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

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

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

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K L A C
LOS ANGELES

is now represented by
Edward Petry & Co., Inc.
SPECIAL ANNOUNCEMENT

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

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

Important... WTRF-TV Wheeling Market... Dominant in Rich Booming Wheeling-Steubenville Industrial Ohio Valley... 2½ Million People spending 1¼ Billion Dollars Annually... 7500 Retail Outlets. Tops in Sales... Service... Results! Better Buy... WTRF-TV Wheeling!
WCBM Radio Programming Keeps Pace with a Growing City...a Growing Adult Audience!

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

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

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

WCBM

ONE CHARLES CENTER—A 23-story $12,000,000 building, now under construction, designed by Mies van der Rohe for Metropolitan Structures, Inc.
Create (Krē·ät’), v. To bring into being; cause to exist; produce.

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

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

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

REPRESENTED NATIONALLY BY ADVERTISING TIME SALES—FORMERLY THE BRANHAM COMPANY

Clyde W. Rembert
President
FBI stalks MCA

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

NAB No. 14 lobby

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

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

Census Bureau check

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

No compensation pitch

Biggest news out of ABC officials' meeting last week with ABC-TV affiliates Asn. Board members at Acapulco, Mexico, according to insiders, was something that didn't happen. Stations had come to secluded, four-day meeting apparently expecting network to renew its idea of revising station-compensation arrangements, either by reducing payments for carrying public service shows or by other means to correct what ABC considers growing imbalance between station and network profits (Broadcasting, Dec. 11, 1961). But word after meeting was that compensation had not been mentioned, that sessions were devoted to reports on program plans, sales and other matters normally dealt with in these get-togethers.

Military deferments

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

Shift at White House

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

Emphasis comedy, on CBS-TV

Advance intelligence points way to continued emphasis on comedy names on CBS-TV next season. White plans are yet fermenting, Lucille Ball is expected back (Closed Circuit, Jan. 15). Red Skelton might get hour show instead of current half-hour stanza, Jack Benny will be on again, Jackie Gleason may be considered for hour period. Garry Moore is slated for return. On top of these moves, CBS-TV retains many situation comedies, has been thinking more in terms of one or more comedy shows, along lines of Benny program (Broadcasting, Nov. 6, 1961).

EIA irked

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

Nuisance factor

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

English breakthrough

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

Program, which starts Feb. 5 in Egypt and will be followed by staggered openings in other countries, is being produced at USIA headquarters in Washington by Romney Wheeler, director of television services of USIA and former NBC head in London. Don Richards, WTOP personality, is host and teacher, with four students (American, African, Latin American, Middle Easterner) constituting panel.
95,767
WOMEN WATCH WJBK-TV
PER DAYTIME QUARTER HOUR*
57% MORE than Station B  120% MORE than Station C  147% MORE than Station D

THE NO. 1 BUY IN DETROIT IS
WJBK-TV
detroit
A STORER STATION

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

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

RED THREAT PROGRAM THEME...27

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

DOES CENSUS SELL SHORT?...64

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

NETWORK HEARING RESUMES...42

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

PETKER'S $16 MILLION SUIT...32

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

KWK FIGHTS FOR LIFE...46

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

FCC INTENSIFIES WATCH...56

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

TOA STUDIES FILM FUTURE...60

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

MEADER FAILS TO BEAT BAN...48

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

N. Y. STUDY BOOSTS RADIO...74

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

GOOD NEIGHBOR TOUR...68

DEPARTMENTS

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LEAD STORY.......................27

BROADCASTING, January 22, 1962
Chet Huntley Reported The date was January 10. The occasion, KMTV's Television Award Dinner. The purpose, to honor an Omahan... Arthur C. Storz... who had performed outstanding public service. The annual Award was created in 1958 to "encourage still more effective use of Television Public Service." Ask any Petry man about KMTV's image in Omaha. He'll probably add that "absolutely nothing gets into so many Omaha-Lincoln homes as often as KMTV."
Unaware of hidden prizes issue, says Booth
KWK COUNSEL TESTIFIES DEVELOPMENT SURPRISED HIM

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

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

Mr. Booth testified that when he returned to St. Louis May 3-4, 1961, and Mr. Hamel confessed he had lied about hiding of prizes in treasure hunt, "I was shocked. I felt the floor had dropped out from under me." He said subsequently KWK advised both Messrs. Jones and Hamel to retain counsel and main question then became how to best prepare full voluntary disclosure to FCC as quickly as possible. Mr. Booth said there never was any question on part of KWK principals about full disclosure as quickly as possible even if it meant providing facts which might support decision to revoke KWK's license.

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

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

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

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

Uhf comments deadline extended to Feb. 19

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

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

ABC-TV also to carry White House special

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

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

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

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

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

WCBS-TV buys 41 features

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

Coe adds ABC-TV duties

Robert L. Coe, vice president in charge of ABC-TV station relations, has absorbed all station affiliation responsibilities previously handled by Julius Barnathan, former vice president for
affiliated tv stations, who has been elected president of newly-formed ABC owned tv stations (BROADCASTING, Jan. 15). Research department, formerly reporting to Mr. Barnathan, will now report directly to Oliver Treyz, ABC-TV president.

More CBS executives scheduled to testify

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

NAB opposes devices on fm frequencies

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

Previously devices were used without authorization in 30-100 mc range (BROADCASTING, Nov. 27, 1961). NAB said that because persons who are prone to disregard FCC regulations would probably still do so, new rule would be ineffective. Trade group said use of equipment in fm band would create harmful interference to fm operations. Interference to fm receivers would be highly likely in areas of high population concentration, such as apartment houses, NAB said.

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

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

NBC protests to French for barring newsmen

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

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

For other personnel changes of the week see FATES & FORTUNES

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

Metromedia executives put on tap as speakers

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

Kornegay replaces Flynt on House Committee

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

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

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

Eau Claire tv outlet sold

WEAU-TV Eau Claire, Wis., was sold Jan. 19 by Morgan Murphy group to Appleton (Wis.) Post-Crescent. Price was $2.1 million cash. Blackburn & Co. was broker. Station is NBC-TV and ABC-TV affiliate. Purchase of KXLY-AM-FM-TV Spokane, Wash., by Murphy group was approved earlier in week by FCC (story page 70).
A GIANT NEW TOWER HAS EXPLODED THE SACRAMENTO MARKET TO 25TH IN THE NATION. 3RD LARGEST ON THE WEST COAST. 608,400 TV HOMES BIG!

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

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

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

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

This is my first letter to you. I love you more and more every day. I am sorry not to write you sooner because I can't but know that you listen to the WFL-TV program and with his help I may be able to say Tell you Happy Mothers Day... God bless you. Love you.

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

In Handy, as my husband owns a candy store, and when I help him, I'm happy; to read new words I couldn't read before.

When I returned for this opportunity, over since I returned to this country from Italy, to learn to read and write.

But I should like the spelling test more, thanks for a wonderful teacher, Dr. Alexander Stewart. I am able to teach a new primary elementary school.

I am Flomigino, 85 years old.

Sometimes which these<br>

Language with most sound mistakes is the most difficult to learn. Have you tried a test to me yet? I am glad you have. When I look to the Way you were able to read words, I try to do the same thing. I can't do it, but I do what I can. I am glad you have tried. I could read the page.

My family are proud of me learning the lesson. I have learn many things from you each morning. I write each word 20 times. So I can remember it. Special I wrote this letter myself. Little help from dictionary. Hope it is the right step.

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

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

ALPHABET

AVAILABLE TO ONE STATION IN EACH MARKET AT NO CHARGE

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

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

Nearly eight million people ask and need your help.

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

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

*Indicates first or revised listing.

**JANUARY**

*Jan. 21—Final phase of FCC hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify before FCC en banc. Washington, D. C.*


*Jan. 25-27—South Carolina Broadcasters Assn., 15th annual convention. Holiday Inn, Sumter. South Carolina AP Broadcasters Assn., which had originally scheduled its meeting in Columbia Jan. 26 has rearranged plans to hold meeting in conjunction with SCBA’s winter session.*

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

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

**FEBRUARY**

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

*Feb. 1—Deadline for entries for the American TV Commercials Festival. Contact Wallace A. Ross, director; 60 East 49th St., New York City.*


*Feb. 4-13—Advertising Recognition Week.*

*Feb. 5—Deadline for comments on FCC's proposal to add additional vhf channel at below maximum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14234); Charlotte, N. C. (Doc. 14235); Dayton, Ohio (Doc. 14236); Jacksonville, Fla. (Doc. 14237); Johnstown, Pa. (Doc. 14238); Knoxville, Tenn. (Doc. 14239); Oklahoma City, Okla. (Doc. 14240). (Rescheduled from Dec. 4).*

*Feb. 5—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14249). (Rescheduled from Dec. 4).*

*Feb. 5—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14250); Champaign-Urbana, Ill. (Doc. 14251); Columbia, S. C. (Doc. 14252); Erie, Pa. (Doc. 14253); Hartford, Conn. (Doc. 14254); Madison, Wis. (Doc. 14255); Montgometry, Ala. (Doc. 14256); Rockford, Ill. (Doc. 14257).*

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

*Feb. 8—Advertising Committee of U. S. Commerce Dept. Department headquarters, Washington, D. C.*

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

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


*Feb. 8—Comments due in FCC rulemaking (Docket 14149) which would restrict and eventually prohibit the presunrise operation of daytime only stations.*


*Feb. 10—Reply comments due in FCC rulemaking (Docket 14149) which would restrict and eventually prohibit the presunrise operation of daytime only stations.*

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

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

*Feb. 22—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 1-2—NAB public affairs and editorializing conference, first national meeting Secretary of State Bask and FCC Chairman Minow will address broadcasters attending the conference. NAB Headquarters, Washington, D. C.*

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

announces the appointment of

Edward Petry & Co., Inc.

as national radio representative
How to Double Your Share of Audience with

The Life and Legend of

WYATT

EARP

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

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

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

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

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

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

And so it goes—the day WYATT EARP goes on the air for you, you’re on your way to the top in ratings... share... homes delivered. That’s right—for home delivery strength, strength where it counts for stations and advertisers—it’s WYATT EARP, ready to go for you now.

ABC FILMS, INC.
1501 Broadway, New York City, New York • Phone: LA 4-5050

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
device

It's so easy for people to register displeasure. In broadcasting, an audience can ignore you with a mere turn of a knob or the push of a button. A choice is presented, a judgement is made. There is only one device in the world that will lock a station selector in place: consistently good programming. People listen. People watch. People know.
GIANT MARKET IN THE SOUTHEAST
2.1 million People
$2.8 billion Income
$1.8 billion Retail Sales

Compare it with Birmingham,
Miami, and New Orleans, “The Giant’s”
GREENVILLE-SPARタンG-ASHVILLE MARKET

Contact us or our
Reps. for fact,
availability and assistance.

SAVE TAPE, TIME AND MONEY

EDITALL®
TAPE EDITING BLOCKS
• Patented curved groove holds tape
without clips for fastest, safest splicing.
• Spliced tape can be used
thousands of times and splices
never separate.
• For single-track, 2-track and 4-track.
• Only in the EDITALL can shattered
bits of tape be put together
good as new.
• Splices require no trimming,
obscuring; do not stick or “wax.”
• EDITALL remains accurate for over
1,000,000 splices.
• NEW S-2 and KS-2 EDITALL have
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• 4¼-inch to 1-inch sizes, $6.50 up.

THE TALL COMPANY
27 E. 33rd St., New York 16, N.Y.
(Dealer inquiries invited) TRADEMARK

Tional Institute of Health, Bethesda, Md.
May 18-17—Annual Medical-Dental TV
Workshop, sponsored by the National Naval
Medical Center, National Naval Medical
Center, Bethesda, Md.
May 20-25—Assn. of National Advertisers,
spring meeting, Hotel Commodore, New
York.
May 21-25—25th anniversary Electronic
Parts and Distributors Show and Con-
ference. Conrad Hilton Hotel, Chicago.
May 23-25—Electronic Industries Assn.,
38th annual convention, committee, section,
division and board meeting. Pick-Congress
Hotel, Chicago.

JUNE
June 11-14—Industrial Advertising Exposi-
tion held in conjunction with the 40th an-
nual Conference of Assn. of Industrial Ad-
vertisers. Royal York Hotel, Toronto,
Ontario, Canada.
June 17-22, 1962—Annual convention
of the National Community Television Assn.
Shoreham Hotel, Washington, D. C.
June 23-28—Advertising Federation of
America, 58th national convention, in con-
junction this year with Advertising Assn.
of the West. Theme of the joint meeting
will be “All-American Advertising Round-
up.” Denver-Hilton Hotel, Denver.
June 23—Advertising Federation of Amer-
aica, 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,
anual convention, Holiday Inn, Jekyll
Island, Ga.
Aug. 21-24—Western Electronics Show and
Convention, Los Angeles Memorial Sports
Arena.

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

OPEN MIKE®

Tearing troubles
EDITOR: As a steady reader of Broad-
casting, it’s about time I write you with
a complaint. Since your magazine is
so new, I find many items demand
additional distribution outside of the office
and it’s necessary to tear out a number of
fiddits from nearly every issue.

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

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

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

BROADCASTING
THE WEEKLY NEWS MAGAZINE OF TELEVISION AND RADIO
Executive and publication headquarters: Broadcasting-Telecasting Bldg., 1155 27th
St., N.W., Washington 6, D. C. Telephone Metrop. 6-2240.

EDITOR AND PUBLISHER
Soi Taishoff

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*Trademark.

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BROADCASTING, January 22, 1962
WPIX-11 started its Popeye show in the 6-6:30 p.m. strip back in 1957, and it's been tops from the start.

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

And now, WPIX's Popeye audience is

BIGGER THAN EVER...

897,400 kids per average telecast
38.0% share of audience
FIRST IN ITS TIME PERIOD BY 80%

With his new films
POPEYE IS BIGGER THAN EVER.
Yoshida, our president (in Tokyo), informing him of the help you have extended to us in the past.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

*HERE'S PROOF THAT KLZ NEWS SPONSORS GET RESULTS!*
NEW RCA PORTABLE AUDIO CONSOLE

Type BC-10A

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

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

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

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

The Most Trusted Name in Radio
Making the advertising fit the prospect—without gimmicks

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

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

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

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

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

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

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

With growth came the need for additional offices. And with additional offices came the necessity to supplement our local advertising program with a metropolitan approach. The use of radio, television and metropolitan newspapers was designed to have a mass appeal and to make everybody in the region aware of our presence and our services. It was strictly a "shotgun" approach to give identification and to make pertinent points about our high rates of interest, insurance of accounts, convenience and other benefits.

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

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

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

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

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

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

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

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

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

ANNOUNCED JAN 8TH
SOLD IN ONE WEEK
IN 18 MAJOR MARKETS
because they're
FORM FITTING
TAILORED FOR YOU EVERY MONTH AT NO EXTRA COST.

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

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

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

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice President, 1271 Ave. of the Americas, N.Y. 20, PL 7-2197
Dick Morrison, Vice President, 3200 Maple Avenue, Dallas 4, Texas, RI 2-2651

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

THE PETER FRANK ORGANIZATION, INC. HOLLYWOOD / NEW YORK / DALLAS
First Nielsen Report, 1962*

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RED THREAT LIVEST PROGRAM THEME

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

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

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

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

Producers Busy - The five independently produced series in work as of the first month of 1962 are almost equivalent to the syndication field’s total production of new entertainment series in all of 1961. The entertainment total for last year came to seven series.

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

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

A collateral development, authorities say, is a keener interest in, and better acceptance of, radio-TV materials supplied by such outspoken anti-communist organizations as the Christian Anti-Communist Crusade, the Christian Crusade and the National Education Program. Spokesmen for these groups say that over the past few months, requests from stations for audio and film recordings of an anti-communist nature have increased substantially.

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

Programs emphasizing the menace of communism have had feature billing on all of the networks and their popularity is increasing as more are planned for coming season (see story above). “The Land Beyond the Wall—Three Weeks in an East German City” was recently featured in prime time on CBS-TV. This scene (l) shows Bonn correspondent Daniel Schorr narrating a part of the program in an East German street. A scene from ABC-TV’s “Close-Up” (r) shows the so-called anti-Red prince of Cambodia, Prince Sihanouck, working beside his subjects on a public project in the Communist-troubled southeast Asian country.
RED THREAT LIVEST PROGRAM THEME continued

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

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

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

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

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

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

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

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

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

Business Support * One independent producer, Neilson Assoc., New York, reported that its tv programs on communism would be supported financially by "businessmen interested in fighting communism." But Joseph Mawra, president and executive producer of Neilson, stressed the programs will be "controlled editorially" by Neilson. He declined to reveal the names of individuals who will underwrite his films.

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

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

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

Awakening to demand

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

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

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

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

NBC-TV: The network is producing a one-hour "fundamental study of communism in the U.S. and abroad," intended for a teenage audience, and is exploring the potential of three other similar programs. George Heinemann will be the producer and Robert Abernathy the commentator. Three special programs on the "internal threat of communism" are being developed by Chet Hagen, NBC news producer, for showing this spring or summer. The network is discussing sponsorship of these three specials with the Purex Corp.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Christian Crusade is a tremendous emphasis "people produced during the past year." He conceded that "we have been behind those people in big television rallies but we're going to emulate them."

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

Big Plans • "Our plans for the use of these films are most ambitious," the Rev. Mr. Hargis pointed out. "Initially, the Christian Crusade will buy time on stations in the top seven or eight markets and conduct all-night telethons called Christian Crusade Answer to Communism. We will syndicate the programs to other stations and charge merely for production costs."

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

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

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

Anti-red school sponsored

Technicolor Corp. and Schick Safety Razor Co. will co-sponsor the KTVU (TV) Oakland-San Francisco coverage of the San Francisco Bay Region School of Anti-Communism to be held Jan. 29-Feb. 1 at the Oakland Auditorium. KTVU is preempting its regular programming for 21/5 hours, 7:30-10 p.m. on those four evenings to televise the school.

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

He agreed that the Anti-Communist Christian Crusade is similar to his Christian Crusade and applauded the efforts of the ACCC. He conceded that "we have been behind those people in big television rallies but we're going to emulate them."

Anti-red Ministers

Are their broadcasts prayers or editorials, FCC wonders

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

Never backward in expressing their attitudes on public issues, many of these mainly fundamentalist preachers in recent months have focused their fervor on the Communist threat. This has raised a delicate question in the minds of some communications lawyers, both inside and outside the FCC: Are the programs properly religious programs, or discussions of controversial issues? If they are commentary on public issues, this reasoning speculates, shouldn't the broadcasters carrying these spokesmen be required to provide equal opportunity for opposing views? This is the doctrine of fairness to which broadcasters are expected to adhere in line with FCC admonishments ever since the commission reversed the Mayflower decision in 1949.

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

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

Both supply tape recordings to 200 or more radio stations.

Tv Networks may cover Texas anti-red crusade

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

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

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

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

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

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

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

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

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines, WOC and WOC-TV, Davenport.
Petker starts $16 million antitrust suit

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

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

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

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

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

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

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

Efficient = Parenthetically, Mr. Whitman said that "normal" radio purchases "are themselves, by today's buying practices, extremely efficient."

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

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

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

Mr. Whitman said the Petker plan, whose station participants are heaviest in the smaller markets, "may well become the pattern of the future" in radio. He said one network's spot sales organization and some stations had tried to discredit the plan with the FCC but that FCC not only "summarily turned down these efforts, but has termed the Petker plan the most constructive force in local radio today, because it is effectively helping local radio stations to help themselves."

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

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

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

He said he had been receiving $32,-

Commercials in production

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

National Video Tape Productions Inc. (division of Sports Network Inc.), 36 W. 44th St., NYC 36


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


Pantone Pictures Inc., 3961 Sunset Blvd., Hollywood 69


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

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

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

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


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

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

HENRY S. McCONNELL
Eastern Air Lines

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

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

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

BROADCASTING, January 22, 1962
000 a month from Bristol-Myers for IPa's participation in the Petker plan and named the negotiations going on last fall for an expansion of Bristol-Myers' participation, he was to receive $50,000 a month.

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

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

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

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


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

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

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

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

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

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

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

No Pressure • Mr. Lyte said the Minow letter is not being used to induce radio and tv stations to run free publicity while the fair's advertising budget is spent on other media.

Chairman Minow's view was sought at the request of broadcasters he said. About 100 tv stations are using fair publicity films, he said. Special 8-second ID's with call letters have been supplied. About 200 radio stations have indicated they will carry public service announcements.

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

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

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

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

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

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

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

Rheingold-Mets plans fixed

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

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

Rheingold's agency is J. Walter Thompson.
VOL. 3 - "FILMS OF THE 50's" - NOW FOR TV

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

DORIS DAY  RAY BOLGER  CLAUDE DAUPHIN

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

APRIL IN PARIS!
TvAR: network tv doesn't do complete job

'TILT' PRESENTATION CLAIMS SPOT ADVANTAGES

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

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

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

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

The analysis was prepared by Robert M. Hoffman, TvAR vice president for marketing and research. Among the highlights:
- Of 65 network programs studied (covering all nighttime programs now on the air and for which market-by-market data are available in American Research Bureau's latest local market comprehensive report), 62 receive less than 55% of their national audience from the top 20 tv markets. And nearly half get only 35-45%.
- There is a "lost" audience, or a deficiency in many highly popular programs. These numbers are found by computing the national audience (from the spring 1961 ARB report) and applying this to the tv population spread in the top 20 markets. If the audience in those 20 markets falls below the 55% of the national total, the difference is considered a deficiency by TvAR.

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

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

Belair joins Raleigh in coupon promotion

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

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

On each of the shows, a commercial featuring the Raleigh coupon will precede a Belair commercial using the theme, "Now for the first time you can get famous Raleigh coupons with a light menthol cigarette." The network tv schedule will carry the bulk of Belair advertising. Aside from tv, Belair ads will be placed in tobacco and grocery trade publications. The consolidation of the two brands at a single agency, advertised in a joint campaign, indicates a decrease in the Belair billings placed last year through Ted Bates, and estimated at more than $6 million.

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

Haeg urges greater care in buying radio time

To get the most effective impact from their radio campaigns, agency executives in the Midwest were told last week by Larry Haeg, general manager of WCCO Minneapolis, to be more selective in their choice of stations and to put more creative power into their messages.

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

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

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

Rep appointments...
- WTAW College Station, Tex.: John E. Pearson Co. as national representative.
- KPEL Lafayette, La.: John E. Pearson Co. as national representative.

36 (BROADCASTING)
amed Golden Gate Bridge, longest single suspension span in the world, led by Joseph B. Strauss. Including approaches, the Golden Gate Bridge miles long. Completed in May, 1937 at a cost of $33,500,000. More than 20,000,000 cars crossed the Bridge in 1961. Photo by Moulin Studios.

SPECTACULAR

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

The Nation’s LEADING Independent TV Station

KTVU

SAN FRANCISCO • OAKLAND

Represented Nationally by H. R. Television, Inc.
Radio drive succeeds, extended by J. I. Case

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

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

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

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

Max Factor, Eldon leave K&E for parts unknown

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

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

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

Eldon Industries moved to K&E last fall from Guild, Bascom & Bonfigli. Billings on its toy line are estimated at $1.1 million annually, but it's understood that K&E placed only a $300,000 share in a pre-Christmas campaign, the bulk of which was spent in children's programs on tv.

Remco plans increases in television budget

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

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

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

Rambler buys space shoot

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

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

Milano to Riedl & Freede

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

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

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

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

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

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

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

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

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

Universal, Doris Day, Lever set radio drive

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

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

Special spot announcements in major markets, featuring the record offer and plug for "Lover Come Back" are scheduled Feb. 19-26.
all their big guns have been fired...

BUT KLZ-TV IS STILL FIRST IN DENVER!

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

KLZ-TV news, weather and sports again led in audience preference by a substantial margin. As a matter of record, KLZ-TV was first in the 9:00 a.m. to midnight bracket, seven days a week!
HUSTON PRAISES RADIO
Cites L&N test case to prove medium can sell new products

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

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

Alph DeSalle, who had written radio comedy for the networks before joining L&N as a copy writer-producer in San Francisco, created the Granny Goose spots and produced them, providing all the male voices himself. Mr. DeSalle described the spots to the SCBA audience and played a number of them —mainly satires on topical subjects which could be humorously tied in with the product.

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

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

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

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

Weaver to address
ANA's tv ad workshop

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

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

Appraisal of commercials: vigor, taste blending in tv ads

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

What Mr. O'Doherty, an art critic, wanted to discover was why more com- mercials do not have the "intelligence, wit and creativity" of the ones run off the program. The tv commercial, he said, "is often brilliantly inventive and creative in the way that it coerces, stimulates, forces, bludgeons, tickles, teases you and me to buy a product."

Mr. Garai agreed, saying that "a series of endless barrages, screaming an- nouncers, screaming machines is not necessarily the best way to convince." And all agreed that the level of "good taste" in commercials is getting higher.

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

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

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

The commercials shown were for Karman Ghia cars, 7-Up, Sugar Krisp, Drano, Mutual of Omaha, Martini & Rossi, Levy's bread and Ban deodorant.
IN THE RICH ROCHESTER N. Y. MARKET
THERE ARE ONLY 2 TELEVISION STATIONS...

WROC-TV is No. 1
CLEARLY THE DOMINANT STATION

Here's why!
WROC-TV DELIVERS...

- THE MOST HOMES
- AVERAGE ¼-HOUR
- 9 A.M. TO MIDNIGHT
- 7 DAYS A WEEK

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

Plus WROC-TV carries the FIRST 9 Top Shows:

<table>
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<tr>
<th>SHOW</th>
<th>RATING</th>
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<tr>
<td>No. 1 Sing Along with Mitch</td>
<td>45.25</td>
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<tr>
<td>No. 2 The Price Is Right</td>
<td>43.0</td>
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<td>No. 3 Dr. Kildare</td>
<td>40.5</td>
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<tr>
<td>No. 4 Walt Disney's World</td>
<td>40.25</td>
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<tr>
<td>No. 5 Perry Como</td>
<td>39.75</td>
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<td>No. 6 Dick Powell</td>
<td>38.25</td>
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<td>No. 7 Bonanza</td>
<td>36.75</td>
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<td>No. 8 Saturday Night at the Movies</td>
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<td>No. 9 Hazel</td>
<td>35.0</td>
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<tr>
<td>No. 10 Checkmate</td>
<td>34.0</td>
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November, 1961 ARB

WROC
Formerly WVET-
Rochester, N. Y.

TV CHANNEL 5
Basic NBC
ABC Affiliate

Represented by EDWARD PETRY & CO., Inc.
FCC’s network program hearing resumes

STANTON FIRST UP; ALL NEWS MEDIA PLAN EXTENSIVE COVERAGE

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

The hearing originally was scheduled to begin Jan. 9 but was postponed to tomorrow (Jan. 23) at the request of the networks. Then, when it was pointed out that the U. S. plans to attempt to orbit a man around the earth tomorrow, the FCC hearing was postponed until Wednesday (BROADCASTING, Jan. 15).

Last week, the government announced that the space shot would be attempted Wednesday so the commission promptly moved its hearing back to Tuesday.

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

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

NBC-TV’s testimony will be key-noted by Board Chairman Robert Sarnoff. ABC-TV President Oliver Treyz will set the stage for that network. All seven commissioners will sit for the hearings, which will be held in Hearing Room B of the Interstate Commerce Commission. The commission will not hold a regular meeting this week but as of last Friday it had not been determined whether the hearing will convene this Wednesday.

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

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

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

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

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

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

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

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

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

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

California Bound - In October 1960, the hearing site moved to Los Angeles with testimony from program producers and syndicators. Further sessions were held in California in March 1961. In June of last year the inquiry returned...
People everywhere are sold on Groucho. So is station after station from coast to coast. "The Best of Groucho" (and we mean 250 of the very best from Groucho's 11-year network comedy hit) is capturing outsize local audiences in market after market. Right now, he's the major attraction in: Scranton, WNEP · Kansas City, WDAF · Los Angeles, KTTV · Knoxville, WBIR · Greenville, WFBC · Chicago, WGN · Wichita Falls, KEDX · Phoenix, KPHO · San Diego, XETV · New York, WPIX · El Paso, KTSM · Richmond, WRVA · Bellingham, KVOS · Baltimore, WMAR · Washington, WRC · Columbus, Ohio, WBNS · Tampa, WFLA · Evansville, WFIE · Salt Lake City, KSL · Seattle, KOMO · Houston, KHOU · Portland, Ore., KATU · Greensboro, N.C., WFMY · Orlando-Daytona Beach, WESH · Sacramento, KRCA · Albuquerque, KGGM · Paducah, WPSD · Jacksonville, WJXT · Portland, Me., WCSV · Tulsa, Okla., KOTV · Springfield, Mass., WHYN · San Francisco-Oakland, KTVU · Fresno, KICU · Flint, WJRT · Detroit, WWJ · Bristol, WCYB · Minneapolis, WCCO · Boston, WBZ · Nashville, WSM · New Orleans, WWL · Greenville, N.C., WNCT · Providence, WSAR · Spokane, KHO · Cincinnati, WCPO · Aren't you included? The people in your area would like to be! Call NBC Films at Circle 7-8300 in New York. Discover all the reasons why...

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

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

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

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

After first ruling that the long-established time option requirements of network affiliation contracts were "reasonable and necessary," the FCC in September 1960 reduced the maximum allowable option time from 3 to 21⁄2 hours for the four time periods of the day. Last May, after an appeal of this decision to the courts by KTTV (TV) Los Angeles, the commission took the unusual step of asking the court to return the case to the FCC for reconsideration. New comments have been accepted and oral argument held and the case now awaits a new decision.

Federal fetters unwanted

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

FCC ASKS $13.1 MILLION

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

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

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

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

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

The number of AM, FM and TV stations to be regulated by the agency will increase about 600, according to a budget estimate. But the commission is seeking only an additional $43,000—or $2,987,000—for this regulatory work.

The budget request estimates the commission will be regulating 8,432 stations by June 30, 1962, and 9,090 by the end of the following fiscal year.

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

To handle its expanded workload, the agency is seeking an average for the year of 34 new employees, or a total of 1,388. FCC employees now earn an estimated average annual salary of $7,556, a figure expected to rise $186 in fiscal 1963.

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

The U.S. Information Agency would get a healthy boost of $14 million under the proposed budget—up to $125 million from its fiscal 1962 appropriation of $111,487,000. The agency's radio arm, the Voice of America, would get almost $3 million of the increase—$23,050,000—compared with its current appropriation of $20,206,000. USIA's still-young television service (it was established in 1958) would be increased more than 50%, from $2,043,000 to $3,783,000.

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

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

Crosley loses new move

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

The commission reversed itself upon a re-evaluation of the comparative criteria after the case was remanded by the U. S. Court of Appeals in Washington. The November action granting the application of WIBC was taken on a 4-2 vote; the original grant to Crosley was on a vote of 4-3.
KTTV WINS ROSE PARADE RATING SWEEPS FOR 7TH CONSECUTIVE YEAR!

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

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

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

*Special ARB survey of Rose Parade viewing on January 1, 1962.
A tale of three cities: KWK's fight to live

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

The defense portion of the case moved to St. Louis Thursday and Friday for the unusual event of three of KWK's attorneys taking the witness stand to relate their knowledge of certain aspects of the case. Portions of their testimony and that of some other witnesses appeared to be in conflict with that given earlier by former KWK general manager William L. Jones Jr. about the two controversial KWK treasure hunts conducted in mid-1960 (BROADCASTING, Sept. 25, 18, 1961).

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

During the FCC Broadcast Bureau's portion of the hearing last fall, Don E. Hamel, KWK general sales manager, testified he personally hid the prize capsules in the treasure hunts only hours before they were found, but he said he did so under orders from Mr. Jones. He said he also lied to KWK officers and to the FCC investigators under orders from Mr. Jones, but later, upon realizing the seriousness of the matter, confessed the truth to KWK president Andrew M. Spheeris and subsequently to the FCC.

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

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

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

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

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

The FCC revealed it used ARB figures on the saturation in a market of uhf receivers, assuming the new uhf station would operate with 500 kw and a 500,1,000-ft. antenna to provide Grade B service within a radius of at least 40 miles.

The commission said it's not prepared to announce a specific proposal of how uhf pools would be worked out but gave one possible solution and invited comments on the standards it should prescribe.

The FCC emphasized it wants to avoid a rush for the lower uhf channels: though they may currently be more useful than the higher channels because of advanced technology, the FCC hopes the disparity will diminish with electronic development. The commission fears applicants will select low assignments without proper regard to the impact on overall efficiency and intends to erect some barriers.

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

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

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

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

You makum much wampum!

Givem heap big haha
in their teepee teevies!

Guest Ward
Ho!

Starring
Joanne Dru • J. Carrol Naish • Mark Miller

and FLIP MARK

DESILU'S 1st BIG SYNDICATION SPECIAL! 38 HILARIOUS HALF-HOURS!

Paleface Sales Chief say,
"No hokum. You no callum us...
we callum you!"

Desilu Sales Inc.
Richard Dinsmore, Vice President and General Manager

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

DESILU PLAYHOUSE • THE TEXAN • THE ANN SOTHERN SHOW • HARRIGAN & SON • THE UNTOUCHABLES

BROADCASTING, January 22, 1962
MEADER FAILS TO BEAT BAN
McCormack sticks with Rayburn ruling, holds
House blackout of radio-tv should be continued

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

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

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

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

Crowded Corridors - Radio and tv newsmen, their equipment barred from committee hearings, are reduced to arranging catch-as-catch-can camera-and-microphone news conferences with committee members and hearing witnesses in Capitol Hill corridors. They are no substitute for on-the-spot reporting of the hearings, says Rep. Meader.

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

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

Support for a rules change came also from the late House Speaker, whose colleagues urged relaxation of the ban to plug the "one vital information gap" that exists so far as television is concerned. House hearings rank as important news to which the reporting eye of the television camera should have the same access as the reporter's ear, he said.

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

Newsmen quiz Pearson on commercials

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

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

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

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

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

Whether the rules will be clarified to include broadcast commercials within the meaning of "paid publicity or promotion work" was in some doubt last week. Noting that a new gallery committee was to be elected last Thursday, one of the members who had voted for suspension grumbled, "That will probably be the end of it."
A little extra effort is offered to all advertisers using WOC-TV. A knowledgeable sales-coordinating staff works with all the elements of the marketing structure to insure the success of the advertising campaign. Consistent program promotions, merchandising information to retail outlets, and personal contacts with reps, brokers and direct salesmen. A 2 billion dollar retail market merits attention, and it gets it willingly from WOC-TV.

WOC is more than a member of the community. It's a member of the family. With responsible local programming, WOC-TV has created a loyal audience that responds with enthusiasm.

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

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

For full information about WOC-TV, see your PGW Colonel today!
rules provide for radio-television coverage of committee hearings—if only the Speaker would interpret them that way.

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

Also, he said, the new Speaker, during the congressional recess last fall, sat with a House subcommittee in Boston which allowed its proceedings to be televised.

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

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


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

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

**FCC disciplines KARY with 'short' license**

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

In a letter to KARY, the commission said the licensee failed to broadcast any programs in three categories during the composite week, despite its proposals to carry such program types. The FCC said this constitutes a failure by KARY to operate with that "degree of responsibility" the commission expects of licensees but that the station's proposals for the future warrant a short-term renewal.

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

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

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

**WGMA's overall record to be part of hearing**

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

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

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

The hearing opened last November, with Mr. Enright giving testimony with regard to the quizzes and representing that such "controls," deemed necessary to drama and excitement, were common practice in the industry. (Broadcasting, Nov. 20, 1961). The hearing is to resume March 5 with the extended issues.
Only the world's most modern jets make up Air France's great and growing fleet

Today's Air France jet fleet is comprised of the world's finest long-range and medium-range jets—Boeing 707 Intercontinental Jets and French Caravelle Jets. Planned almost ten years ago by a farsighted Air France management, this superb fleet is steadily growing. Recent orders of 7 more Caravelles and 4 more 707 Intercontinentals will give Air France 64 pure jets—serving more cities in more countries with these jets than any other airline!

Air France's proud jet fleet is a certain sign of the progress and expansion of this modern, world-wide organization. And it is also something more. It underlines Air France's determination to provide its passengers with the very finest service possible and to perfect every level of operation. You will find this dedication is a hallmark of Air France, the world's largest airline... with a 43-year record of international flying experience.
KRLA record draws Broadcast Bureau fire
COOKE DEFENDS IT, BUT ADMITS 1959 'PANIC PERIOD'

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

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

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

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

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

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

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

The KRLA attorney said that Jack Cooke, who instituted the contests, was at the station for only a brief period in the summer of 1959 as program director after the former occupant of that position had been discharged. There is nothing in the record to justify a charge that KRLA has performed in bad faith, Mr. Dowd argued, with the station fully complying with its representations to the FCC. After the initial "period of panic," KRLA has established a record of competence and outstanding performance in the Los Angeles area, he said.

NLRB refuses rehearing in WCKY-AFTRA case

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

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

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

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

The FCC last week...

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

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

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

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

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

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

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

*Diagnosis: Healthy sound—wealthy sales curve!*
Here is the book that presents the most exciting feature films of the Fifties yet made available to television stations...the 30/62 from Metro-Goldwyn-Mayer Television.

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

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

A fast-seller already in these markets:
New York, Philadelphia, Chicago, St. Louis,
New Haven, Fresno, Binghamton, Altoona, Lebanon,
Honolulu, KalamaZoo, Poland Springs, Miami.

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

Applicant tells court community study not required

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

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

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

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

Suburban Broadcasters also maintained that the FCC has no authority to require an applicant to survey the needs of a community, to look into this subject itself or to pass judgment on the applicant’s program proposals to meet these needs.

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

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

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

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

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

Daytimers defend right to program before dawn

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

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

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

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

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

FCC intensifies watch on broadcasters

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

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

With radio and TV programming entering the home, they command the “lion’s share of popular interest—and controversy,” the commission said, although nonbroadcast services outnumber broadcast facilities 55 to 1. There are, the report notes, 3.3 million radio authorizations of all types outstanding, an increase of nearly a half-million over fiscal 1960. Broadcast regulation during the year was marked by increased action on the part of the commission to assure that licensees comply with its rules and regulations, the report stressed. Receiving extra attention were (1) how broadcasters meet their responsibility to the public; (2) a closer check of individual station performance; (3) a new programming policy for licensees to follow; (4) “complaints and other indications of infractions”; (5) how broadcasters ascertain the needs of the public and meet these needs; (6) a closer check for overall balance of programming; (7) assessment of its new power to fine stations, and (7) liberal use of short-term license renewals.

The commission noted that “publicity” given the payola and TV quiz investigations, the FCC’s programming inquiry and related actions have caused the number of public complaints received by the commission to increase materially. Such complaints, totaling 2,420 pieces for the last three months of calendar 1960, are handled by the Complaints & Compliance Office, established during fiscal 1961. For the first five months of 1961, 4,300 complaints were received.

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

All told, the FCC’s Washington
comments from Feb. 8 to March 8 and from Feb. 19 to March 19. The firm said it could not file joint comments for all its clients because of different circumstances in various communities.

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

FCC denies attempting to censor Fredericks

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

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

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

**DISAGREEMENT MARKS LARGO GRANT**

Rahalls win as commission differs on WSUN's application

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

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

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

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

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

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

The majority said that the City of St. Petersburg was deficient in integration of management and ownership and in broadcast experience because the "principals" of the applicant, the city council and city manager, do not participate in the day-to-day operation of the station. The dissenters claimed that the eight-year operation of WSUN-AM-
TV was more valid broadcast experience than the operation of WCLY St. Petersburg for one year (at the time of the hearing) by the winning applicant.

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

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

WLWI, WFBM-TV oppose proposed move by WTTV

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

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

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

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

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

WFBM-TV said that part of Indianapolis is already reached by WTTV's signal and that if the station is assigned there it would have to be at substantially spaced. WFBM-TV said that WTTV and WFAM-TV Lafayette, Ind., are both owned by Sarkes Tarzian and their signals would overlap in Indianapolis in violation of FCC rules.
The only logical way you can see where you're going is to look ahead. This wisdom is just as profound for people in the business of broadcast advertising as for skippers of submarines.

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

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

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

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

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

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

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

Deadline for advertising: Final deadline February 12.

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

Reservations: No time like now. Wire or phone us collect to make sure you'll be represented the way you want, with good position.

Why do they put periscopes on submarines?
TOA OPTIMISTIC ON FILMS

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

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

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

As in recent years, the independent studios together provided the largest number of motion picture starts. The independents in 1961 started 63 films, of which 7 were still in production at year's end. Independents already have six features ready for production this year (as of Jan. 1, 1962).

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

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

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

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

Of the 187 picture starts, 26 are still in production. As of the first of this month the majors and the independents had scheduled the start of fourteen additional pictures, 2 more than the 12 set for shooting at the same time a year ago. Because of the big proportion of 1961 production expected to be released this year, theatre men said they believe a slight gain in total pictures released can be anticipated in 1962.

UHF'S ONE ANSWER

Shift from vhf would help programs, say Gould, Ashmore

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


The Center was founded by The Fund for the Republic.

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

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

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

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

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

and their clients

Radio & tv stations, networks

and their reps

537 OF THEM

are now using NCS '61 in their marketing and selling campaigns ...for their products ...for their facilities.

Nielsen Coverage Service '61 supplies the answers time buyers and sellers need about radio and tv station coverage and circulation. NCS '61 provides authoritative coverage facts, county-by-county, on:

• Total homes ... tv homes ... radio homes, all census-based.
• Station coverages (daily, weekly; daytime, nighttime) as percentage levels and circulations of 565 tv stations and 3,376 radio stations ... every reportable station in 50 States.

Time buyers are referring to NCS '61 to learn how well each station's coverage matches their clients' marketing plans.

Time sellers are quoting NCS '61 as proof of their station's current circulation ... answering the questions: How many? Where? How often? ... and How effectively?

FOR ALL THE FACTS
CALL ... WIRE ... OR WRITE
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NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020
MENLO PARK, CALIFORNIA
70 Willow Road, Davenport 1-7700
HOLLYWOOD 28, CALIFORNIA
1690 N. Vine St., H0llywood 6-4391
CHILDREN'S PROGRAMS

TIO plans book on subject, reports Clair McCollough

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

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

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

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

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

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

Other activities covered in the meeting included a report of continuing good reception of the local bulletins of the TV programs of special interest, now being jointly published and mailed to local opinion leaders by 90 stations in 31 cities each month. TIO authorities also reported on distribution of "programming," Part II of TIO's four-part "Television in the U.S.A." slide presentation to TIO sponsors, and plans for distribution next spring of a 12-part lecture course on "Television in Today's World."

The latter was developed by TIO in collaboration with the New York City board of education's division of personnel and teacher training. On hand for the TIC meeting were Messrs. McCollough and Hausman and Lester Bernstein, NBC; Roger W. Clipp, Triangle Stations; Joseph C. Drilling, WWJ-TV Cleveland; C. Wrede Petersmeyer, Corinthian Stations; Willard E. Walbridge, KTRK-TV Houston; George Bristol (substituting for John P. Cowden), CBS; Stephen Strassberg (substituting for Michael J. Foster), ABC, and Roy Danish, TIO assistant director.

Reading-writing series offered by WFIL-TV

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

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

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

SG buys Cellomatic to diversify interests

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

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

Screen Gems' other diversification moves have included the acquisition of Elliot, Unger & Elliot, tv commercial and industrial film producer; the purchase of WAPA-TV San Juan, P.R., and of a part interest in WOLE-TV Mayaguez, P.R., both subject to FCC approval; the formation of Audience Studies Inc., a research subsidiary, and foreign tv production in Canada.

CRC plans expansion of studios, services

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

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

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

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

Film sales...

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


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

Men of Destiny (Storer Programs Inc.): Sold to Hartford Insurance group for WHNB-TV Hartford, New Haven, and to Nationwide Insurance for WJZ-TV Baltimore. Now in three markets.
"Julie," yelled the busy AE over his shoulder, "find out how much 10-second ID's in A, B and C time cost on WHR-TV* and lemme know." Julie, willing but woolly, came back two hours later (she was busy, too) with this information.

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

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

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

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

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

Gleason group plans traveling spectaculars

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

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

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

Sterling, Wolper plan more specials

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

Under the new agreement, however, Sterling TV will have off-network distribution rights to all specials produced either independently or jointly, with the exception of certain Wolper properties made specifically for other distributors.

In joint production at Wolper-Sterling now is "Hollywood: the Talkies," a pair of one-hour specials under option to Procter & Gamble through Benton & Bowles. P&G also will sponsor some-time in 1962 a second run of Wolper-Sterling's "Hollywood: the Golden Years," which ran Nov. 29, 1961, on NBC-TV.

Sterling and Wolper also are putting together for syndication a package of 26 one-hour specials to be made up of the best of already-produced specials combined with new programs made expressly for the package. Discussions are under way with Mike Wallace to act as host. The openings are to be shot by Wolper.

NTA's 'Black Monday' honored at Monte Carlo

"Black Monday," an original drama from National Telefilm Assoc.'s Play of the Week series, won first special mention at the International Television Festival at Monte Carlo.

The drama, written by Reginald Rose and produced by David Susskind, was on the school integration conflict in the South.

A special jury prize for exceptional achievement was awarded to Casals Master Class, produced for National Educational Television by Nathan Kroll. The best variety show award went to NBC-TV's Shari Lewis Show.

Quiz show probe ends; 18 get suspended terms

Pleading guilty to second degree perjury, Charles Van Doren, Elfrida Von Nordroff, Henry Bloomgarden and seven other winners on tv quiz shows in 1956-57 received suspended sentences from Special Sessions Justice Edward Breslin in New York last Wednesday (Jan. 17).

Except for one defendant's case, which was postponed until Jan. 24, the long-delayed trial last week officially closed the investigations into quiz-show "rigging." A total of 19 contestants on various shows had been charged with giving false testimony after denying before a grand jury in 1959 that they had received assistance.

Eight of the former contestants had already pleaded guilty to second-degree perjury before last week, and they, too, had received suspended sentences. The remaining defendant, Ruth Klein, had her case postponed because of the hospitalization of her lawyer.

Messrs. Van Doren and Bloomgarden and Miss Von Nordroff, who altogether won a total of $448,000 on the program Twenty-One (NBC-TV) during 1956-57, were among the first to be called before Justice Breslin last Wednesday. The others who pleaded guilty and were released were: David Mayer, winner of $47,500 on Twenty-One; Morten Harelid, $500 on Tie Tac Dough; Richard Klein, $1,000 on Twenty-One; Neil Wolf, $13,000 on Tie Tac Dough; Mrs. Terry Curtis, $78,000 on Hi-Lo; Paul Bain, $2,500 on Twenty-One, and Mrs. Patricia Nance, $8,000 on Tie Tac Dough.

THE MEDIA

Does census sell radio-television short?

WBT-WBTV study indicates 1960 saturation figures are low

Radio homes saturation in North Carolina appears to be far in excess of the 83.8% figure officially announced for 1960 by the U. S. Census Bureau.

Judging by first results of a year-long audience study begun by WBT-WBTV (TV) Charlotte, N. C., the actual radio saturation figure may be nearer 100%. And state tv saturation, placed at 80.8% of homes by the bureau, may be much higher.

Radio interests have been particularly critical of the Census Bureau's radio saturation figure of 91.3% for the United States as a whole. This 1960 figure compares with 95.7% in the 1950 census, an apparent decline that has raised serious questions about the accuracy of the do-it-yourself method first used in the 1960 census [Broadcasting, Aug. 7, 1961].

The first work sheets of the WBT-WBTV depth interviews show only four homes out of 182 that said there was no radio in the home.

In the 1960 census of radio-tv, covering 1,204,682 occupied dwelling units in North Carolina, it was found that 801,090 reported one radio set and 208,733 more than one radio set. This left 194,859 without radio. The 1960 census of housing equipment was based on a sample of one out of 20 homes, with most of the complicated forms being filled out by the occupants.

Figures for Gaston and Mecklenburg County, the two counties where most of the interviews have been conducted by WBT-WBTV, the results have been at variance with the 1960 census. Here are the comparisons:

- Mecklenburg County—U. S. Census, 87.6% radio saturation; WBT-WBTV survey, 100% radio saturation (all interviews were outside city of Charlotte).
- Gaston County—U. S. Census, 82.2% radio saturation; WBT-WBTV survey, 97.4% radio saturation.

The television tabulation of the 1960 census also falls far below the data collected thus far by WBT-WBTV:

- Mecklenburg County—U. S. Census, 87.9% tv saturation; WBT-WBTV survey, 93.6% tv saturation.
- Gaston County—U. S. Census, 87.1% tv saturation; WBT-WBTV survey, 99.1% tv saturation.

The WBT-WBTV research project
Recount in Georgia

Georgia's radio and tv saturation in 1960 was much higher than first U.S. Census data indicated last December and the Georgia Assn. of Broadcasters has set the record straight, according to Jack Williams, executive secretary.

Last Dec. 26 the bureau announced that Georgia homes had 64% radio saturation and 75% television saturation. Mr. Williams started bird-dogging the figures and discovered the government agency had forgotten to include homes with more than one radio or tv receiver. Meanwhile competing media had enjoyed publicizing the low saturation figures.

Actually, the 1,070,325 occupied housing units in Georgia have 932,162 equipped with radio, or 87.1% saturation, and 856,704 tv homes, or 80% saturation.

is designed "to find out what the average listener and viewer really thinks of radio and television services currently available to them and what suggestions they have for improvement," according to Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard Broadcasting Co., operating the stations along with WBTW (TV) Florence, S. C.

"In view of the criticisms leveled at radio and tv in the past several years, we decided to go to the people and go to enough of them to really find out what they think of radio and television today. We not only want their evaluation of the current program fare, but their suggestions for improvement. The industry has been taken to task by many critics and yet millions of people continue to listen to radio and watch television. These are the people we intend to talk with."

The Technique Used • All interviews are being conducted by Grady Cole, special assistant to the general manager and for 35 years one of the best-known personalities in the South. Directing the project are Jack Burney, research director, and Lacy Sellars, quality control manager. By the end of 1962 Mr. Cole will have conducted about 8,000 depth interviews in homes, factories, farms—wherever he finds them.

In the first five work sheets turned over to Mr. Burney, the 182 interviews showed audience reaction along with tabulations of radio homes, auto radios, fm radio and tv homes. The radio-tv ownership questions showed results at
Prime example of the programming through which creative talent and community leadership are continually building new vision into Tele-
vision on stations represented by BLAIR-TV.
A New Dimension in Television Reporting

Webster defines scope as "room for free outlook, aim or action..." also as "a means for viewing or observing." Few TV programs anywhere combine both meanings so completely as does "Scope," a weekly highlight on KOA-TV.

Often mentioned as Denver's News-magazine of the Air, "Scope" is a new dimension in television reporting, developed and produced by Thompson R. Watt, director of the station's News and Special Events Department—and under the editorship of KOA-TV newsmans Bob Palmer.

The breadth of "Scope" can be gauged from representative topics: "Denver in the Year 2000"—"How Highways Conquer Mountains"—"Participation in a Longhorn Drive"—"The Vanishing American" dedicated to the cowboy of an earlier generation.

"Scope" is always timely. One telecast featured Bob Palmer's exclusive detailed interview with a key witness in the exposure of the Denver Police scandal.

"Scope" is an all-out assignment for the KOA-TV News staff. To each telecast it devotes about 200 man-hours or more—often more. Sponsored by Conoco since its inception last September, "Scope" is still drawing more mail and comment than any other feature on the station.

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

Harmon to receive NAB engineering honor

Ralph N. Harmon, engineering vice president of Westinghouse Broadcasting Co., will receive the 1962 NAB Engineering Achievement Award April 4 at the annual Broadcast Engineering Conference in Chicago. The award is one of two presented by NAB to outstanding broadcasters.

The second award winner, who will be honored for notable service to the American system of broadcasting, is to be announced during the Jan. 30-Feb. 2 NAB board meeting at Sarasota, Fla. This award will be presented during the NAB convention, held jointly with the engineering conference.

Mr. Harmon has been in broadcasting 34 years and has been active in development of the technical art of broadcasting. He has contributed numerous inventions and technical articles on engineering techniques.

Announcement of the award was made Jan. 16 at a meeting of the awards subcommittee of the NAB Broadcast Engineering Conference Committee. Jack Petrik, KETV (TV) Omaha, Neb., is committee chairman. George W. Bartlett, NAB engineering manager, heads the awards group. Serving with Mr. Bartlett are William S. Dutter, NBC allocations engineering director, and William B. Honeycutt, KRLD-AM-FM-TV Dallas.

Mr. Harmon joined Westinghouse in 1928 as a radio engineer after graduation from Carnegie Tech. He is a fellow in the Institute of Radio Engineers as well as member of Society of Motion Picture & Television Engineers and American Institute of Electrical Engineers.

Winner of the 1961 engineering award was Raymond F. Guy, NBC retired senior staff engineer.

(From THE MEDIA 67)
Collins accepts UCC award for radio-tv

A citation honoring radio and television broadcasters for support of the 1961 United Community Campaigns of America is presented to NAB President LeRoy Collins (!) by Lansing B. Lindquist of Ketchum, MacLeod & Grove, UCC radio-tv chairman. The presentation was made at a luncheon given by UCC National Chairman Benson Ford in New York last Tuesday for national volunteer leaders in the 1961 drive.

Mr. Ford estimated that tv broadcasters and network sponsors devoted time worth almost $10 million to announcements supporting UCC and said figures for radio, though not yet totaled, are "very heavy indeed." Charles H. Brower, president of BBDO, volunteer agency for UCC, and John S. Hayes of Washington Post-Newsmen stations, national chairman of the public relations advisory council of United Community Funds and Councils of America, also participated in awards ceremonies, which included similar citations for the Assn. of National Advertisers, The Advertising Council and Associated Business Publications.

Collins accepts UCC award for radio-tv

ators, governors and men and women and teenagers—people in every walk of life—and the vast majority of them say television and radio have been most enlightening and educational."

"A college professor said, 'A man would have to spend a full lifetime to see and know of the various places and heretofore insignificant countries which he can now know by viewing and listening in his spare time.'"

"One man said, 'I am not a fanatic but it would be wonderful if something would come along and take hold of the young people for their betterment, just as rock and roll and other such junk have taken hold of them for their hindrance.'"

"Some people say they dislike someone on the air so do not look at the show. In most cases they concede they do not know why they dislike the individual."

"We are a highly industrialized area with plants running fulltime around the clock. We also have more trucking firms in North Carolina than any other state and Charlotte is the largest trucking center. These men and women have all kinds of hours to work. People are hungry for more knowledge."

"One man said he didn't go much for social and business drinking on tv, believing it causes young people to take it up. As to drinking on westerns, he said, 'Yes, but everyone realizes these shows took place a long time ago and they show the drunk to be a fool, which points out the torment caused by drinking and makes a favorable impression, maybe causing people not to drink.'"

GOOD NEIGHBOR TOUR

NAB members to be guests of IAAB in Latin America

A good-neighbor tour of six Latin American countries will be made in February by 28 broadcasters and their wives representing NAB and the industry. The tour follows an invitation from the Inter-American Assn. of Broadcasters, extended last spring during IAAB's Washington convention.

Herbert E. Evans, Peoples Broadcasting Corp., Columbus, Ohio, will head the U.S. delegation as NAB's representative on the IAAB board. Howard H. Bell, NAB industry affairs vice president, will be the personal representative of NAB President LeRoy Collins.

The delegation will visit Argentina, Brazil, Chile, Mexico, Peru and Uruguay, leaving Miami, Fla., Feb. 3 and returning Feb. 25.

The tour's purpose is to promote goodwill among Latin American broadcasters and to acquaint U.S. broadcasters with social and economic conditions in nations to the south. Creation of programs of mutual interest to both continents will be discussed and arrangements are being made for taping of on-the-spot programs for the U.S.

IAAB delegates took part in the NAB Washington convention last May and were praised by President John F. Kennedy in his NAB speech for their joint efforts with U.S. broadcasters to promote freedom in the hemisphere.

Another international meeting involving broadcast media takes place Jan. 21-24 in Nassau. Representatives of Latin American nations will be present at the conference, which will stress the importance of broadcasting in coping with Communist activities (CLOSED CIRCUIT, Jan. 8).

'61 radio set sales hit all-time high—RAB

An all-time peak for annual radio set sales was reached in 1961, Radio Advertising Bureau reported last week. The 22 million radios sold last year in the U.S. is about 8% greater than 1960's total of 20.4 million sets.

RAB said the new mark was achieved despite a 9% drop in automotive radio sales. Miles David, RAB vice president, said radio set sales have maintained a rising curve since 1958 when 15 million radios were sold.

Based on reports from Electronic Industries Assn. and Electrical Merchandising, RAB gave this breakdown of 1961 radio production and sales: table sets, 3.1 million, retail sales, $72,722,000; clock sets, 2,897,-
THE MOST COMPLETE LINE OF QUALITY TAPE RECORDING EQUIPMENT IN THE WORLD

- Sony Stereo Tape Deck 262-D-4 & 2 track stereo recording and playback tape transport to add tape to your existing hi fi system. $89.50. (Also available, not pictured, the new SRA-2 stereo recording amplifier for the 262 D. $89.50.)
- Sony Stereocorder 777-S-All transistorized professional 2 & 4 track stereo recorder featuring the revolutionary Sony Electro Bi Lateral Heads. The world's finest tape recorder. $725.
- Sony Stereocorder 300-A complete professional quality hi fi stereo tape system with 4 & 2 track recording and playback in one portable unit. $399.50.
- Sony Portable 101-2 speed, dual-track, hi-fi fidelity recorder with 7" reel capacity. $99.50.
- Sony Stereocorder 464-D-Dual performance 4 track stereo tape deck with built-in recording & playback pre-amps for custom installations and portable use. $199.50.
- Sony Wireless Microphone CR-4-Pocket size mike and transmitter providing complete freedom from entangling microphone cables. $250.
- Sony Condenser Microphone C-37 A-For purity of sound reproduction, the unqualified choice of professional studios throughout the world. $295.
- Sony Sound on Sound Recorder 262 SL-The perfect recorder for language, music and drama students. With 4 track stereo playback. $199.50.
- Sony Tapecorder 111-A popularly priced, high quality bantam recorder for everyday family fun. $79.50.
- Sony Condenser Microphone C-17 B-Miniature size (3/4" x 3/4" diameter) and exceptional background isolation unidirectional cardioid pattern. $350.
- Sony Newscaster Portable EM-1-A professional on-the-spot battery powered portable recorder with precision spring wind constant speed motor. $495. All Sony Stereocorders are Multiplex ready.

For additional literature and name of nearest franchised dealer write Superscope, Inc., Dept. 2, Sun Valley, California

SUPERSCOPE The Tapeway to Stereo

BROADCASTING, January 22, 1962 69
MURPHY SPOKANE PURCHASE APPROVED

$3.25 million being paid for KXLY-AM-FM-TV

The FCC last week approved the $3,250,000 sale of KXLY-AM-FM-TV Spokane, Wash., to broadcaster-newspaper publisher Morgan Murphy and his associates. The approval was with one dissent; Commissioner Robert T. Bartley voted for further inquiry as he virtually always does where group owners are concerned. The $3,250,000 price was divided into $2.6 million for KXLY-AM-FM-TV, and $650,000 for the radio stations.

This is the Morgan Murphy interests' first move into the Northwest. Murphy stations include WEAU-TV Eau Claire, WLUK-TV Green Bay and WIS-C-TV Madison, all Wisconsin; WLUC-TV Marquette, Mich., and KVOL-TV Lafayette, La. Mr. Murphy directly or indirectly is majority owner of all these stations, except for WISC-TV and KVOL-TV where he owns 50%.

Murphy newspapers are the Superior Telegram, Manitowoc-Chippewa Falls Herald-Telegram, Two Rivers Reporter, Ashland Press, all Wisconsin; Virginia Mesabi News and Range Facts, Minnesota, and the Lafayette Advertiser, Louisiana.

Mr. Murphy said that James R. Agostino, vice president and general manager of the Spokane stations, would remain in the same capacity.

KXLY is a 5 kw fulltime station on 920 kc; KXLY-FM is 2 kw on 99.9 mc; KXLY-TV is on ch. 4 and began operating in 1953. All are affiliated with CBS. The KXLY stations were bought by the Harris-Alexander group in 1954 from Ed Craney and associates for $1,750,000.

Way cleared for sale of 12 Friendly outlets

The way was cleared last week for the transfer of the 12 Friendly Group stations from Jack N. Berkman and associates to United Printers & Publishers Inc. when a stockholder's suit protesting the transfer was withdrawn.

New York attorney Bertram Field, owner of 1,000 shares in United, claimed in his suit filed in Delaware last August that United was overpaying for the stations (At Deadline, Aug. 7, 1961). Last week he told the chancery court in Wilmington that after an extensive investigation he believes the transaction is completely fair and equitable to United Printers & Publishers.

The transfer, approved by the FCC in November (Changing Hands, Nov. 13, 1961), calls for the transfer of WPIT Inc., licensee of WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla., and WRDW-TV Augusta, Ga., to United for $1.35 million, and for the transfer of WSTV Inc., licensee of WSTV-AM-FM-TV Steubenville, Ohio; WBOY-AM-TV Clarksburg, W. Va.; KODE-AM-TV Joplin, Mo., and WRGP-TV Chattanooga, to United in exchange for 175,000 shares of United stock.

Jack N. and Louis Berkman presently own 26.1% of United, and Parkersburg Steel Co., in which the Berkman family has an interest, owns 10.5% of United.

United makes greeting cards and specialty items.

Changing hands

APPROVED • The following transfers of station interests were among those approved by the FCC last week (for other commission activities see For The Record, page 86).

• KXLY-AM-FM-TV Spokane, Wash.: Sold by Joseph Harris and Norman E. Alexander to Morgan Murphy interests for $3.25 million (see story this page).

• KSON San Diego, Calif.: Sold by the estate of the late Kenyon Brown to Dan and Mike McKinnon for an aggregate sum of $436,267. The Messrs. McKinnon are the sons of Clinton D. McKinnon (KOAT-TV Albuquerque, N. M., and KVOA-TV Tucson, Ariz.). Terms of the sale call for $100 for the stock of KSON and includes notes due the Brown estate. In addition the buyers are assuming $185,000 in obligations and guaranteeing $250,000 in notes.

• KITO San Bernardino, Calif.: Sold by the estate of the late Kenyon Brown to KPOI Broadcasting Co. (KPOI Honolulu) for $250,000. KPOI is headed by H. G. Fearnhead and is owned 51% by the Colgreene Broadcasting Co., licensee of WHUC Hudson, N. Y.

• KWBY Scottsdale, Ariz.: 65.84% interest sold by Morris Mindel to John C. Cox Jr. for $11,000. Mr. Cox is owner of a construction firm.

New owners take over WWVA

The Herbert-Mogul Group last week formally took over ownership and operation of WWVA Wheeling, W. Va., a 50-kw clear channel station purchased from Storer Broadcasting Co. Officers of the new ownership group are Ira M. Herbert, president, and Mrs. Tude Herbert, executive vice president. Emil Mogul, president of Mogul, Williams & Saylor Inc., New York, is chairman of
the board and executive committee of
the company's three stations (WWVA, WAKE Atlanta and WYDE Birmingham). Paul J. Miller will continue as
general manager of WWVA.

WGPR (FM) reports
commercial sellout

WGPR (FM) Detroit, which went
on the air Dec. 6 as a full-time all-stereo station, reported last week it has sold
out all minute commercial availabilities.
The station's commercial policy is
devoted to a spot cluster system which
permits three commercials followed by
11½ minutes of music.

Ross Mulholland, president and owner
of the 107.5 mc outlet, said an advance
sales and promotion campaign
started last April, resulted in the sale of
75% of WGPR's time in advance of the
Dec. 6 debut.

Mr. Mulholland said his station pro-
grams to Detroit's "Gold Coast"—the
Grosse Pointe communities and Detroit
East. Programs are 70% stereo music
and 30% talk and include three quar-
ter-hour newscasts in prime time, on-
the-hour news and special pickups from
well-known entertainment and dinner
spots around town.

Song-screening asked
for NAB by Adam Young

The creation of a song-scrutinizing unit at the NAB Code Authority
in Washington was advocated Jan. 15 by Adam Young, president of the Adam
Young Companies, station representa-
tives. Speaking as chairman of the Ra-
dio Trade Practices Committee of the
Station Representatives Assn., he con-
tended song lyrics should be screened
due to the proliferation of songs deal-
ing with "specific evils" with raw sex and violent death,
beamed directly and singularly at chil-
don and teenagers."

Charles M. Stone, radio code direc-
tor at NAB, said there have been negli-
cible complaints about blatantly ob-
scene song lyrics. He explained the
code speaks in broad terms about the
obligation of subscribers to avoid of-
fensive matter.

Hurleigh speech hits
newspaper tactics

Newspapers embrace every little crit-
cism of broadcasting because they have
a competitive ax to grind. This was the
message given in broadcasts by Rob-
ert F. Hurleigh, president of Mutual
Broadcasting System, in a speech to
the Federal Communications Bar Assn.
Jan. 12.

Allowing to the critical remarks of
FCC Chairman Newton N. Minow and
others, Mr. Hurleigh suggested that
"newspapers are delighted when public

in the industry," Mr. Hurleigh warned.
Mr. Hurleigh called for reasonable-
ness on the part of critics and broad-
casters in the interest of broadcasting
as a whole.

Radio's Regenerators • Mr. Hurleigh
offered thanks to the "formula" radio operators who "gave the needle to their
staffs and with bells, whistles, give-
aways, horns, rock-and-roll and general
chaos" forced attention to their opera-
tions. This is how radio's "second cy-
cle" began, Mr. Hurleigh said, after
it was all but written off with the emer-
gence of television.

NAB public affairs meet

Scheduling of guest speakers at
NAB's March 1-2 Conference on Pub-
lic Affairs & Editorializing was about
complete last week with addition of
Marion B. Folsom, a director of East-
man Kodak Co. and an Eisenhower
member, and George W. Ball, Undersecretary of State. Among other
speakers are Secretary of State Dean
Rusk, FCC Chairman Newton N. Min-
ow; and Sen. John O. Pastore (D-R.I.),
chairman of the Senate Communi-
GREATLY EXPAND THE REACH OF YOUR MESSAGE WITH THE SHARP MESSAGE SERVICES OF
 amphibian, or road runner, or sand hill crane, or any other bird you care to think of.

WOULD YOU HIRE A NEOPHYTE TO SELL YOUR STATION TIME?

...then why depend upon one to sell your station?

Handling the sale of a radio or television station requires
more than a list of prospective buyers. It means being
thoroughly knowledgeable about station values, tax laws,
property and equipment evaluations and negotiations.

It is to your advantage to consult someone who is! We
immodestly recommend the only nationwide media
brokerage firm with 185 aggregate years of broadcasting
experience...
Everett-McKinney rep firm to be dissolved

Everett-McKinney, station representation firm, plans to cease operations as soon as all its stations have found new reps.

President Max M. Everett is joining the H-R representation organization as vice president in charge of new business development, effective immediately.

Powell H. Ensign, E-M executive vice president, is moving to the Paul H. Raymer Co. as a vice president, assigned in the Raymer rep organization’s radio department.

Mr. Everett said his firm’s stations were being notified of the decision last week and that he expected that Everett-McKinney would cease to function as an active rep organization about Feb. 1.

He emphasized, however, that the corporate structure would be kept until “loose ends” have been tidied up and that adequate staff would be maintained to serve client stations until they can arrange for new representation. He said he was doing “everything possible” to help the stations find “good representation.”

Mr. Everett said the Everett-McKinney list currently numbers about 50 radio and four television stations. The company was founded in 1949. In addition to its New York headquarters it has maintained offices in Chicago, Los Angeles, San Francisco and Boston.

The Gannett Newspapers Stations moving to H-R are WHEC-AM-TV Rochester and WINR-AM-TV Binghamton. Mr. Everett is slated to help oversee their stations at H-R, in addition to his post as new-business vice president there.

St. Louis CBS tv rep office

CBS Television Stations National Sales, rep firm for CBS owned tv stations, is opening a St. Louis office today (Jan. 22). It will be located in the KMOX-TV Building, 12th and Cole Streets. The sales manager for the new operation is William F. Miller, who was an account executive in the New York office. Other CBS-TV Stations National Sales offices are in Chicago, Los Angeles, San Francisco and Detroit.

Transcontinent pays 12½ cents dividend

A dividend of 12 1/2 cents per share on the outstanding common stock of Transcontinent Television Corp., payable Feb. 15 to stockholders of record Jan. 31, was announced last week after a meeting of the TTC board Jan. 17.

The dividend is 2 1/2 cents more than the 10 cents per share paid stockholders Nov. 17, 1961. Total dividends paid in 1961 were 30 cents per share and in 1960 were 5 cents per share.

David C. Moore, TTC president, estimated 1961 earnings to be in the range of 70-75 cents per share, not including a one-time gain on the sale of WROC-FM-TV Rochester, N.Y., in November 1961 which amounted to $1.28 per share. The Rochester tv station was sold to Gannett Newspapers and Veterans Broadcasting for an aggregate $6.5 million, Veterans taking over ch. 5 WROC-TV and Gannett’s WHEC retaining sole occupancy of ch. 10, which it had previously shared with Veterans’ WWTV-AM. WROC-FM also went to Veterans in the transaction.

TTC’s annual stockholders meeting is scheduled April 26 in Buffalo. All stockholders of record as of March 23 may vote.

Transcontinent stations are WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, KFMB-AM-FM-TV San Diego, KERO-TV Bakersfield and 60% of WNED-TV Scranton-Wilkes-Barre. TTC also has pending FCC approval the purchase of WDKO-AM-FM in Cleveland.

KCOP sets April 1 for change to color

KCOP (TV) Los Angeles announced last week that it will begin telecasting in color on or about April 1.

The station has invested some $250,000 in the color project. Its equipment includes RCA color film camera chains, both 16mm and 35mm color projectors, dual drum color slide projectors and necessary transmitter changes.

William Whitsett, president and general manager of the station, said KCOP is planning major investments in new programs and will telecast more prime time shows in color every night.

To cope with the added promotion involved with the use of color, Mr. Whitsett said the station will exploit its new programming with a budget “unparalleled in the station’s history.”
THREE SHOTS FROM A SHOOTING SCRIPT:

"CAMERA MOVES UP AND OVER JAR AND LID SO WE LOOK DIRECTLY DOWN ON THEM FROM OVERHEAD AND SEE THEM AS TWO CIRCLES. SUPER: 'DOUBLE CIRCLE OF PROTECTION'."

"DISSOLVE TO GIRL IN SLIP, REACHING AS IN FIRST SCENE. FLOAT IN ONE WHITE CIRCLE OUTLINE WHICH MOVES IN SYNC WITH AUDIO."

"HOLD CIRCLE AND DISSOLVE TO GIRL AT TABLE AS IN SECOND SCENE. FLOAT IN SECOND CIRCLE. NOW BOTH CIRCLES MOVE IN SYNC WITH AUDIO."

FILM does the unusual!

Note the technic shown here. The producer calls it "live action." Actually, it's a combination of camera movement and a controlled light beam (or beams) of any size or shape. In this case, single circles. Plus optical printing.

Result: a highly effective commercial, one with striking sales impact.

In fact, film offers many technics to produce the kind of commercials you want, the way you want them—and when!

What's more, film gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write Motion Picture Film Department EASTMAN KODAK COMPANY Rochester 4, N.Y.

East Coast Division 342 Madison Avenue
New York 17, N.Y.

Midwest Division 130 East Randolph Drive
Chicago 1, Ill.

West Coast Division 6706 Santa Monica Blvd.
Hollywood 38, Calif.

or W. J. German, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Odorona

AGENCY: Ellington & Company, Inc.

PRODUCER: Gray-O'Reilly Studio
A major audience study which promises to underscore radio as a vital and significant medium has been conducted for WMCA New York and is scheduled for release in about 30 days.

WMCA Vice President and General Manager Stephen B. Labunski said last week that results of the study, conducted by the Psychological Corp., well-known independent research firm, dispel many current “popular” theories about radio and listeners’ attitudes toward it.

The study, Mr. Labunski said, “is many times richer in useful and highly revealing material than we had anticipated at the outset.” Although it was originally designed primarily to develop programming and sales guides for WMCA, the findings have been such, he feels, that “it also represents a tremendous boost for radio in general.” He added:

“It clearly contradicts the frequent characterization of radio as a ‘secondary, supplementary, passive, background’ medium. Radio is vital to listeners and they say so freely, often vehemently, and demonstrate their feelings through their listening behavior. It may turn out that everybody shortchanges radio but the people.”

The study was directed by Dr. Harold Mendelsohn, associate director of the Psychological Corp.’s marketing and social research division, who said that “in our estimation this is the most intensive and extensive study of radio in New York that we know of, and the resulting data can be projected to the total listening population with considerable reliability.” Planning for the study was begun last summer. The bulk of the interviewing was done last November.

Reliance on Radio = Although the study was made only among listeners in the 17-county New York area, its sponsors say that it will demonstrate in general terms listeners’ reliance on radio, their listening habits, the attitudes they have toward programming and commercials, and similar factors.

Described as “massive” in both qualitative and quantitative terms the study was based on two samples. Qualitative material was gathered in home interviews lasting up to two hours each; quantitative data was compiled through a random area probability sample of telephone households, using unlimited call-backs to reach those not at home on the first call.

Mr. Labunski said the report, now being compiled, will be given wide distribution. WMCA will of course use it to explain the characteristics of its audience to agencies and clients—“many of whom have repeatedly called for more qualitative data on radio and promised greater use of the medium when these data become available.” In addition, Mr. Labunski said, “at a later date we hope to make portions available to other interested radio broadcasters and industry groups who can help to advance the cause of radio.”

Salinger emphasizes value of TV debates

The President’s news secretary, Pierre Salinger, called on TV and radio stations and networks to bring the American public political debates “right down the line, from Presidential candidates to governors to mayors and other candidates.”

And, he said in remarks last week to the Washington (D. C.) Advertising Club, he realizes there are legal problems to be ironed out (Section 315 of the Communications Act), but “one way or the other, political debates on the air should be continued.” He added he was sure that broadcasters would not “quarrel” whether these debate programs are to be classified as public service or not.

In terming the 1960 Kennedy-Nixon debates as historic in communications (“The TV debates were the greatest advance in politics in this generation”), Mr. Salinger declared that it was “the only effective way for the people to see their candidates and to hear their opponents in counterpoint.”

Mr. Salinger termed the number one advance in communications in recent years the decision to televise the President’s news conferences. He said that a poll in New York City showed that 90% of the people watched the first live Presidential conferences—and that 85% of these people said they purposely tuned in for the event. Mr. Salinger compared this with the fact that only eight daily newspapers in the United States carry the full text of the Presidential news meetings.

TV Reveals = In answer to a sugges-
Cameras in court help law students

Although it is not intended as a test of how broadcasters might cover court trials unobtrusively, a new closed-circuit television teaching aid, instituted Jan. 12 at the U. of Michigan Law School in Ann Arbor might turn out to do just that.

The closed circuit system operates any time the Washtenaw Circuit Court of Judge James R. Breakey Jr. is in session so that law students may observe the proceedings on monitors at Hutchins Hall on the law school campus. The TV camera is situated in the rear of the courtroom and operates by remote control.

The new closed circuit system was worked out with Judge Breakey by the law school's associate dean, Charles Joiner, who explained that the television coverage of all trials will constitute a laboratory experience required in the course on "Trials and Appeals, and Practice Court."

The closed-circuit system was dedicated by John C. Satterfield, president of the American Bar Assn., who said he has special interest in the project because of his college experiences as a local radio newscaster and as stringer for Associated Press. ABA's Canon 35 traditionally has banned broadcasting of court proceedings.

University am outlet plans to go commercial

WNAD Norman, Okla., a non-commercial station since September 1922, has announced plans to go commercial and become an affiliate of CBS Radio. Licensee Oklahoma U.'s board of regents accepted a recommendation from university President George Cross that WNAD be made commercial to help solve a "chronic financial problem."

The decision to accept advertising was made after consultations with Michael Hanna, director of WHCU Ithaca, N. Y. (owned by Cornell U.), and Washington attorney Marcus Cohn. WNAD, a 1 kw daytimer on 640 kc, told the FCC of its plans last week. In addition to joining CBS, the station will obtain a national sales representative and hire a manager experienced in commercial radio. WNAD-FM will continue to operate non-commercially.

Norman is 15 miles south of Oklahoma City. CBS has been without an affiliate in the area since 1959.

Test case to consider radio-tv as 'utility'

The place of broadcasting in state and local regulation of public utilities will be in issue at a hearing to be held March 6 by the Washington Supreme Court. The appealing party is a group of King County property owners in the vicinity of the new towers of KIXI Renton, authorized by the FCC to move to a King County site closer to Seattle.

Washington State Assn. of Broadcasters has been granted an amicus curiae petition to participate in the case, according to James A. Murphy, WSAB executive vice president and general counsel. NAB, too, is considering entering the hearing.

The interest in the King County case developed after the board of adjustment granted a zoning permit to KIXI under an ordinance clause covering such buildings as public utilities, government and museums. The state broadcaster association's concern was based on the realization that any decision classifying broadcasting as a public utility could rise to haunt the industry in future litigation, according to Mr. Murphy.

Archie Baker, attorney for KIXI, said the ordinance clause has been the basis for all zoning permits for broadcast facilities in King County. He said the county ordinance does not define the term "public utility" and added that the original ruling in the KIXI case by the lower court said the station is entitled to public utility classification.
WRFD opens education-recreation center

The opening today (Monday) of Green Meadows Inn at Columbus, Ohio, climaxes a 16-year ambition for Peoples Broadcasting Corp. and its president, Herbert E. Evans.

When the company purchased the WRFD Columbus site area in 1946, an educational and recreation center was made part of the original station plans. The station has been working of the project ever since.

The $1.5 million motel on the station grounds contains six structures—a restaurant, living quarters, executive quarters, a visual education building, two all-purpose buildings—and an 85-foot swimming pool. The facilities will be available to individuals, groups and visiting athletic teams who may be playing Ohio State U. and Ohio Wesleyan, both located a short distance away.

Peoples stations: WRFD-AM-FM Columbus - Worthington; W GAR Cleveland; WTTM Trenton, N. J.; WMMN Fairmont, W. Va.; WNAX Yankton, S. D.; KVTV (TV) Sioux City, Iowa.

within the meaning of the ordinance. The court said the interstate character of broadcasting is well defined and the KIXI decision does not affect the definition of public utility under any other statutes.

KIXI’s towers were built on the new site and the station is operating from it. The operator of KIXI is Wally Nels- kog, president.

EQUIPMENT & ENGINEERING

RCA DEVELOPS TV TAPE CONVERTER

Company claims it’ll cut video tape costs in half

RCA last week said it will introduce a converter in May designed to halve the cost of television tape and thereby bring video tape recording within the economic means of more users.

The development converts RCA TV tape recorders from a conventional 15-inches-per-second operating tape speed to 7½ inches per second. Although there are similar conversion devices in use at tape houses, firms using them report reproduction values usually are not up to that gained in conventional tape speeds.

C. H. Colledge, division vice president and general manager, RCA Broadcast & Communications Products Division, said the economies of half-speed operation should extend the use of tv recording among broadcasters, schools and armed forces and should open new video tape applications. He said the development of a new headwheel assembly, the recording/playback heart of TV tape recorders, has made it possible to reduce operating speed while retaining a high-level quality reproduction.

RCA said its new converter will cut network and station storage space requirements. The conversion equipment also includes a new two-speed capstan motor and modified circuit. It will cost approximately $3,500. Beginning in May, RCA will make deliveries of the accessories required to convert two types (TRT-1B, TR-11) of its tv recorder line to the new operating mode.

Tv records burst of Echo balloon

Space scientists on the ground witnessed one of the most spectacular tv shows ever witnessed by man: the instantaneous inflation and bursting of a 130-ft. tall aluminum balloon 250 ft. above the earth. The event took place Jan. 15 at Cape Canaveral when the National Aeronautics & Space Admin-istration put a radio-reflecting Echo balloon into suborbital flight to test inflation techniques.

A tv camera, located in the Thor booster rocket, beamed a pictorial display of the ejection of the canister, the rapid inflation of the balloon and the appearance of the jagged rip which tore the balloon in half. The scenes were on a microwave communication channel and were not seen by the pub- lic.

The 7.3 pound tv camera used a 2- in. lens, with a viewing angle of 30 degrees and minimum horizontal resolution of 600 lines in the center and 300 lines at the corners. The booster also contained a high resolution movie camera. Both the cameras were in a recoverable capsule.

Walter Bressette, an official of the Echo project, said that the tear in the paper-thin balloon may have been caused by too much air left in the folded spacecraft. This, plus a sublimating powder inside the globe which turns into gas when heated by the sun’s rays, may have exerted too great a pressure for the mylar plastic, alumi-
VALUE PACKED... ITA's 500 Watt, 1 kw, 5 kw and 10 kw AM TRANSMITTERS!

FREE INSTALLATION SUPERVISION

500 Watt, Type AM-5000A
1000 Watt, Type AM-1000A

5000 Watt, Type AM-5000A
10,000 Watt, Type AM-10,000A
Most compact, accessible units available. PA efficiency 90%. Regulated filament and power supplies. One tuning control. Power cut-back. AM's best 5 kw and 10 kw buys!

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BOTH STEREO AND MONOPHONIC

ITA Audio Console
ITA audio equipment includes one and two channel consoles ideal for normal operation and a two-channel console perfect for stereo. ITA consoles have built-in monitor and cue amplifiers. Program, line, bridging, monitor, AGC amplifier, limiters and other special audio units complete the ITA line-up of high fidelity broadcast equipment.

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ITA ELECTRONICS CORPORATION
BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA

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Cincinnati, Ohio CH 1-4383
Dallas, Texas FL 7-6607
Jacksonville, Fla. EL 6-0701
Kansas City, Mo. GI 1-2985
Landowne, Pa. CL 9-8200
Los Angeles, Calif. MA 2-8552
New York City, N.Y. CH 2-1689
Portland, Ore. CA 2-6551
Washington, D.C. 337-5894
num coated .0005-in. skin. Echo I, launched in 1960, is still in orbit, but is only about 40% as efficient as during the first weeks of life in reflecting radio signals. This indicates it is no longer a smooth-surfaced sphere. Last week's test was preliminary to putting a "rigidized" Echo II into orbit for use as a passive reflector of radio and tv signals.

As the Moon... Scientists are looking forward to an even greater spectacular this week if all goes well with the NASA attempt to crash-land a television-carrying Ranger rocket on the moon.

This is the first of three U. S. moonshots scheduled for this year. It is expected to travel 240,000 miles in less than three days and will telescan back to Goldstone Lab., Calif., tv pictures of the last 40 minutes of the flight. The camera contained in a 7x3-in. package, has a capacity to cover 800 sq. ft. so that 12-ft. objects can be seen. Using a slow scanning technique (one picture every 13 seconds), NASA scientists hope to receive over 100 pictures before the rocket is kicked out of its tv orientation. This will happen about 15 miles above the moon when a small capsule containing scientific instruments, is ejected for a safe landing on the moon. These instruments are expected to send back to earth valuable information for at least a month.

Ampex Corp. realigns its U.S. field setup

Realignment of Ampex Corp.'s nationwide field organization and the appointment of seven new regional managers has been announced by John Jipp, vice president for sales and service.

According to Mr. Jipp, all company products of the Redwood City, Calif., firm will be the responsibility of the seven new managers. District managers previously were responsible for the product lines.

Under the new operation, each regional manager will report to national sales manager C. Kenneth Sulger and will be responsible for all Ampex sales and service activities, including regional staff, manufacturers representatives, dealers and distributors in his respective region.

The new managers are: northwestern (northern California, Oregon, Washington, Nevada, Idaho, Montana, Wyoming, Utah), Charles H. Wirth, with headquarters in Palo Alto, Calif.; southwestern (southern California, Arizona, Hawaii), A. A. Sroka, with headquarters in Los Angeles; south central (Colorado, New Mexico, southern Kansas, Oklahoma, Texas, Arkansas, Louisiana), Charles E. Norton, with headquarters in Dallas.

Also: midwestern region (North and South Dakota, Nebraska, northern Kansas, Minnesota, Iowa, Missouri, Wisconsin, Illinois, Michigan, Indiana, Ohio, Kentucky), George S. Shoaf, with headquarters in Elmhurst, Ill.; southeastern region (Tennessee, North Carolina, Mississippi, Alabama, Georgia, South Carolina, Florida), William

Technical topics...

High-speed relay • The Oak Manufacturing Co., Crystal City, Ill., introduces its new high-speed polarized relay, Type 510, designed for low level switching and sampling in instrument, integrating, computer and multiplexing applications. The use of ceramic magnets and glass fused-to-metal for all internal insulation and contact supports are among its exclusive construction features. Life expectancy is one billion operations.

Compact recorder • The Memocord Corp., Englewood, N. J., has introduced its compact executive recorder, Memocord, completely self-contained, weighing 11 1/2 oz., slightly larger than a King-size pack of cigarettes and priced under $100. Capable of recording for a half-hour, Memocord uses standard magnetic tape and is powered by two standard batteries. Further information may be obtained from the company at 19 Grand Ave.

Low cost transmitter • Marsan Industries, Newark, N.J., has developed what it terms a low cost audio-video transmitter designed to feed programming into any closed circuit or master tv system. It employs a simplified modulator circuit that simulates a tv broadcast studio. Designated as Model TT-1, the transmitter feeds into a closed circuit system on an unused vhf channel. It weighs about six pounds and uses four tubes. Suggested price is $199.50.

EIA set figures show tv gain, radio drop

Tv set production was running ahead and radio set production slightly below in the 11-month period of 1961, reported last week by the Electronic Industries Assn. November 1961 tv and radio set production fell below the previous month's figures. EIA production reports on a cumulative January-November 1961 basis:

<table>
<thead>
<tr>
<th>Period</th>
<th>Tv</th>
<th>Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-Nov. 1961</td>
<td>5,597,559*</td>
<td>15,528,640**</td>
</tr>
<tr>
<td>Jan.-Nov. 1960</td>
<td>5,382,877</td>
<td>15,604,784</td>
</tr>
</tbody>
</table>

* Includes 332,305 tv sets with uhf tuners compared to 655,838 such sets in the previous year's eleven months.
** Includes 4,000,658 auto radios and 804,475 fm radios compared with 5,611,305 auto radios and 852,329 fm radios in the similar 1960 period.

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VITAL STATISTICS OF THE NEW LINCOLN-LAND
(Sales Management, May 10, 1961)

| Population | 888,200 |
| Effective Buying Income | $1,319,248,000 |
| TV Homes | 275,800 |
| Retail Sales | $1,126,130,000 |

---

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE
KOLN-TV/KGIN-TV!

...covering a bigger, better Lincoln-Land

Fish around Nebraska all you want for TV markets and you'll come up with just two "keepers." One is in the extreme Eastern part of the state; the other is Lincoln-Land.

In the East, three top TV stations divide your market (and your budget) three ways. But in Lincoln-Land you get the double coverage of two stations — KOLN-TV and satellite KGIN-TV. The map and figures give you an idea of the greatly expanded coverage Lincoln-Land now offers.

Ask Avery-Knodel for the full story on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

---

KOLN-TV/KGIN-TV

THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington & 6, D. C.

NEW SUBSCRIPTION ORDER

Please start my subscription immediately for—

☑ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name

title/position

city

county

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Send to home address: 

BROADCASTING, January 22, 1962
Radio spots aid KHOU-TV in promoting fall shows

KHOU-TV Houston is finding that spot radio can be a successful promotion tool, especially when satire is involved.

The TV station this year purchased a heavy spot schedule on KNUX, KILT, KQUE-FM and KODA-FM, all that city, to promote its fall lineup of shows. The station said the spots are drawing comment all over town and that it had received a heavy mail response.

Some examples: "District Attorney Hamilton Berger goes for his 792nd consecutive defeat tonite when ch. 11 brings you Perry Mason"; "There are 27 people in Houston who will not be watching Hennessey tonight on ch. 11 —their sets have been repossessed"; "Why not watch Garry Moore tonight on ch. 11—he'd watch you if you had a show."

Dairy uses 'Mr. Magoo' in safety promotion

Promoting traffic safety with an accident-prone TV cartoon character may seem a bit incongruous at first thought. But the incongruity paid off for an Illinois milk company with increased sales and improved public relations.

Billboard gives body to a voice

Rhoda Mann, a radio-TV announcer who specializes in doing voice-overs for commercials, had a problem that might be considered peculiar to her profession. Advertising agency executives would possibly recognize her voice, too often she had to "sell" her identity. Things have changed since she rented billboard space (see picture), just outside of New York City.

As far as the billboards' enhancing Miss Mann's career, she claims now that when she tells her name to prospective employers they immediately identify her as "the one on the billboards. "And fortunately they all commute."

For 13 weeks, Muller-Pinehurst Dairy, Rockford, Ill., sponsored Mister Magoo on WREX-TV, that city. And on each telecast, a trophy and award certificate were presented to an outstanding safety patrol boy or girl representing a local public or parochial school. Since only one-fourth of the area's schools could be honored on the program, every patrol boy or girl in the school system was also given an award certificate (a total of 2,215).

About five minutes of each program were devoted to motion pictures of the patrolman of the week on duty. A police officer also appeared to make the award presentations.

The safety awards were so successful that Muller-Pinehurst plans to continue the idea on future TV programs.

19 TV stations win in Yogi Bear contest

A total of seven television stations won first place prizes in Kellogg's Yogi Bear birthday promotion contest, according to results announced by Kellogg's agency, Leo Burnett, Chicago. Some 12 others were cited for honorable mentions.

The first place winners: KTVU (TV) Los Angeles; KGW-TV Portland, Ore.; KBTV (TV) Denver; WDAY-TV Fargo, N. D.; KTTS (TV) Springfield, Mo.; KENI-TV Anchorage, Alaska.

Honorable mention winners: KTVU (TV) San Francisco; KDKA-TV Pittsburgh; KING-TV Seattle; WSAZ-TV
program schedule.

Contest entries were judged by executives of advertising agencies in the categories of press, advertising, promotion and showmanship in special exploitation areas. The competition provides an opportunity for local stations to display their efforts on behalf of a network's program schedule and to compete with other promotion managers for prizes.

Mr. Augustine was winner of the competition for larger markets and Mr. Knight for smaller markets. Market sizes were based on stations' rate cards.

Runnersup in the large market division were Kirt Harris, KPRC-TV Abilene, Tx.

NBC announces winners in promotion contest

Caley Augustine, WIIIC (TV) Pittsburgh and James Knight, WTRF-TV Wheeling, W. Va., are winners of the fourth annual NBC Promotion Managers awards campaign for local station support of the network's 1961-62 tv

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Petrillo  Mr. Burns

Eugene A. Petrillo and Daniel M. Burns elected vps of William Esty Co., New York. Mr. Petrillo joined agency in 1951 and is account executive on R. J. Reynolds Tobacco Co. Mr. Burns joined Esty in 1953 and supervises merchandising activities in addition to account duties on Ballantine Ale.

John A. H. Rehm, vice chairman of board, Gardner Adv., New York, retires. He will continue with agency in advisory capacity. Mr. Rehm was president of Paris & Peart agency when it merged with Gardner in 1959. He has since been director and chief executive officer of Gardner's New York office. Donald C. Porteous, vp and general manager of Gardner's New York office, becomes chief executive officer.

David Margolis and William M. Ziegler Jr. elected vps of Del Wood Assoc., New York. Mr. Margolis, who joined agency in May 1960, will be vp in charge of marketing.

Harold Bates and Gordon Zorn, vps, Fuller & Smith & Ross, New York, promoted to group managers in agency realignment of account groups.

C. P. Cady, J. R. Gimblett, Edward Hirsch and H. B. Jones elected vps of Winius-Brandon Co., St. Louis advertising and pr agency. Messrs. Cady and Gimblett, who joined W-B in 1952 and 1949, respectively, will continue to serve as account executives. Mr. Hirsch, who joined agency in 1951 as copywriter, will remain in charge of that department. Mr. Jones came to W-B in 1948. He will serve as creative art supervisor.

M. W. Grinstead, senior vp, Clinton E. Frank Inc., Chicago, named vp and chairman of executive committee of Frank agency's Richmond (Va.) affiliate, Clinton E. Frank-Richmond. He will continue to headquarter in Chicago. Mr. Grinstead has been board member of Richmond firm since its organization in 1958 as Zimmer-McClaskey-Frank.

Hill Blackett Jr., Chicago, senior vp of parent company and vp of Richmond group; Lowell Roberts, account executive, Richmond office; Robert Wallace, vp and general manager, Clinton E. Frank-Richmond, and Clinton E. Frank, president of both companies, will serve with Mr. Grinstead on newly formed executive committee.

Ernest W. Turner, vp and creative director, Campbell-Mithun, Chicago, joins Hixson & Jorgensen, Los Angeles, in similar capacity, succeeding Brian Harvey who becomes vp and account executive.

Paul Freyd, vp and director of marketing, BBDO, New York, named vice chairman of marketing committee, National Assn. of Manufacturers.

Burke C. Herrick, president, Herrick, Gibney, Hill, New Haven advertising agency, announces corporate name change from Remsen Adv., which was established in 1915. Morgan W. Gibney becomes agency's chairman and Dana M. Hill named executive vp and director of marketing services, in agency's new management lineup.


Don Cole, marketing executive, Kenyon & Eckhardt, New York, joins BBDO Ltd., Montreal, Canada, as executive on Pepsi-Cola Co. of Canada account. Formerly, Mr. Cole served with D'Arcy, Grant and Gardner agencies in U. S.

Robert T. Crane, account group supervisor, McCann-Marschalk, Miami, joins McCann-Erickson, Los Angeles as account executive.
Ernest A. Heyler, account executive, Cunningham & Walsh, New York, joins Gardner Adv., that city, as executive on Sunray Oil Co. account.

Bruce R. Kelly, account executive, Fuller & Smith & Ross, joins Walde & Briggs, Chicago, as copy director. Earlier Mr. Kelly served as advertising manager for Brunswick Corp., that city.

Louden L. Campbell, formerly with Jordan, Sieber & Corbett, Chicago, to Shaw-Hagges Inc., that city, as copy writer.

M. M. Steffee, radio-tv director, Adams, Burke Dowling, Atlanta advertising agency, joins radio-tv department, Fletcher Richards, Calkins & Holden, New York, as writer-producer.

Malcolm Lund appointed account manager, Knox Reeves Adv., Minneapolis.

John R. McCarthy joins Fuller & Smith & Ross, New York, as vice president. He previously was assistant vp with Ted Bates, New York, where for 11 years he specialized in consumer packaged goods.

J. B. Felton, member of advertising and sales promotion department, General Electric Co., joins Hill, Rogers, Mason & Scott, Chicago, as executive on Kitchens of Sara Lee account.

Bob Seitzer, promotion manager, WOW-TV Omaha, joins Holland Adv., that city, as account executive.

Howard M. Irwin, head of own advertising agency, Howard M. Irwin & Assoc., Los Angeles, appointed to new post of director of advertising for marketing department, U. S. Borax & Chemical Corp.

Bruce L. Altman, general manager, Stanley Arnold & Assoc., New York marketing consultants, and formerly vp and account supervisor, Kenyon & Eckhardt and Anderson-McConnell Adv., both Los Angeles, joins Studio Girl Cosmetics, Glendale, Calif., as director of advertising.


Kluger, Donahue & Coe Inc., and George Jeffery, Sullivan, Stauffer, Colwell & Bayles Inc., join PKL traffic department. Joan Grant, formerly with Cunningham & Walsh, appointed PKL personnel director and office manager.

Werner Wolff, production manager, Filmack Studios, Chicago, named manager, radio-tv business department, Post & Morr Adv., that city.

Andrew Duca, formerly with Kenyon & Eckhardt, New York, joins Wesley Assoc., that city, as assistant to radio and tv director.

E. H. (Pat) Smith, media buyer, Klau-Van Pietersen-Dunlap Inc., Milwaukee advertising agency, named assistant media director. Prior to joining KVPD four years ago, Mr. Smith was media buyer for Andrews Adv., that city.

Jane Darden, former media director, M. B. Scott Inc., Beverly Hills advertising agency, joins Hal Siebbins Inc., Los Angeles advertising and pr firm, as media director on consumer products.

Mr. Fykse Dr. Miller

Lewis D. Fykse, director of marketing, Associated Spring Corp., Bristol, Conn., joins Chrysler Corp., Detroit, as marketing plans and programs manager. Dr. David F. Miller, formerly with J. Walter Thompson Co., Detroit, to Chrysler as marketing and consumer research manager, automotive sales group.

Charles C. Vance named director, Buchen Public Relations, pr counseling service, Buchen Adv., Chicago.


Goodwin (Rik) Alarik, vp, Foote, Cone & Belding, Chicago, transferred to agency's Los Angeles office in creative supervisory capacity.

The Media

G. Gerald Danford, assistant general sales manager, named general sales manager, WCBS-TV New York, succeeding Norman Walt Jr. (Week's Headliners, Jan. 15). Bernard (Bud) Hirsch, WCBS-TV account executive, named assistant general sales manager. Mr. Danford was with Robert E. Eastman & Co., ABC Radio, RAB and KWK St. Louis before joining WCBS-TV in 1959 as account executive.

Harold E. Graves, general manager, WDOS Oneonta since 1953, and former program director, WENE Endicott, both New York, returns to WENE as general manager. Both stations are licensed to Ottaway Stations Inc.

Maurice J. Condon, regional manager, TV Guide magazine, Cleveland, named general manager, WDOK, that city. Mr. Condon entered broadcasting with WGAR Cleveland in 1931, serving successively as publicity director, promotion director, and local sales manager. He joined WEOL Elyria, Ohio, as general manager in 1950, and in 1953 was appointed to his present position.

Ron Curtis named general manager, KDAB Arvada-Denver, Colo., which began broadcasting Jan. 9, 1962. Staff members include: Russ Bible, sales manager; Stan Brown, account executive; Don Stubbs, program director; John Tucker, chief engineer; Ted Atkins and Bill Western, air personalities, and Marlene Williams, office manager.

James W. Frey, sales manager, WSAU Wausau, Wis., appointed general manager, Wisconsin Valley Television Corp. (WSAU-AM-TV).

Lawrence T. Whitney named manager, WFLA-TV Tampa, Fla. For past three years he has been president of own outdoor advertising firm.

Gerald A. Parker, chief engineer, KROS Clinton, Iowa, promoted to assistant manager. He is succeeded by William Scott who has been with KROS engineering staff for 15 years. Ray Danielson, acting chief announcer, named program director.

Wayne Decker, national sales man-
Clipp honored


The award cites Mr. Clipp for his long participation in Temple U. affairs, and for his active interest and support of university's radio, speech and theatre program throughout the years.

Triangle Stations are: WFLA-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona, WLYH-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV New Haven, Conn.; and KFRE-AM-TV, KRFM (FM) Fresno, Calif.

Chicago, appointed director of marketing and sales development, AM Radio Sales Inc., New York, newly created post. Previously Mr. Nelson was director of advertising and promotion, ABC, and earlier, director of national promotion for Radio Advertising Bureau.


Ed Eubanks, formerly with WLOS-TV Asheville, N. C., joins sales staff, WSOCTV Charlotte, N. C.

William Allyn, former program consultant and director, WMBR Jacksonville, Fla., joins sales executive staff, WFGA-TV, that city.

Donald G. Green transfers from radio sales staff of Adam Young Inc. to New York sales staff of Young-Tv. Lloyd A. Raskopf, former salesman for Crosby Broadcasting Co., and eastern sales manager for The Boling Co., New York, joins sales staff of Adam Young Inc.


Joseph F. Frazer, account executive, NBC Radio Spot Sales, named sales manager, WNBC New York. Mr. Frazer joined network in October, 1958, as salesman for WRCV Philadelphia. In October, 1960, he was promoted to his present position.

Marc Merson, who for past six months has operated his own independent packaging company, joins CBS-TV, New York, as general program executive in network program department.

Joseph B. Somerset appointed director of program operations for WPAT-AM-FM Paterson, N. J. For past few years, Mr. Somerset has been program supervisor for both WPRO-AM-FM Providence, R. I., and WROW Albany, N. Y., both of which are owned by Capital Cities Broadcasting Corp., licensee of WPAT-AM-FM. David Gordon, music director, promoted to new post of director of music operations.

Roy M. Schwartz, operations manager, WIBG Philadelphia, Storer-owned, named operations manager, effective Feb. 11, WMGM New York, recently acquired by Storer Radio Inc. Station will resume its former call letter, WHN. Before joining Storer in 1957, Mr. Schwartz was with WBZ Boston.

Hugh Delaney appointed program director-operations manager, WDOV Dover, Del. Brad Bartlett joins WDOV as production manager.

Jerry Kunkel, air personality and

ROHN TOWERS
STAND THE TEST!

Heavy ice loading, coupled with high winds, is the severest of all tests for a tower. It PROVES sturdiness and sound engineering. Below is a ROHN Communication Tower that clearly withstood such a test.

For Towers That Can Stand Rigorous Abuse, Call or Write. Complete engineering and erection service available.

ROHN Manufacturing Co.
P. O. Box 2000
Peoria, Illinois

"Pioneer Manufacturer of Towers of All Kinds"

REPRESENTATIVES WORLD-WIDE
WBC executives to teach at Salzburg

Donald H. McGannon, president, and Richard M. Pack, vice president for programming, Westinghouse Broadcasting Co., New York, have been named to faculty of Salzburg Seminar in American Studies in Austria.

They will conduct course of lectures and discussion groups in mass communications beginning in February. Between Feb. 11-23, Mr. Pack will lecture on radio-tv programming (network and local), editorials and comparison of film and video tape. He will also conduct seminars on documentaries and educational programming, staff organization and news. Between Feb. 25-March 10, Mr. McGannon will lecture on censorship and regulation, the programming role of advertisers and agencies, ratings and political broadcasts. His seminars will cover the Kennedy-Nixon tv-radio debates, methods of program selection and comparison of world’s broadcasting systems.

The Salzburg Seminar was organized in 1947 to “conduct education for Europeans in American history, literature, economics and other subjects.” Leaders from 15 European nations attend the seminar’s six annual terms.

public affairs director, KONO San Antonio, named program director. Ben Laurie, formerly with KLIF Dallas, and Dick Cowser, formerly with KDKO Tyler, join KONO as air personalities.

Bryce Bond, air personality, WTMF (FM) Lake Success, N. Y., named production manager. Roberto Stampa joins station as air personality.

Richard L. Lorius joins production crew, WJW-TV Cleveland, on full-time basis. He fills vacancy created by promotion of John Roach to producer-director and Charles Lorius to crew chief.

Jerrell Birdwell named director of sales services, KTLA (TV) Los Angeles. Charles Velona appointed KTLA’s commercial traffic manager.

Dick Wall, sales manager, Superior Sales, Kansas City, Kan., joins KCMO Kansas City, Mo., as account executive.

William Berry, assistant manager, KPUG Bellingham, transfers to KAYO Seattle, both Washington, as account executive. Mr. Berry joined Longston Stations (KSEM Moses Lake, KAYO Seattle, KPUG Bellingham, KRSC Othello, all Washington; KBAR Burley, Idaho, and KOHI St. Helens, Ore.) in 1955 as announcer-engineer at WSEM Moses Lake. He was appointed to present position at KPUG in 1960.

F. Bill Erb, former account executive, WLWT (TV) Cincinnati, and Lyn Stoyer, sales representative, WCKY, that city, join WLW and WLWT Cincinnati, respectively, as account executives.


Taggart Simler, tv account executive, The Katz Agency, Chicago, joins Chicago sales staff of Blair-TV.

Irving Gross, formerly with Young Television Corp., and Edward Dillon, former sales executive, TvAR, New York, join WNEW-TV, that city, as account executives.

Irwin Siegal, media representative, The Katz Agency, Chicago, joins WBBM-TV, that city, as account executive. John Drury to WBBM-TV as announcer.

Milton H. Klein, general manager, KEWB Oakland-San Francisco, resigns, reportedly after dispute with top management of Crowell-Collier Broadcasting Corp. over operating policies.

John McRae, sales manager, CCBC, and general manager, KDWB Minneapolis-St. Paul, who was in San Francisco at time of Mr. Klein’s resignation, has taken over KEWB management pending appointment of new manager. Crowell-Collier Broadcasting Corp. also operates KFWB Los Angeles, in addition to KEWB and KDWB.

James Gannon, formerly with WSBT-TV South Bend, Ind., to WIND Chicago as editor in news department.

Arthur Wander named supervisor of news and broadcast standards for WMGM New York. He was assistant to president of WAKR-AM-TV Akron, Ohio, before joining WMGM in August 1961.

Charles Arlington to KFWB Los Angeles as news director.

Marvin Scott, formerly with WISH Indianapolis, joins news department of WOOD-AM-TV Grand Rapids, Mich.

Roy M. Starks, news department, WEEK-TV Peoria, appointed news director, WREX-TV Rockford, both Illinois, succeeding Charles Cremer who joins WTHI Terre Haute, Ind., in similar capacity.

Gene Walsh, associate magazine editor, NBC press department, New York, named trade news editor.

Jim Howe, news director, KUMA Pendleton, to news department, KEX Portland, both Oregon.

George M. Collins, news supervisor, WMGM New York, joins news and public affairs department, WJR Detroit.

Tori York joins KTTV (TV) Los Angeles as weather reporter.

Stephen S. Bell, news writer, WGN-AM-TV Chicago, joins WOW-AM-FM-TV Omaha as announcer.

John H. Wessel, court commissioner for Milwaukee (Wis.) County, named special feature nascaster, WISN-TV Milwaukee.

Tom Brookshier, defensive star with Philadelphia Eagles, National Football League, joins WCAU Philadelphia as sportscaster.

Thomas E. Gelarden named music director, WYAK (FM) Sarasota, Fla., succeeding Pat Wilson, resigned.

Johnny Williams, air personality, KISN Vancouver, Wash., named music director.

Robert Luck joins KHVH Honolulu as air personality.

Lenore Kingston joins KFWB Los Angeles as air personality.

Chuck Richards to WEBB Baltimore as air personality.

Michael M. Duffin joins KCBS San Francisco as sales promotion assistant. He was previously with Headley-Reed and Kenyon & Eckhardt, both New York.

Bill Sickler, formerly on announcing staff, WPAM Pottsville, Pa., to WQAL-FM Philadelphia as air personality.

Dave Taylor, formerly with WHBG Harrisonburg, joins WAVY-AM-TV Portsmouth, both Virginia, as air personality.

Pat Patterson, air personality, WCOP Boston, to WPTR Albany, N.Y., in similar capacity.

84 (FATES & FORTUNES)
Wayne Stitt, air personality, WHB Kansas City, joins WKBW Buffalo, in similar capacity.

Red Jones, program director, KILT Houston, joins WQXI Atlanta as air personality.

Lawrence P. Tootikian, supervisor for consumer advertising, WGN-TV Chicago, joins WBBM-TV, that city, as manager of research, succeeding Mrs. Louise Hurvitz, resigned.

Donald H. Peterson, assistant to director of advertising, promotion and press information for ABC Central Division and WBBK (TV) Chicago, named director of advertising, promotion and press information. He replaces John M. Ascher, who resigned to join U. S. Information Agency. Frank J. Little, Central Division publicist, appointed Mr. Peterson's assistant. Patrick G. Mulvihill, WBBK's general services department, named publicist.

Michael A. Byrne named promotion manager, WOW-TV Omaha, Neb.

Wini Hall, former merchandising coordinator for Housewives’ Protective League programs at CBS Radio, named creative coordinator of sales promotion department at CBS Radio Spot Sales, New York.

Walter Kirchsenbaum, associate producer of Barry Gray Show on WMCA New York, resigns to become director of pr and information for Dept. of Licenses of City of New York. Judith Tarlo, director of show for past year, becomes associate producer.

Michael Duffin, sales promotion assistant, Headley-Reed, New York station rep firm, joins KBBS San Francisco, in similar capacity.

Tom Smidt, night news editor, KOA-AM-FM-TV Denver, promoted to assistant news editor of KOA stations. Lowell Oliver becomes night news editor.


WEMA elects officers

former director of live operations at NBC-TV.

Douglas Baker, vp, Van Praag Productions, New York, goes on leave of absence to produce and direct special motion-picture projects on Latin America for State Department.

Larry Marcus elected vp of Collier Young Assoc. and is establishing New York office for independent production company, which is currently syndicating Crime and Punishment and filming Low Man on a Totem Pole.

Milton A. Fruchtmann, executive producer for Capital Cities Broadcasting Corp. in its tv coverage of Eichmann trial, joins Sextant Productions, New York, where he will produce The Roosevelt Years series planned for ABC-TV.

Leith Stevens elected president of Composers and Lyricists Guild of America for 1962. Other new officers: Elie Siegmeister, first vp; David Rak-sin, second vp; Cornel Tanassy, third vp; Jerry Livingston, secretary-treasurer, and Milton Kraus, assistant secretary-treasurer.

Ed Kranyak, associate producer, ABC-TV’s Queen for a Day, promoted to producer, succeeding William N. Burch, who becomes producer-director of The Tennessee Ernie Ford Show, new musical variety to appear on ABC-TV April 2. Hap Wyman named director, The Soupy Sales Show, KABC-TV Los Angeles. Mr. Kranyak joined Queen for a Day in 1953 as production assistant. After serving as production manager, he was appointed associate producer in 1959.

George A. Fausel, account supervisor, Charles A. Petersen Co., New York, joins Television Producers Assn., that city, as comptroller.

EQUIPMENT & ENGINEERING

Gordon L. Fullerton, general manager, picture tube operations, electronic tube division, Sylvania Electric Products Inc., New York, named vp and general manager of parts division with headquarters in Warren, Pa. He succeeds Marlo W. Kremer who acquires overall responsibility for both divisions. Walter A. Weiss, general manager, receiving tube operations, succeeds Mr. Fullerton as vp and general manager, picture tube operations, with headquarters in Seneca Falls, N. Y. Mr. Fullerton, member of Sylvania organization since 1942, has been picture tube operations’ general manager since September 1961. Mr. Weiss joined Sylvania in 1941 as test equipment engineer. He was elected vp in 1958. Dr. Thomas A. Longo, manager, advance device research laboratory, Sylvania’s semicon-
ductor division, appointed divisional director, research and engineering.

James H. Doolittle, board chairman, Space Technology Laboratories, Los Angeles subsidiary of Thompson Ramo Wooldridge Inc., Beverly Hills, retires, but will continue as board member of both companies and as STL consultant. He is succeeded by Dr. Louis G. Dunn, who has been president of Space Technology Laboratories since 1958. Dr. Ruben F. Mettler, STL's executive vp, elected to succeed Dr. Dunn as president and chief executive officer.

William H. Weed, advertising and sales promotion manager, industrial components division, Raytheon Co., Lexington, Mass., promoted to divisional products sales specialist for mechanical components.

Merrle Worster, manager, tv operations for eastern division engineering department, ABC-TV, named director of technical operations for ABC-TV.

ALLIED FIELDS

F. Wallace Knudsen, associate market research manager, Richardson-Merrell Inc., New York, elected vp and director, Tv Surveys Inc., that city, division of Audits & Surveys Co.

Alden Murray, for past nine years in production, operation and sales at WRC-TV Washington, establishes own business management office at 4202 Oakridge Lane, Chevy Chase, Md.

DEATHS

Frank Fouce, 62, president, XETV (TV) Tijuana, Mexico (San Diego) and head of Spanish International Broadcasting Co., holder of cp for Spanish-language tv station on uhf ch. 34 in Los Angeles, died Jan. 11 following short illness.


Richard H. Ranger, 72, president, Ranger-tone Inc., tape recording firm, and an inventor in field of communications electronics, died Jan. 10 at St. Michael's Hospital in Newark, N. J. Mr. Ranger is credited with developing first transoceanic wireless picture transmitter in 1924. He then developed a reedless, pipeless electronic organ, which in 1931 was acclaimed by many engineers as the most perfect musical instrument ever made. Among Mr. Ranger's other accomplishments were: electronic chimes, 1933; development of radar, 1938-44; airborne radio relay, 1942; magnetic recording, 1947, and development of synchronized tape for motion pictures.

Bernard Hugo Berquist, 58, retired conductor of NBC orchestra on network's National Farm and Home Hour, and musician with NBC Chicago for 29 years, died Jan. 13 in Hollywood, Fla.

Roy Sheldon, 68, retired composer, conductor and music administrator with NBC, died Wednesday (Jan. 10) in Fort Lauderdale, Fla. He served as conductor, NBC Hollywood; conductor and manager of music division of NBC's Central Div., Chicago, and manager of orchestra personnel, New York. He retired in 1955.

Booth Luck, 52, manager, Chicago office of Handley, Gross, Luck & Miller since last May, and earlier, for 18 years with Wade Adv., that city, died in auto accident Jan. 13 near Crystal Lake, Ill. Mr. Luck once was character voice of such radio programs as Fibber McGee and Molly, Lum and Abner and One Man's Family.

Donald S. Anderson, 46, program director, KFHI Wichita, Kan., died Dec. 28, 1961 in Wesley Hospital. Mr. Anderson joined KFHI in 1950 from WLCX La Crosse, Wis., where he served as chief announcer. He was appointed program director in 1955.

Donald Hempstead, 52, traffic engineer, RCA, New York, died Tuesday (Jan. 16) at his office at 44 Beaver St., Paterson, N. J. Mr. Hempstead joined RCA in 1946 and became traffic engineer in 1950.

John W. Lozier Sr., 58, since August 1946 conducted own early morning program, "Trader Jack's Trading Post" and "Trader Jack's General Store," on KRIS and then KRIS-TV Corpus Christi, died of pneumonia Jan. 15 in Corpus Christi.

Ernie Kovacs, 42, comedian-actor, died Jan. 13 in automobile accident in West Los Angeles. He recently completed taping new tv series that was to be shown in early February on ABC-TV.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Jan. 11 through Jan. 17, and based on filings, authorizations and other actions of the FCC in that period.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewel Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-6551


New tv stations

Largo, Fl.—WSTP-TV Inc. Granted vhf ch. 10 (198-198 mei). ERP 316 kw vis. 177 kw aur. Ant. height above average terrain 480 ft., above ground 536 ft. Estimated construction cost $1,406,331; first year operating cost $390,730; revenue $690,000. P. O. address 11450 Gandy Blvd., St. Petersburg, Fla. Studio location near St. Petersburg, Fla. Transmitter location Tarpon Springs, Fla. Geog—

BROADCASTING, January 22, 1962
New stations

ACTIONS BY FCC

Englewood, Fla.—Sarasota—Caroline Bestg. Corp. Granted 1530 kc, 1 kw, D. P. O. address Commercial Court Bldg., Sarasota, Fla., to Mr. John F. Baldwin, owner, for $26,000. First year operating cost $2,000; revenue $26,000; Gilbert T. Weh, sole owner, owns WHK, a weekly newspaper, and has been a director of KESWA, Graham, and KBAL San Baba, both in Texas. Action Jan. 10.

New York City—Wyckoff—Robert G. Gardner, Jr. Granted 1230 kc, 1 kw, D. P. O. address 115 West 57th St., New York, to Mr. Robert G. Gardner, Jr., for $12,000. First year operating cost $1,200; revenue $12,000. Mr. Gardner is the owner of the刷tchish, Inc. Action Jan. 10.

ACTION BY BROADCAST BUREAU

Tahoe Valley, Calif.—Harrold Bestg. Co. Granted 590 kc, 1 kw-D, D. P. O. address 267, Biljou, Calif. Estimated construction cost $10,000; first year operating cost $2,000; revenue $10,000. Principals: Phillip N. Harrold (50%); Donald E. Galeske (20%); Mr. W. Fendergass (25%). P. N. Harrold has been president of KWKW of KWKW-A, Taneytown, Md. Mr. Galeske is a property manager and salesperson for KOWI, Biljou, Calif.; Mr. Fendergass is a life insurance broker; Mr. Galeske owns several properties. Action Jan. 10.

APPLICATIONS

Bawoaska, Okla.—Cherokee Bestg. Corp. Granted 1050 kc, 500 kw D, P. O. address First National Bank Bldg., Tahlequah, Okla. Estimated construction cost $1,000,000; first year operating cost $23,000; revenue $21,000. Principals: Phillip N. Harrold (50%); Bobcat Hillis (30%); Joe R. Reger (20%). Action Jan. 10.

Existing stations

ACTIONS BY FCC

KWWK Pasadena, Calif.—Granted in-

BROADCASTING, January 22, 1962
St. Harburg. Estimated construction cost $25,600; first year operating cost $25,000; revenue $10,000. Newhouse Bestg. Corp. is licensee.

WNYE-TV, New York - Granted license to Edward L. Fishman and Joseph C. Fishman by Commissioner John E. R. Fischer. 2027 17th St. N.W., Washington, D.C. Estimated construction cost $25,000; first year operating cost $9,000. Applicant is licensee of WHLPI Winchester, Conn. Jan. 17.

Existing fm stations

APPLICANTS

WAEF-FM Cleveland, Ohio - Seeks assignment of license from WJR, WJR -AM, and WJR -FM. Edward L. Fishman, d/b/a as North Cleveland Bestg. Co., to new corporation of same name consisting of assignors (50%) and Big Value Stamp Co.; Big Value paying $15,000 for assignment of license to new corporation. Commissioner reserves. Action Jan. 17.

WTOW-FM Wilmington, Del. - Seeks assignment of license from United States Film Corp. and Edward L. Fishman, d/b/a as North Cleveland Bestg. Co., to new corporation of same name consisting of assignors (50%) and Big Value Stamp Co.; Big Value paying $15,000 for assignment of license to new corporation. Commissioner reserves. Action Jan. 17.


WIOI New Boston, Ohio - Seeks assignment of license from WIOF, Inc. to David H. Dillard and Charles K. Maliet (each 50%), d/b/a as New Boston Broadcasting Corp.; consideration $50,000. Mr. Maliet is station manager of WJWL-Geo. Detroit, MI. Mr. Dillard is the controlling stockholder and operating firm and 56% of box manufacturing. Proposed daytime power increase 60% of WWOD Lynnden, Va. Ann. Jan. 17.


WMAC, WMAC, Inc., Nashville, Tenn. - Granted transfer of control from Frederick O. Adcock, newspaper publisher and editor of The Nashville Banner, to William F. Parris Jr., as voting trustee, to Lin bestg. Inc., a corporation of which Parris is chairman of the board. Consideration $375,000 and exchange 5,000 shares of WMAK common stock for 5,007 shares of the same, and $25,000 cash. Lin voting stock valued at $162,778. Trans- feror will own 100% of WMAC; also owns WAKY Louisville, Ky. Action Jan. 17.


WAKY Louisville, Ky. - Granted assignment of licenses to Weldon and Weldon E. Lewis; consideration $70,000. Action Jan. 17.


APPLICATIONS

KCFU(FM) Redwood City, Calif. - Seeks assignment of cp from Franklin James to Intercont. Inc.; consideration $7,500. Sole stockholder of assignee is Teles- bestg. Inc., licensee of WQPR Portland, Conn. XUDX, Kansas City, Mo.; KALI San Gabriel, and KOFY San Mateo, both Cali.-

KAYS-AM Hays, Kan. - Seeks transfer of 50% of stock in Folkways Bestg. Corp. to Robert E. Beach Sr., deceased, to Mattie Beach and Weldon B. Lewis; consideration $7,500. Weldon and Ross Beach Jr., executors or Mattie Beach's estate; no financial consideration involved. Action Jan. 17.

WTCW White Plains, N.Y. - Seeks transfer of 50% of stock in Folkways Bestg. Corp. to Robert E. Beach Sr., deceased, to Mattie Beach and Weldon B. Lewis; consideration $7,500. Weldon and Ross Beach Jr., executors or Mattie Beach's estate; no financial consideration involved. Action Jan. 17.

KTRY Bastrop, La. - Seeks assignment of license from Paul R. Schilling to Mercer L. King, Neva S. King (each 26%) and Margaret G. King (48%); consideration $90,000. King owns clean- ing business; Neva and Margaret King are housewives. Action Jan. 17.

WASEF-FM Cincinnati, Ohio - Seeks assignment of license from ALCOA, Inc., and Edward L. Fishman, d/b/a as North Cleveland Bestg. Co., to new corporation of same name consisting of assignors (90%) and Big Value Stamp Co.; Big Value paying $15,000 for assignment of license to new corporation. Commissioner reserves. Action Jan. 17.

WVFB-FM Birmingham, Ala. - Seeks assignment of license from WAXY-FM, Inc., to WJE radio station, to new corporation of same name consisting of assignors (100%) for; proposed daytime power increase 30% of WBTA-AM, and WJE-FM to Transcontinental Trans. Corp.; consideration $1,000,000. Transcontinental is licensee of WCR-AM-FM-TV Buffalo, N. Y. WADF-AM-FM-TV Kansas City, Mo.; KFBS-FM-AM-FM-TV San Diego, and KERO-TV Bakersfield, Calif.


KXLY-AM/FM Spokane, Wash. - Seeks reassignment of license to the accorded to the earliest practicable date prior to expiration of term of license on Dec. 1, 1962, and for remainder of such term. Action Jan. 17.

By memorandum opinion and order, commission granted petition by applicant Radio One Inc. and its licensee, KFEB-AM-FM, Oklahoma City, Okl., for reconsideration of order allowing Radio One and its licensee, WIBO-AM-FM, Oklahoma City, Okl., to increase daytime power from 250 w to 1 kw and nighttime power to 5 kw, and in other respects, and for reconsideration of order allowing WIBO-AM-FM, Oklahoma City, Okl., to increase daytime power from 250 w to 1 kw, and power to 5 kw, to disregard the petitions of KHJ, Los Angeles, Cal.; KITV, Los Angeles, Cal.; and KZTV, Los Angeles, Cal., and to grant reconsideration of order extending application of The Fort Hamilton Bestg. Co., Inc., licensee of WMCC-AM-FM-TV Brooklyn, N.Y., and of WAFY-AM-FM-TV Springfield, Mass., and of WFBX-AM-FM-TV Miami, Fls., and of WHPA-AM-FM-TV New York, N.Y., and of WABC-AM-FM-TV New York, N.Y., to include proposed mandate; reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed order of the commission, and reconsideration of proposed order of the commission, in other respects, and for reconsideration of proposed ord
to Quad Valley Radio Corp., and made KAMD Camden party to proceedings with respect to new issue. Comm. Cross dissented.

- By order, commission stayed effective date of Action 1250 in proceeding for new station and increased premium on license of Washington State T.W. for extension of license for second 10-year term from June 30, 1961 to June 30, 1971, and ordered that license be continued without prejudice to applications filed for renewal of license of W.T.S. and pending applications for extension of license of KCTW Seattle, pending resubmittal of applications for reconsideration. K.T.W. petitioned for stay. Action Jan. 15.

- By order, commission continued until February 15, 1962, the hearing on application for Jan. 18 for station to operate on ch. 15 in Rochester, N.Y., which was tendered for Bell, in response to application for new station to operate on ch. 13 in Rochester. Applicant showed no reason for waiver of commission policy against accepting contingent tv applications. Action Jan. 17.

- By memorandum opinion & order, commission granted in part petition by Bell of Maximum Service Telecasters, Inc. (WICU-TV), Erie, Pa., and Midwest Television Inc. (WCIA-TV, Champaign, III.), for new station on 137.5 Mc. in Decatur, Ill., which issued to proposals for facilities which led to issuance of proposals for further exploring scope of tv service to delintenmit eight specific markets. Comm. Cross dissented. Action Jan. 17.

- Upon consideration of petition by Don L. Paton, Davidson, for extension of time to respond to two separate petitions to extend issue of an application for renewal of a station's license, which was granted Jan. 18, grant granted petition and extended to Jan. 15 time to respond to second petition by Bartell Enterprises, Inc. (WOYF), Milwaukee, Wis., in proceeding on their application, rendered moot by order extending license term of financial issue relative to Huber's application (acted on favorably by commission Jan. 18). Grant granted petition and extended to Jan. 15 time to respond to second petition by Bartell for inclusion of two issues concerning Mr. Huber's application. Action Jan. 12.

- By memorandum opinion & order, commission granted in part petition by E. G. Robinson Jr., thru Palmetto Best, Co., and extended to Jan. 15 time to respond to two petitions to extend issue of an application for new station on 1530 w., instead of previously requested 1530 kcs, for station to operate on 1530 kcs, 1 kw. D, for which he will be reimbursed $2,500 by Sarasota-Charlotte Best, Corp., accepted amendment, extended time for hearing and filed of statement by Sarasota-Charlotte Best, Corp. and granted its application for new station to operate on 1530 kcs, 1 kw, D, in Englewood, Fla., and (4) terminally proceeding in Docs. 14958-6. Action Jan. 15.

- By memorandum opinion & order (1) granted joint request by applicants for approval of agreement; (2) granted petition by Robert D. Sidwell, thru Little Joe Enterprises, Inc., for new station to carry tv station to operate on 1530 kcs, 1 kw, D, for which he will be reimbursed $2,500 by Sarasota-Charlotte Best, Corp., accepted amendment, extended time for hearing and filed of statement by Sarasota-Charlotte Best, Corp. and granted its application for new station to operate on 1530 kcs, 1 kw, D, in Englewood, Fla., and (4) terminally proceeding in Docs. 14958-6. Action Jan. 15.

- By memorandum opinion & order, commission granted joint request by applicants for approval of agreement; (3) granted petition by Robert D. Sidwell, thru Little Joe Enterprises, Inc., for new station to carry tv station to operate on 1530 kcs, 1 kw, D, for which he will be reimbursed $2,500 by Sarasota-Charlotte Best, Corp., accepted amendment, extended time for hearing and filed of statement by Sarasota-Charlotte Best, Corp. and granted its application for new station to operate on 1530 kcs, 1 kw, D, in Englewood, Fla., and (4) terminally proceeding in Docs. 14958-6. Action Jan. 15.

- Dismissed petition by Mol-Lin Inc. (WOHS), Jacksonville, Fla., to enlarge issues in proceeding on an application of Andrew W. Johnson for new station to operate on 760 kcs, 1 kw, D, without prejudice to renumeration within 90 days for four of the tv stations previously requested by the applicant. Action Jan. 12.

- Scheduled prehearing conferences and hearings on their applications for dates shown: Feb. 6 and March 7, Lord Berkeley Best, Co., formerly Grand Strand Best, Co., Myrtle Beach, South Carolina, vs. Daniel W. DeKalb Best, Co., Decatur, Ga.; Feb. 6 and March 7, Simon Geller, Gloucester, and Richmond Brothers Inc. (WMEX), Boston, vs. R. Martin for new tv station in Portsmouth, Mass.; Feb. 6 and March 6, Asheboro Best, Co. (WGFY), Asheboro, N. C., Action Jan. 11.


- Granted petition by KSAV Best, Co. and transferred Feb. 3 hearing from Washington, D. C., to San Francisco, Calif., at time to be announced, in proceeding on its application for renewal of license of KSAV San Francisco, Action Jan. 10.

- By Hearing Examiner Basil P. Cooper

- By memorandum opinion & order, commission granted in part petition by Broadcast Bureau to extend time of continuance indefinitely of all further procedural steps in proceeding on application of Edward Walter Piszczek and Jerome R. Westfield for new tv station in Dec. Plaines, Ill., pending resolution by commission of rulemaking proceeding in Docs. 14185 and NM-84, and ordered that application retain its protected status. Action Jan. 11.

- Pursuant to agreement reached at Dec. 28 prehearing conference, continued Feb. 5 evidentiary hearing to date to be announced at close of further prehearing conference to be held Feb. 28 in proceeding on application of Francis M. Fitzgerald for new tv station in Greensboro, N. C. Action Jan. 8.

- By Hearing Examiner Thomas H. Donahue


- By Hearing Examiner Asher H. Enne

- On motion, reopened record in proceeding on applications of Lindsay P. Peace River Best, Corp. and William H. Martin for new tv stations in Punta Gorda and Fort Myers, Fla., and scheduled prehearing conference for Jan. 12, to discuss appropriate procedures for prompt com-

**SUMMARY OF COMMERCIAL BROADCASTING**

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<th>TIME</th>
<th>LATE</th>
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<th>ON AIR</th>
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<td>FM</td>
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<td>TV</td>
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**OPERATING TELEVISION STATIONS**

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**COMMERCIAL STATION BOXSCORE**

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<th>TIME</th>
<th>AM</th>
<th>FM</th>
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<tr>
<td>563</td>
<td>54</td>
<td>113</td>
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*There are, in addition, 11 tv stations which are no longer on the air, but retain their licenses. Includes one STA.*
pliance with requirements of commission's memorandum opinion & order of Dec. 27 in this proceeding. Action Jan. 9.

By Hearing Examiner Charles J. Frederick


By Hearing Examiner Millard F. French

Grant a motion by Broadcast Bureau and extended from Jan. 12 to Feb. 5 to file proposed findings of fact and conclusions to proceeding on am application for renewal of license of KSAY Bestg. Co., for renewal of license of KSAY San Francisco, Calif. Action Jan. 15.

By Hearing Examiner Inadore A. Hung


A formalized announcement letter ordered mailed by hearing examiner of his own motion on record during Jan. hearing on applications of WNBC, Inc., and others for renewal of license in DePew, N. Y., et al: on own motion denied Jan. 18, extended Jan. 18 to Feb. 5, 1962, on which other parties may respond to motion by Jan. 18, 1962, for continuance of proceedings on decision date for WNBC, Inc., proceeding was continued in Docs. 14031 et al. Action Jan. 11.

By Hearing Examiner Anne Neal Hunting

Proceeding on application by Consolidated Broadcasting Co. and extended to Jan. 30, 1962 to respond to petition by Radio One Five Hundred Inc. to proceed with enforcement. Action Jan. 16.

A grant of order by Commission extending prehearing conference, extended to Jan. 30, 1962 to respond to petition by Radio One Five Hundred Inc. to proceed to enforcement. Action Jan. 16.

By Hearing Examiner H. Clifford Irion

A granted extension by applicant, petitioned by Consolidated Broadcasting Co. and extended from Jan. 12 to Feb. 2, 1962, for filing proposed findings in proceeding on its application for new station in Hamilton, Ohio. Action Jan. 16.


By Hearing Examiner David I. Kraushaar

A granted petition by Syracuse Civic TV Assn., et al: for leave to appeal to this Commission for new tv station to operate on ch. 9 in Syracuse, N. Y., and to conduct any additional financial data concerning financial statement. Action Jan. 16.

A grant of order by Commission extending prehearing conference, extended from Jan. 12 to Feb. 2, 1962, for filing proposed findings in proceeding on its application for new station in Hamilton, Ohio. Action Jan. 16.

By Hearing Examiner Jay A. Kyle

A grant of order by Commission extending prehearing conference, extended from Jan. 12 to Feb. 2, 1962, for filing proposed findings in proceeding on applications of WNOW Inc. (WNYW), York, Pa., and Radio Inc. (WEER), Action Jan. 11.

A grant of order by Commission extending prehearing conference, extended from Jan. 12 to Feb. 2, 1962, for filing proposed findings in proceeding on application for new station in New York City. Action Jan. 11.

By Hearing Examiner Forest L. McLennan

A denied motion by Paul T. Foran to
Continued from page 90

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<th>Area</th>
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**NEW MEXICO**

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**NEW HAMPSHIRE**

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RADIO
Help Wanted—Management
Sales manager. Small market experience. Must have ability to deal directly with salesmen. Good salary plus commission. Contact Sydney K. Byrnes, President, WAD, Ansonia, Connecticut. Regent 5-4606.

Top-flight manager with proven sales and promotion record. Needed for daytimer in one of Mississippi's best markets. Newspaper affiliated station—WDDT, Write John T. Gibson, P. O. Box 1918, Greenville, Mississippi.

Sales
Louisiana. Sales-announcer, first ticket, as sales manager. Box 1043, BROADCASTING.

Northern New Jersey, major independent group, expanding his small market. Needs experienced salesman capable of management or sales manager, strong personality. Will consider complete resume to Box 208B, BROADCASTING.

Immediate opening. Established Michigan 5 kw, Good conditions, pension-insurance plan, expanding market. Prefer man from station, close-by. Send tape and resume. Box 264J, BROADCASTING.

Permanent future single California market. Guarantee plus commission. Experienced salesmen write for details. Box 487B, BROADCASTING.

Salesman: Commissions to 18% plus bonuses, at top rated middle of the road station in eastern market of $50,000. High initial guarantee. Box 488J, BROADCASTING.

Daytime, single market North Carolina station has opening for experienced salesman willing to participate in community and civic life. Prefer man who can do some announcing and program duties. Excellent future opportunity. Drifters or drunks need not apply. Send details first letter. Box 504J, BROADCASTING.

Sales manager established northeast daytime market. Million dollar market, 5,500 salary plus overrides. Good producer will earn nice salary and have a full resume. Box 521J, BROADCASTING.


Salesman needed by leading station. Salary plus commission. Announcing experience desirable. KTOE, Mankato, Minn.

Salesman wanted—Must have selling experience and car. Must want to work day and night. Great opportunity for very substantial income with 900 watt station in thriving area around city of 30,000. Will guarantee salary with bonus. Box 1042, BROADCASTING.


"Expanding, Southern group of top rated metropolitan stations expanding to new markets—seeking 2 executive type salesmen with management potential. Must be 30-40, married, experienced. Excellent guarantees—full expenses—rapid advancement for producer. Area applicants given preference. Salary requirements, complete resume today. Join a growing organization. Marketing Com. is a wide open field." Box—Suite, 900 Milner Building—Jackson, Mississippi.

Help Wanted—(Cont'd)
Anouncers
Wanted: 1st phone announcer for dominate 5 kw in K-TLEI, Longview, Texas. Write and send tape to Box 162J, BROADCASTING.

Mid-South, Announcer-sales, First ticket. Managerial position. Box 106J, BROADCASTING.

New Jersey. Experienced news-man announcer. Salary commensurate with ability. Interview required. Send tape and resume. Box 284J, BROADCASTING.

Need a man with a first class ticket for one of America's finest Northern Ohio stations. Send tape, pictures, and resume to Box 385J, BROADCASTING.

California single market looking for announcer with first ticket. Permanent. Box 392J, BROADCASTING.

Announcer: 1st phone. Good on production, good voice to sell flight am-station. Can use man with limited voice experience, if good record of Limited engineering. Start at $100.00 per week. Good man can go to $150.00 rapidly. Central state medium market. Box 435J, BROADCASTING.

Announcer—minimum two years commercial radio experience, top-flight man in small market. Must have good opportunities, adult sound. $400.00 per month to start, more guaranteed. Personal interview necessary. Send tape and resume. Box 483J, BROADCASTING.

California medium market needs experienced top 40 morning man with production savvy—first phone. Box 475J, BROADCASTING.

Announcer-dj. First phone, seven years experience all phases. Want combo or straight board. Locate anywhere immediately! Tape, photo, resume on request. Box 417J, BROADCASTING.

Morning Mayor wake-up dj for 150,000 market. Right salary and excellent working conditions for man who can combine the best of the top 100 with humor, contests, and proper sports. Write us what you think a top-flight format should sound like. You will be expected to be a key provincial with minimum regional responsibilities of the station. We are in a hurry so send complete information and resume today. Principal will call after careful thought. Right man will have excellent opportunity to grow with station which has been established over ten years. Box 468J, BROADCASTING.

Announcer with first phone for major New York State market. Fine opportunity for bright mature person with production sense. Tape, complete resume. Box 484J, BROADCASTING.

Sports director-salesman. Midwest sports station wants experienced play-by-play announcer. Sales experience not necessary. Prefer midwesterner. Good credit necessary and references. Box 491J, BROADCASTING.

Children's radio project for dominate station. Send complete resume. Box 102J, BROADCASTING.

Good music CBS radio affiliate in concert metro market needs someone right. Good evening personality. Also needed is a combo type personality. Both men send tape to manager, KCBB, Chantale, Kansas.

Immediate opening! First phone announcer. No minimum. Need now. A real opportunity. Send complete resume including tape. Box 170J, BROADCASTING.

Help Wanted—(Cont'd)
Anouncers
Announcer with first class ticket. Outstanding opportunity. Box 551J, BROADCASTING.

Not quite ready for Big-Time? Make your next move to KAGR. Get in on the ground floor of proposed new chain. You must be familiar with and able to handle production. Creativity in studio, voice, photo; resume to Vince Paul, WAGE, Winona, Minnesota.

Negro DJ, experienced sales and production with minimum regional speech character. Good on sales and promotions. Must be current—recent photo, earnings, education. Only detail replies considered. Upper Midwest. Box 546J, BROADCASTING.

Opportunity married staff announcer. Out- stone experience. KFRO, Longview, Texas.

An announcer with first phone to live in Paradise. Market is established man with production sense, adult format. Market wins! Good salary plus bonuses, excellent moving expenses. Send resume and air check to Wally Yetter, KLIN Radio, Lincoln, Nebraska.


WANTED! Combination engineer-announcer for large market. Air we will name. Small market and local station. Send all information including experience and references and picture to Dan Breeee, Quanah, Texas.

Answer wanted for position opening December 15th. $500 per month or more to right man. Send resume, references and picture to Dan Breeee, Quanah, Texas.

Answer wanted for position opening December 15th. $500 per month or more to right man. Send resume, references and picture to Dan Breeee, Quanah, Texas.

Immediate opening for experienced announcer. Some AM hours with top pop station. Night Fm with good music format. Please send resume, references and picture to Vince Paul, WAGE, Staunton, Virginia.

Needed at once; 1st ticket combo man, announcer, for excellent small market, good promotion, maintenance. Also need announcer. Immediate opening. Phone Manager, 533-8021, WBAR, Bartow, Fla.

Wanted—Announcer. Send all information, resume and photo, availability. Rush to WCLW, 771 McPherson Street, Mansfield, Ohio.

Needed immediately: Energetic man to work in new, fully equipped mobile unit. Must be able to recognize and report news, conduct interviews, and conduct field work. Progressive station in a progressive community. Good pay and extra benefits to qualified man. Send resume and resume to Claire L. Meekins, Program Director, WFIN, Florin, Ohio.

Announcer, Charlotte, West Virginia. $85.00 per week. P.O. Box 3162, WHMS.

Good music regional, needs first phone announcer with some production potential. Will teach. Good future. Write for station Wyatt, Danville, Illinois, or call collect Hi 6-1431—ext. 266.

Newman: Have immediate opening for energetic newsgatherer, around 25 years of age, with car and good dramatic delivery. Must be willing to work as a team in a two man department. Send resume and picture to Box 8705, Richmond, Va., as soon as possible.

BROADCASTING, January 22, 1962
Florida. First phone announcer. Immediate opening.

**Network good music station wants experienced announcer. Good pay—good working conditions. Contact Robert C. Wolfenden, \( W\&S \), Harrison, Virginia.**

Anouncer with good voice and appearance interested in learning directing. Send audio, phonograph records, and photo. Must be available for personal interview. Program Manager, USBA-TV, York, Pennsylvania.

Immediately: mature, pleasant modern radio announcer with copy and production experience. Send tape, resume, salary requirements. WWSJ, Lakeland, Fla.

Experienced first class licensed announcer. Box 1046, Twin Falls, Idaho.

**Technical**

Wanted . . transmitter engineer. Must be familiar with transmitter maintenance. First class license required. Send resume to Box 3177, BROADCASTING.

Small market AM/FM, midwest. Chief engineer: total equipment maintenance, moderate announcing. Station, staff, conditions fine. All good. Box 5549, BROADCASTING.

Excellent pay for first phone who can read news. Excellent opportunity. Local openings show full daytimer in New England. Box 5547, BROADCASTING.

Chief engineer, top California station, some air, total equipment. WANTS 24 hour direction. Good job for right man. Barker Field, California. Call collect Empire 6-4411 for Al Anthony of KRON, San Francisco.

Preventative maintenance is our problem. Want aggressive chief engineer experienced in 50kw transmitter directional antennas. No announcing. Salary to match ability. Send resume and pictures. resume immediately to Scott Web, Program Director, WCOA, Pensacola, Florida.

Transmitter engineer, am-fm, 1st phone, car necessary. WBOC, Ellijay, Ohio.

Transmitter engineer, for 2-1/2 kw regional in Illinois second market. Opportunity for master engineer total maintenance, chief engineer, WFIN, Peoria, Illinois.

Engineer-announcer, Maintain equipment at new 500 watt daytimer. Tape, resume, salary requirements to Manager, WLKM, Three Rivers, Michigan.

Engineer, Immediate opening, WVOV, Libby, New York.

"Chief engineer, for 50kw/10kw currently constructing Part of Southern group building two 50kw's. Excellent opportunity to gain experience constructing with Group Engineer—remaining as Chief upon completion. Once in a lifetime opportunity. Must send photograph—complete resume detailed references—salary requirements first letter to Engineering Director—MeLendon Broadcasting Company—P.O. Box 197—Jackson, Mississippi.

**Production—Programming, Others**

Program director with news and promotional experience for adult type radio in Pennsylvania. Excellent opportunity for mature person. Box 4847, BROADCASTING.

**KJEM**, Oklahoma City, wants a newsmen. 515 North Robinson, 2-8397.

News director—immediate opening. Outstanding medium size market must have newsmen writing, and editorial ability, versatility, willingness to work, mature. Min. 5 yrs ex in-farm news interest helpful. Send tape, photo, resume, salary requirements to B. W. Olson, Manager, KWOA-AM-FM, Worthington, Minnesota.

Help Wanted—(Cont'd)

**Announcers**

**Help Wanted—(Cont'd)**

**Production—Programming, Others**

Local news-coverage, good salary. Located approximately 130 miles from N.Y.C. WBNR, Beacon, New York.

Newsmen—radio and television capable leg and air market station experience who can gather, write and air news. Journalism educational background preferred; married; veteran; stapler and dependable with good references. Salary commensurate with experience. Write or phone W. P. Williamson, Sr., WKNR, Youngstown, Ohio. Sterling 2-1480.

**Situations Wanted—Management**

15 years experience, management, sales, first class. Excellent references. Box 3175, BROADCASTING.

Attention—station owners & managers. When was the last time you found great Hinal sales materials? Highlighting sales personality ready for second-stage development. Your organization is ambitious, aggressive & promotional-minded. You want him (b) and want business . . . with an opening for local, programming and advertising manager. Write Box 3153, BROADCASTING.

Southern California or Arizona. Manager—sales manager offers you creative ideas and business concepts based on experience and current standings. Presently employed with impressive record of profits and success. Seeking interesting, long-term opportunity. Box 3697, BROADCASTING.

Manager now employed desires new location. Can sell! Can produce! College graduate. Years of experience. Deep helpful No bad habits. Box 4372, BROADCASTING.

Manager, heavy sales. For small to medium market. Thirteen years experience, ten management. Mature, thorough knowledge all phases. Best media, personal and employer references. Box 4842, BROADCASTING.

Man and wife team, manager, sales—manager combination, now running successful AM/FM station. Has moved to West, enjoys the exchange of ideas, new markets. Excellent references. Box 1737, BROADCASTING.

**Situations Wanted—Management**

Name it, I've done it! 27 years in broadcasting radio and tv. There's nothing said about me I can't handle. I love this business. I'll manage, program, produce, write and promote. If you want me, I'll talk business. But you must need me! Box 5267, BROADCASTING.

30 year broadcast veteran. Family man. No pooper. Bondable Income $10,000—or-plus. Florida, Hawaii, California, Oregon or Washington preferred. Box 5353, BROADCASTING.

Young, 31, family man, eight years radio, 4½ management experience. Currently employed. Experienced all phases local operation. Salary plus. Box 5361, BROADCASTING.

**ANNOUNCERS**

Help Wanted—(Cont'd)

Help Wanted—(Cont'd)

**Management**

Quarter century in broadcasting. One year earning $100,000. Managed with participation sought in Hawaii, West Coast. Florida. Box 5543, BROADCASTING.

Sales

Top billing salesman in present market. Rises on hi-fi audio format. In markets up to 300,000. Will consider smaller towns, or both. Top in markets only. Box 4893, BROADCASTING.

Ambitious sales manager seeking increased opportunity. Highly successful, conscientious, reliable. Excellent character—best of business and personal references. I'm seeking a bright future through hard work with any company offering realistic opportunities. Box 3154, BROADCASTING.

Radio salesman. Management and public relations experience. Want earning potential $10,000 plus. Small-medium market. Box 5352, BROADCASTING.

Salesman-announcer: Contact Bud Wilkey, Orange, Mass., Kingsgate 4-3117.

**Announcers**

Baseball season's coming should you need energetic sportscaster—write. Currently sports director. Four years experience—draft free. Box 3687, BROADCASTING.


Staff announcer desirable location in metro market. 8 years experience in all phases of management. Good voice. Resonant, pleasing voice. Married, college, dependable. Box 3617, BROADCASTING.

Number one Hooper in fifth market! On a-dj can do same for you! Experience in—sales—business, show-in radio and tv—movies, slide films, narration. Can make remote broadcasts profitable for you and clients. Enthusiastic, dignity results from experience, appearance, character. Box 5350, BROADCASTING.

Baseball season's coming should you need energetic sportscaster—write. Currently sports director. Four years experience—draft free. Box 3687, BROADCASTING.


Baseball season's coming should you need energetic sportscaster—write. Currently sports director. Four years experience—draft free. Box 3687, BROADCASTING.

Baseball season's coming should you need energetic sportscaster—write. Currently sports director. Four years experience—draft free. Box 3687, BROADCASTING.

Baseball season's coming should you need energetic sportscaster—write. Currently sports director. Four years experience—draft free. Box 3687, BROADCASTING.

Baseball season's coming should you need energetic sportscaster—write. Currently sports director. Four years experience—draft free. Box 3687, BROADCASTING.
Situations Wanted—(Cont'd)

Announcers


Mature, experienced announcer seeks advancement to major market. Authoritative, award-winning news, professional commercial delivery, adult good music station. Only 8 years experience, married, top resume. Send resume, write Box 507J, BROADCASTING.

Top 40 DJ, 11 yrs. broadcasting school, currently near Eastern station on resort area. Tape, resume on request. Box 491J, BROADCASTING.

Announcer/salesman, Young, Cheerful, Versatile. Capable, Tight productions. Tape available. Box 504J, BROADCASTING.

Experienced announcer immediately available, will run tape, College, veteran, married. Box 532J, BROADCASTING.

9 years experience—P.D., announcing, play-by-play and sales, 28, family and college graduate. Employed southeast. Seeking permanent station demanding excellent character, permanency and dependability. Box 533J, BROADCASTING.

Sound creative thinking in both—operate broadcast personnel in Northern Illinois locale. Box 535J, BROADCASTING.

5 years radio/TV, 5 years films, transcription, open, resume. Box 541J, BROADCASTING.

Negro announcer, 42, Looking for employment. Graduate of N.Y.S.A.S. Box 542J, BROADCASTING.

Seven years all phases. Desires livable salary plus job security. Box 546J, BROADCASTING.

Negro announcer, experienced network quality. DesiresSwing position, opportunity fair pay. Box 550W, BROADCASTING.

D.J./Announcer in medium market desires larger market and salary. Fast format experience—married and draft exempt. Box 552J, BROADCASTING.

Experienced, "top-notch" good music, 1st phone, top production, light board. Bright sound, preferably Rocky Mountain area, medium or sectional market. Available February 9th. Bob Neira, KLKM, Lamar, Colorado.

The unmatched bookings—each has 7 years experience, good tight production, sales, promotion and agency work. One has a ticket. Both family men. Norman and Ray know the game. Box 559W, BROADCASTING.

Top announcer. Seeks promotion. Will relocate. We're on our third pair of snow shoes and it's below—Keening his college out of us here. Call 45-2886 or 45-2762 immediately, or write to 650 Third Avenue, New York, N.Y. First phone.

D.J., 5 years. No one station in city of 100,000. Married, 1 child, 1st phone, draft exempt. Light board, management knows. Prefer midwest "Smilin' Sam." Phone 8-658, Sioux City, Iowa.

Announcer Training Studies now has broadcast technicians and announcers with 1st class licenses available. Write W. 43 St., New York City. OXford 5-9245.

Technical

Experienced, college trained broadcast engineer desires position, am, fm, or tv. Box 546J, BROADCASTING.

Experienced 1st phone desires permanent job with progressive station. Twelve years in TV, now as staff and chief engineer. Interested in midwest possibilities. Box 546J, BROADCASTING.

Experienced 1st phone seeking position in New Jersey, engineering only. Box 462J, BROADCASTING.

Engineer, 22, married, 1st class ticket, heavy technical training. Call, some announcing, am/fm facilities, television—seeks position as a chief engineer. Box 531J, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Journalism graduate with both radio and tv news experience. Wants to relocate in northern Ohio or nearby. Box 474J, BROADCASTING.

Outstanding executive secretary with unusual background desires position offering opportunity for growth. Experienced in hiring and supervising office staff. Capable of freeing general manager for important duties. Box 485J, BROADCASTING.

News doctor available to rejuvenate sick news department at midwest station. Box 487J, BROADCASTING.

Experienced newsman—local. Desire to settle in Los Angeles. Now employed. Write Box 485J, BROADCASTING.

Looking for a cute young thing? I'm not for you! Want a gal long on experience? Try me. Box 487J, BROADCASTING.

Community minded woman's director. Ten years experience, Secretarial continuity, service, art work. Want good music station with good public relations. Box 516J, BROADCASTING.

Major market announcer wants p.d., or personal spot west or southwest. Currently top dj, 50,000 watt NBC radio. Five years radio-tv, 7 years veteran. 29. Box 517J, BROADCASTING.

Experienced writer—announcer seeks writing position with progressive network. Box 518J, BROADCASTING.


Veteran newsman, excellent local news. Play-by-play sports. Box 540J, BROADCASTING.

Experienced engineer seeks position offering responsibility. Experienced in all phases. Desires job plus opportunity to purchase stock through company. Box 548J, BROADCASTING.

TELEVISION

Help Wanted—Sales

Local-Regional sales manager—southeastern vhf-top 50 markets wants experienced tv sales manager. Plus fringe benefits. Oversee two local salesmen. Opening. Box 553J, BROADCASTING.

Technical

TV engineer, Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirements to Box 225J, BROADCASTING.

Field engineer—To travel within U. S. Familiar vhf propagation and wired tv distribution systems; will train in special techniques at company systems. Write in confidence: General Manager, Erbron, Inc., Systems Construction Division, Box 519, Bladensburg, Maryland.

Vacancy for television engineer. Experience desirable, but not absolutely necessary if he has radio experience and willingness to cooperate and work. Good working conditions. Manager, KWSV-TV, Roswell, New Mexico.


Help Wanted—(Cont'd)

Production—Programming, Others

Writer—Experienced man, for midwest simulcasting position to write commercial copy and scripts. Proven television experience not a necessity. Supervisory duties an early possibility. Send personal dossier to company. Wood TV, Grand Rapids, Michigan.

TELEVISION

Situations Wanted—Management

Proven sales manager medium market radio for general manager opportunity. Box 435J, BROADCASTING.

Presently employed major market tv sales manager with fifteen years experience all phases sales and management wants to assume total sales and/or management responsibility for tv station in growth market, preferably west. Box 554J, BROADCASTING.

Announcers

Chief announcer, 10 years all phases radio-television seeks professional announcer for Midwest opening. Requires best Midwest voice, top-rated dj. Long list sponsor and agency endorsements. Family firm seeks hard working, draft exempt. Box 401J, BROADCASTING.

Experienced female on camera tv personality—wants new experience. Able to produce salable programming. Extensive tv background. Box 472J, BROADCASTING.

News and arts—Good schooling, plus two years experience. However, have been in bowling operations past seven years. Would like tv, Bowing or news or sports. Box 482J, BROADCASTING.

Tv announcer, Highly professional, versatile. Big or major markets only. Box 493J, BROADCASTING.

Experienced quality announcer. Have reached peak here, desire to relocate in progressive market. Maybe yours? Audition him on request. Box 500J, BROADCASTING.

Technical

Now employed experienced chief engineer with other qualifications, seeking employment with tv. Box 305J, BROADCASTING.

Former chief engineer am station; presently communications engineer with major electronics company. Desires immediate—prefer tv engineering. Young married, college veteran. Will relocate. Send resume and location. Box 501J, BROADCASTING.

Cameraman seeking permanent employment. Experienced. Box 542J, BROADCASTING.

TV transmitter, immediate, middle west or south-west. Jeff Rice, YMCA, Baton Rouge, La.

Production—Programming, Others

Vetern tv program director of eastern vhf seeks growth opportunity in large northeastern market. 14 years broadcast experience. Top reputation in operations, programming, film buying. Age 25, married. B. A. and M. S. degree in television. Box 491J, BROADCASTING.

Director-announcer—2 years tv production experience in major midwest market. Can and will announce. Good, mature voice, can sell. Prefer midwest. 27, college graduate. Recently married. Immediately available. Box 488J, BROADCASTING.

Director. Best in southwest. Tired of babysitting. Desire crew with station pride. 7 years experience. Box 499J, BROADCASTING.

Children show personality. Six years experience with excellent results. Wish to relocate for right offer. Box 496J, BROADCASTING.

BROADCASTING, January 22, 1962.
FOR SALE

Equipment
To move fast, RCA BTF 3B 3kw fm transmitter, $3000. Westinghouse fm-10 kw fm amplifier, $3000. J. E. New antenna now tuned to 94.1 mc. 11, 20 foot sections 1 5/8" Andrew teton transmission line (In use 6 months. All above equipment in good shape and now on the air. Box 511J, BROADCASTING.

For Sale: 250 watt RCA fm transmitter . . . BTF-250A. Also, 100 ft air filled coax and 15 x 12 ft. All for only $2500. POB, Waxedahachie, Tex. Wire or phone, Richard Tuck, KBEC, Waxedahachie, Texas. WE 1-1969.

RCA 76-B console with power supply—$400.00. 8 20-foot lengths 1-5/8" 5 ohm rigid transmission line plus miscellaneous random lengths and fittings—$350.00. General radio AM-TV transmitting monitor—$150.00. Dry-air automatic dehydrator—$75.00. All items recently taken out of service. Joss, Medford, Call or write Ellis Feinstein, Chief Engineer, XMED, Medford, Oregon.

Collins announcer—excellent condition—used only couple times. Selling to the highest bidder. George J. Voiger, Manager, radio station, KWWC, Muscatine, Iowa.

GR phasor tubes, type GL-5093. Guaranteed good condition. New price $270.00 each. Sale price $175.00 each. WFMF, Nashville, Tennessee.

Microphone equipment—Raytheon transmitter (model 1-L), Raytheon receiver and rack (RTRH-1e), dials, etc. Price for all, $3500.00. Good condition. WHUT, Anderson, Indiana. Phone 644-1255.

Am. fm, tv equipment including monitors, $200, p. i. tubes. Electrofrod, 440 Columbus Ave, N.Y.C.

Will buy or sell broadcasting equipment. George Radio & Broadcasting Supply Co., 1134 Hurbide St, Laredo, Texas.

Transmission line, styroflex, helax, rigid with hardware and fittings new at surplus Electrofrod. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment
Western Electric 1 kw or 3 kw fm transmitter, but reasonably priced. KFEN, 1201 Market Street, San Francisco, California.

Wanted immediately—used Auriolon 16 mm sound camera, also Vidicon/I0. camera chain, Joel Leonard, WXTV, Youngstown 2, Ohio.

BROADCASTING, January 22, 1962

WANTED TO BUY

Equipment
Console, single or dual, WE255B, Collins or similar or what have you. Write: manager, BROAD CASTER, 421 Pennsylvania Ave, N.W., Washington, D.C.


INSTRUCTIONS

 FCC first phone license preparation by correspondence or in resident classes. Grantham School of Electronics in Seattle, Kansas, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1123 Gilham Road, Kansas City 6, Missouri.


FCC first phone license in six weeks. Guaranteed instruction in theory and labora-
yory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radio Telephone Operator License in six weeks. Reservations necessary. En-
rolling now for classes starting March 5, 6, 7, 8. For information, reservations and waiting list, write William H. Ogden Radio Operators School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class FCC license in six weeks. Top quality theory and labora-
yory methods and theory leading to the FCC First Class License, 14 East Jackson, Chicago 4, Illinois.

Announcing programming, studio opera-
ation. Twelve weeks intensive, practical training. Finest, most modern equipment available. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Turn unsold time into immediate cash! Quality item made to order, $8.00. You sell for $25.00. Write for details—Box 123J, BROAD- CASTING.


25,000 professional comedy lines, routines, adlib. Largest laugh library in show business. Special monthly topical service featuring deejay comment. Introductions, Free catalog. Orben Comedy Books, Hewett, N.Y.

"Deejay Manual," a complete guide con-
taining adlib, bits, gags, letters, patter . . . $5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 30, N. Y.

For Best Results You Can't Top A CLASSIFIED AD in BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

PRODUCTION SUPervisor

We need an experienced announcer who wants to write copy and supervise production. No air work. Send sample, tape, and slate salary. KSTT, Davenport, Iowa.

RADIO

MANAGER

Leading broadcast equipment manufacturer is outstanding opening for man with ex-
perience in broadcast station engi-
neering plus broadcast equipment manu-
facturer. Chance to grow with expanding firm. Permanent. Advancement. Complete employees benefit program. Ideal living conditions with top quality school system. An equal opportunity employer. Send complete summary to: Box 446J, BROADCASTING.

BROADCAST EQUIPMENT MANAGER WANTED

Established California equipment manufacturer is opening for sales manager, with strong TV and FM equipment background. Must be conscientious, hardwork-
ning have successful background.

Position entails responsibility for complete product line marketing, proposals, and sales management thru distributor. Required: Self starter, poise and maturity; knowledge of TV and FM antennas, sales promotion, product planning, industry shows, etc. Excellent starting salary with attractive incentive program. Some travel necessary. Send resume together with photo to Box 514J, BROADCASTING.

PRODUCTION, Programming, Others

Situations Wanted—Announcers

For Does PARKER SOON AVAIL-
ABLE? Rated #1 by Hooper and Pulse as Boston's top afternoon traffic hour personality. Smooth in any format. Idea man. Call Malden, Massachusetts, at 3-3106 or write Box 509J, BROADCASTING.
TOP TEN PROGRAM EXECUTIVE

seeking greater challenge past performance proves successful system...be Number 1, and still sell your sound! Rating success story...best industry. References!

Box 515J, BROADCASTING

TELEVISION
Help Wanted—Sales

TV FILM SALES EXECUTIVE

Major TV Film Syndication Company seeks top-level SALES EXECUTIVE for challenging position in New York headquarters. Excellent remuneration, plus incentives. All replies will be treated in strict confidence.

Box 508J, BROADCASTING

EMPLOYMENT SERVICE

WANTED IMMEDIATELY!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine
Broadcast Division
83 So. 7th St.
Minneapolis, Minn.
Federal 9-0961

INSTRUCTIONS

The American Broadcasting School

GUNZENDORFER


Wilt Gunzendorfer and Associates

820 W. Olympic, Los Angeles 35, Calif. Licensed Brokers Financial Consultants

Continued from page 93

make changes in ant. system (increase height and install new ant.; remote control permitted; granted cp to install new auxiliary trans.; remote control permitted."

KFNF Shenandoah, Iowa.—Granted extension of authority to operate with 7:15 p.m. sign-off, Mon.-Sat., inclusive, and 7:50 p.m. on Sundays for period ending March 31, except for special events.

KTIX Seattle, Wash.—Granted extension of completion date to June 15.

Actions of Jan. 9

EZ-TV Inc., Northome, Big Fork and Minn.—Granted cps for new VHF translator station on tower at Duluth, Minn., and 5 (WDSM-TV); Superior, Wis.—Granted trans. intermediate station; KFAL-D (KDAL-TV) and 9 (WDSM-TV); chnt. 11 (KDAL-TV) and 13 (WDSM-TV) via inter-

License renewals

WMTN Morristown, Tenn.—Granted renewal of license.

WCOF-FM Sparta, Wis.—Granted re-

FOR SALE Stations

WEST NORTH CENTRAL. Fine, profitable daytimer serving trade area of 50,000. $100,000 annual gross; asking $190,000 with 25% down including real estate.

EAST SOUTH CENTRAL. Top market. Gross $108,000. Asking $200,000. Excellent terms for qualified buyer.


Suite 600-601 6381 Hollywood Blvd.
Los Angeles 28, Calif. HO 4-7279

FOR SALE

Small Market — Day Timer
Mid-America — Money maker
Cash or same terms —
Deal direct and Save.
No Brokers — Confidential.
Tell all first party.

Box 480J, BROADCASTING

FOR SALE

Southern New England daytimer in excellent market. Grossing over $10,000 per month. Valuable real estate included. $225,000. No brokers. Convenient Terms. Box 535J, BROADCASTING.
newal of license without prejudice to whatever action or appeal may be occasioned by the granting of such application, there being a reasonable time for the granting of the same. No action may be taken to enforce such grant before the expiration of sixty days from the date of the decision of the Federal Communications Commission. 

- Granted (1) renewal of license of Cros- sner-Gravoton Bistc Co., (KARY, Proser- Wash., and 2) reinstatement of posi- tive changes ofвест F. L. Bishop, Min- mend Rockwood et al through surrender of 98.50 interest to licensee for consideration of $98.50. By letter, advised interested that while its failure during composite week to broadcast programs in the three program categories, which it was the purpose of its proposed programs, constitutes failure to exercise degree of responsibility, which commission will satisfy to the interest of its in- censes, its program proposals and the stated intent for ensuing license period warrant short-term grant of its application for renewal of license. However, since only one of the remaining license periods, commission granted application for regular period, although it considers such action as equivalent of short-term grant. Comm. Hyde and Craven dissented to letter. Action Jan. 17.

Rulemakings

- Commission invites comments to notice of proposed rulemaking looking toward reassigning unused commercial ch. 62 from Elmira, N. Y., to Corning-Elmira, jointly, for use as educational station. Comments invited for by National Education TV & Radio Center, Action Jan 17.

- By memorandum opinion & order, commission permitted filing of application for second VHF channel to Erie. Action Jan. 17.

PETITION FILED


PETITION DENIED


PETITIONS DISMISSED

Sec. 3006: Gans TV Enterprises, KDAT- TV, Kingsburg, Calif. (11-20-61)—Request assignment of ch. 21 from Sanborn, Calif., to Kingsburg, Calif. Proceeding dismissed. Improperly classified as rulemaking.


Processing line

- In accordance with commission action of Jan. 16, 1962, granting waiver of Sec. 1398(c) of rules permitting below-de- scribed application to be placed at top of processing line, notice is hereby given that on Feb. 18, 1962, application BP-13828: NEW Tawas City-East Tawas, Mich.—Superior Bistc. Co. Req 1460 km 3 kw DA- D (Requests facility of station W1OS) will be considered as ready and available for proceedings and that pursuant to Sec. 1196(b)(1) and Sec. 1398(c)(1) of rules, applications, in compliance with this application or with any other application for the filing of a closing business of Feb. 16, 1962, which involves conflict necessitating hearing, will be considered for hearing. The application must be substantially complete and tendered for filing at offices of commission in Washin- gton, D. C., by whichever date is earlier: (a) close of business on February 16, 1962, or (b) within effective cut-off date which this application or any other conflicting application may have by virtue of con- flicts necessitating hearing with applica- tions appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 360(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1398(d)(1) of rules for provisions governing time of filing and other requirements relating to such pleadings. Ann. Jan. 12.
HOW TO KEEP BUSINESS
“ROLL ROLL ROLLING ALONG”!

How's business? It's on the move—rolling along on trucks of every description. And it takes trucks to keep business rolling . . . for the factory across town, the department store on the corner, the banker, the builder, the butcher, the bottler. Trucks are direct, they're fast, they're flexible. Whatever you're selling . . . whatever you're buying . . . business is better because of trucks.

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Inc., Washington 6, D. C.

THE WHEELS THAT GO EVERYWHERE

BROADCASTING, January 22, 1962
OUR RESPECTS to Theodore F. Shaker, president, ABC-TV National Sales, Inc.

Broadcasting and advertising fuse in the representative

Before Ted Shaker retires each night, he makes certain that a writing pad and an ample supply of sharpened pencils are resting on a desk at his bedside.

"I get some of my best ideas at night," he explains. "I can be starting to drowse, and suddenly I'm struck with a thought about a new approach to use on an advertiser or an idea about a new presentation to a client. I write them down before I forget them. Some days I have eight or nine notations on my pad.

"I think it's very important for an executive to think hard about his job when he's not actively working at it."

This single-minded dedication to the job, explains, at least in part, Mr. Shaker's rapid rise in the broadcasting field. Last June, at 39, he was appointed vice president and general manager of ABC-TV National Sales Inc., the tv network's newly formed representative organization for its owned stations. One month later, he was elected president of the company.

Former co-workers at CBS-TV, where Mr. Shaker spent more than nine years, attest to his unbounded diligence, and one close associate remarked:

"You could pick out Ted Shaker from the beginning and know he was going far in this business. He was so mentally alert and literally 'lived' broadcasting. What I remember most about him was his ingratiating personality, and since radio-tv sales today includes service to the advertiser, this trait is most important. In this business, when things go wrong, it's valuable to have a man like Ted around. To sum up, you can't beat a combination of brains, hard work and charm."

Quiet and Quick • Mr. Shaker is a medium-sized man who speaks and moves quietly but quickly. His manner does not smack of the command decision. In fact, his instructions to subordinates are phrased in friendly, almost pep-talk language. But he leaves the unmistakable impression that he would be keenly disappointed if the project under discussion were not completed.

Theodore Frederick Shaker was born in St. Paul, Minn., on March 1, 1922, but moved with his family to Evanston, Ill., in 1934. He attended local grammar schools and Evanston Township High School from which he was graduated in 1940.

Mr. Shaker enrolled at Colgate U. in 1940 but left after two years to enlist in the U. S. Navy Air Corps. Upon graduation from the Pensacola (Fla.) Air Station, he was commissioned a second lieutenant in the Marine Air

Theodore Frederick Shaker

Corps. He served as a combat pilot in the South Pacific and won two Distinguished Flying Crosses. He was discharged as a captain in 1945.

Though driven by a desire to gain a foothold in advertising, Mr. Shaker realized that this field could not offer immediate financial reward. And money, he recalls, was a paramount consideration at that time because he had set the date for his marriage to a hometown girl, Janice Seng, on St. Valentine's Day in 1946. Mr. Shaker's father was a manufacturer's agent in the drug business and suggested he represent the company in Detroit.

Drug Salesman • Love, marriage and money won out and for two years he sold drugs to retail and department stores, strictly on commission, but he managed to earn approximately $15,000 a year.

The yearning for the advertising business lingered, however, and in the summer of 1948, he accepted a sales job with Lorenzen & Thompson (now Shannon Assoc.), a newspaper and radio station representative, in Chicago.

"I had to take a drastic cut in salary," Mr. Shaker recalls, "but I had saved some money and we were able to get by."

He remained with Lorenzen & Thompson for 18 months and then joined Farm & Ranch magazine, where he stayed seven months. Late in 1950, he became a salesman in the Chicago office of the Katz Agency.

His long tenure with CBS-TV began in 1952 when he joined CBS-TV Spot Sales in Chicago. In 1953 he was transferred to the New York office and remained there for almost three years.

Colleagues remember him as "alive, hard-working and enthusiastic," and in recognition of his potential, he was appointed general sales manager of WXIX-TV Milwaukee, the first network-owned and operated uhf station in the country. He recalls that this CBS-TV station was "successful" in competition with the three vhf stations in the market.

In April 1957, he returned to New York as account executive for CBS-TV and in 1959 was promoted to director of program sales for the tv network.

Last spring when ABC-TV decided to establish its own representative company for its owned stations, Mr. Shaker was approached to head the operation. He accepted with "mixed emotions," explaining:

"I viewed the job as a tremendous challenge, but it was difficult to leave such good and helpful friends at CBS-TV as Jim Aubrey, Tom Dawson and Craig Lawrence. But it was flattering that executives here at ABC, including Leonard Goldenson, Si Siegel and Tom Moore thought I could do a job for them. They have given me wise counsel and all the assistance I need."

The new representative company did not start selling for the five ABC-TV o&o stations until this past fall, but Mr. Shaker is understandably proud that business in the final quarter was 25% over that of the comparable period of 1960, when the stations were represented on an individual basis. He is disturbed by the trend toward shorter schedules of spot purchases by advertisers, since he believes that repetition is important, and one of the most valuable ingredients in any successful spot campaign.

Spot television can boost its revenue by seeking out new kinds of advertisers, according to Mr. Shaker. He is convinced that department stores, for example, can be persuaded to use tv in combination with print through the purchase of saturation spots calling attention to the stores' advertisements in newspapers.

Mr. Shaker belongs to the Tokeneke Club in Darien, Conn., where he lives, and the Academy of Television Arts & Sciences. His favorite pastimes are skiing, bridge, boating and tennis.

Despite a rigorous working schedule, Mr. Shaker manages to spend a good deal of time with his family. He includes his wife and three children—Susan, 14; Theodore F. Jr. (called "Fritz"), 12, and John, 8—on ski jaunts and boating trips.
EDITORIALS

Repeal of Sec. 315

IF broadcasters are to provide meaningful coverage of the 1962 election campaigns, they need to get from this Congress what no other Congress has been willing to give. They need permanent relief from the debilitating effects of Sec. 315, the political broadcasting law.

There will never be a more favorable atmosphere in which broadcasters can approach a Congress. President Kennedy has repeatedly endorsed political debates, which can be made possible only by repeal of the equal time law, and last week his news secretary, Pierre Salinger, said the President favored debates featuring candidates for federal, state and local offices.

It was because of a temporary suspension of the law in its application to presidential candidates that the Kennedy-Nixon debates of 1960 were possible. If that suspension had not been granted by the Congress, every broadcaster who carried the Kennedy-Nixon debates would also have been obliged to carry debates featuring Martin Luther King, Derik Lee, Gov. Orville Faubus, Eric Haas, Farrell Dobbs, Dr. Rutherford B. Decker, J. Bracken Lee, C. Benton Colin and Merrit B. Curtis. All received some votes for President in the 1960 election and therefore qualified as candidates under the definition that a candidate is someone who can be voted for.

If Sec. 315 is not repealed this year, no broadcaster can allow the principal candidates for any office to debate without also obligating himself to give equal opportunities to every splinter candidate or nut who is running for that office. A great many offices are at stake in 1962—all the seats in the U.S. House, one-third of the seats in the U.S. Senate and unnumbered positions in state and local governments.

It is probable that the White House will make some last minute recommendations involving Sec. 315 as part of a larger program that is under study by a special commission. Last fall Mr. Kennedy formed a Commission on Campaign Costs which is to submit a report no later than April 30. Included in that report are bound to be recommendations on the use of television and radio by candidates.

But broadcasters cannot wait that long to begin their campaign in Congress. They must press for action now. The NAB has spoken strongly for repeal of Sec. 315, and it ought now to marshal its members for an organized presentation to Congress. The longer broadcasters delay, the less chance they have to provide responsible, intelligent coverage of next fall’s campaigns.

Unlocking uhf

FOR seven years prodigious but futile efforts have been made to induce manufacturers to produce all-channel receivers capable of tuning the full 82 channel television allocations and thereby to encourage development of the 70 uhf channels.

Manufacturers have resisted on constitutional grounds, arguing this would constitute interference with free competitive enterprise. Congress has been sympathetic but unwilling to venture legislation in this sensitive area. In 1955 Chairman Magnuson (D-Wash.) of the Senate Commerce Committee proposed a voluntary plan for all-band receivers, offering, as inducement, repeal of the 10% excise tax on such sets while retaining it on uhf-only models. This died aborning because the Treasury said it couldn’t afford to lose the revenue.

There is reason for optimism at this new session of Congress. FCC’s young and embattled chairman, Newton N. Minow, has made the all-channel receiver his agency’s No. 1 legislative goal. Competent lawyers, in and outside of government, insist that such legislation is constitutional under the power given Congress to regulate interstate commerce. Prompt hearings are promised in the House on several pending bills which, among other important considerations, would require all-channel sets when sold in interstate commerce.

We agree with Mr. Minow’s objectives, just as we had agreed with his predecessors’. This is not to say that we concur in all of his arguments, however, or in the bare bones bill drafted by the FCC.

It is necessary to provide greater opportunity for more stations, and the all-band receiver would accomplish this. The alternative is more stringent regulation, if that is conceivable. In its 1952 final allocations, the FCC thought it had provided assignments to accommodate foreseeable allocations demands. But the land-rush came for uhf channels in the most desirable markets, and many uhf stations went dark because of lack of “circulation” and economic support. Other uhf construction permits were turned back because of these experiences.

Although all-channel legislation is just as controversial this session as it has been during the past three Congresses, another significant action has aroused this new Congress. Last July, the FCC initiated proceedings for the deintermixture of eight cities by proposing to withdraw their single uhf assignments. Nine bills and resolutions have been introduced in the House to block the deintermixture moves, and five of these incorporate the all-channel set proposals, these aside from the bill introduced in the Senate and House at the request of the FCC that relates only to the all-channel legislation.

If the bill introduced by Rep. Roberts (D-Ala.) and strongly supported by his colleagues in the eight cities marked for deintermixture is passed, it would accomplish the result sought by the FCC—mandatory manufacture of the all-channel receiver. But it would do much more. It would knock out the eight deintermixture cases and presumably future uhf deletions (except for reasons other than technical allocations). It would limit the FCC’s authority over manufacturers to the all-channel television receivers.

It is this bill, we believe that warrants prompt consideration by Congress and the support of all television broadcasters, as well as of the FCC.

"Remember that couple who won our 'Trip to Las Vegas' contest?"
The air is filled with new KPRC-TV spots!

Literally thousands of these fabulous new spots have been bought since their introduction. And no wonder! KPRC-TV Spots are incredibly effective, beautifully true. And, you'll be amazed at their brightness, even after weeks of play. Discover the difference this new announcement can make in your sales game. Buy the new KPRC-TV SPOT! Sold at Edward Petry & Company pro shops and unconditionally guaranteed!

KPRC-TV

sets the pace in Houston sales
“We have never used anything but RCA Camera Tubes,” says Jacob Mathiot, Chief Engineer, WGAL-TV, Lancaster, Pennsylvania.

From 12 years of telecasting experience, WGAL-TV pays tribute to RCA camera tube quality. They know, for example, about top performance and long life in RCA Image Orthicons. It's no wonder that RCA-4401's were selected when the studio began color programming in Sept. 1960.

The initial tube complement, two sets of three RCA-4401's, is still in each camera. With more than 555 hours already logged, these Image Orthicons are contributing to WGAL-TV's (and RCA's) reputation for dependability—even when operating at light levels well below that required of other Image Orthicon types.

WGAL-TV originates 10 hours a week of local color programming. This gives the Pennsylvania Dutch country more than the national weekly average of color television. As Mr. Mathiot attests, WGAL-TV relies exclusively on RCA Camera Tubes.

Take your cue from WGAL-TV. Investigate the performance characteristics of RCA Image Orthicons with MICRO-MESH and SUPER-DYNODE design. Your RCA Industrial Tube Distributor is ready to help you. Call him today.

RCA Electron Tube Division, Harrison, N.J.

The Most Trusted Name in Television