white; but he may not advertise a soap or detergent's 'whitening' qualities by pointing to the 'whiteness' of his blue shirt. The difference in all these cases is the time-honored distinction between a misstatement of truth that is material to the inducement of a sale and one that is not."

Blue shirts are a long way from sandpaper, and the FTC is a long way from sound ground.

"There goes a really sick comedian . . . his show's just been cancelled!"

Drawn for Broadcasting by Sid Hix
"The bouffante style comes on here"... Carroll Stoker, WFMY-TV, rehearses a hair style-fashion show to benefit the Cerebral Palsy Association. It's just one of the many things you do off camera when you're considered the local expert on fashions, gardening, club and civic activities. Women throughout WFMY-TV's area of 466,640 TV homes think of Carroll this way—but more than that, she's the charming neighbor with whom they have that very pleasant "Second Breakfast" every morning at 9:15. Carroll gives the housewife a "breather" after the morning rush, and together they explore the many fascinating areas of creative homemaking. Carroll's support among women and their organizations is strong... The area Garden Club Council has established a permanent committee to offer assistance on her programs about gardening. Check any woman's group in WFMY-TV's 44-county service area and you'll find a Carroll Stoker fan club.

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TO MEET TODAY'S INDUSTRY TRENDS!

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- KLZ-TV Denver
- WHAS-TV Louisville
- WCCB-TV Montgomery, Ala.
- WFMJ-TV Youngstown
- WEAR-TV Mobile-Pensacola
- KTVK-TV Phoenix
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