



# BROADCASTING

THE BUSINESS OF

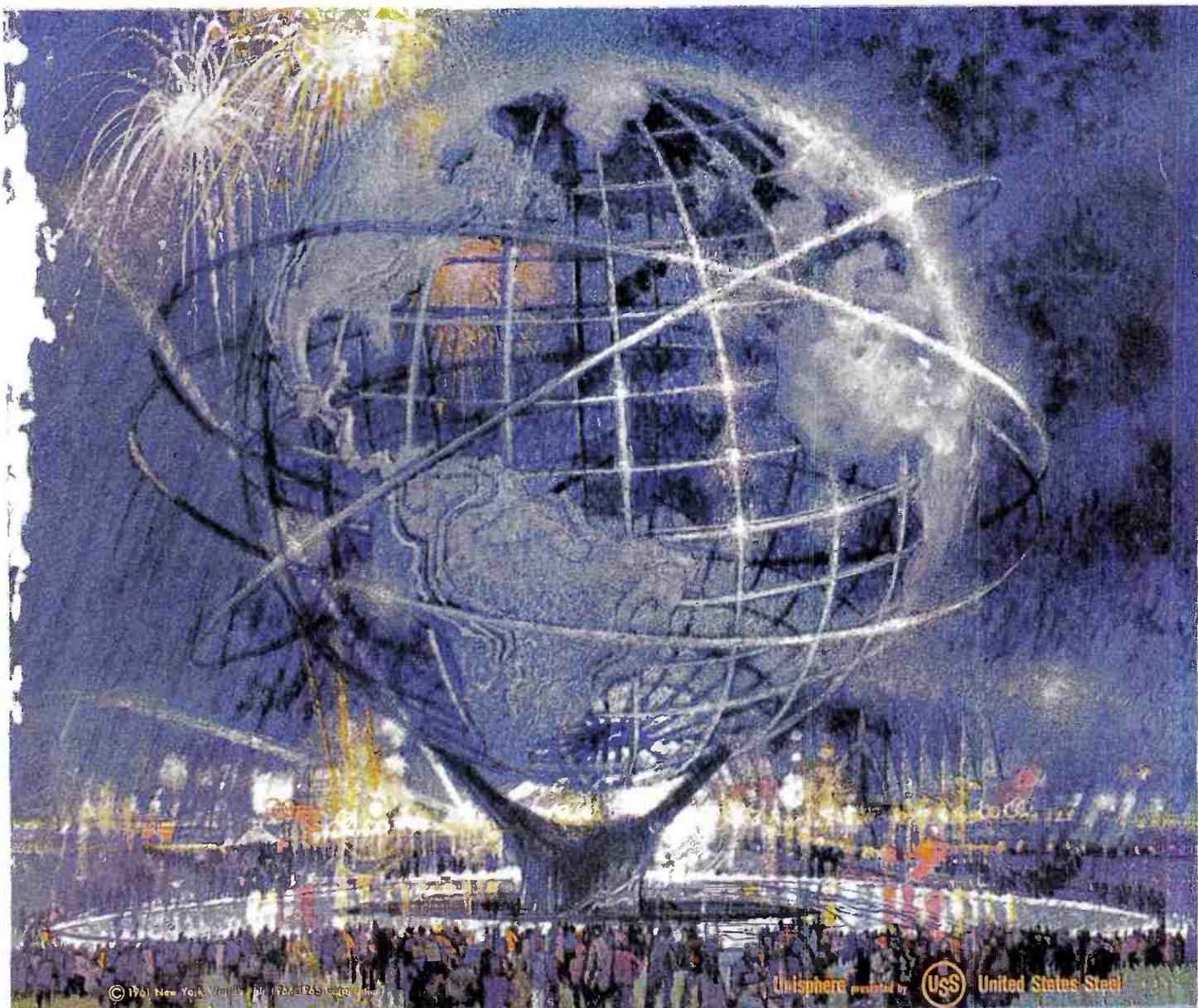
TELEVISION AND RADIO

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 DEC 31 1962

DECEMBER 31, 1962

Major radio-tv account switches during '62 involve \$85 million in time sales . . . . .	19	RCA sales in '62 run \$1.7 billion as firm chalks up best year . . . . .	52
Auto makers spending more and more for tv; Ford and GM top list . . . . .	26	Minow yearend report cites FCC clampdown on broadcasters . . . . .	36

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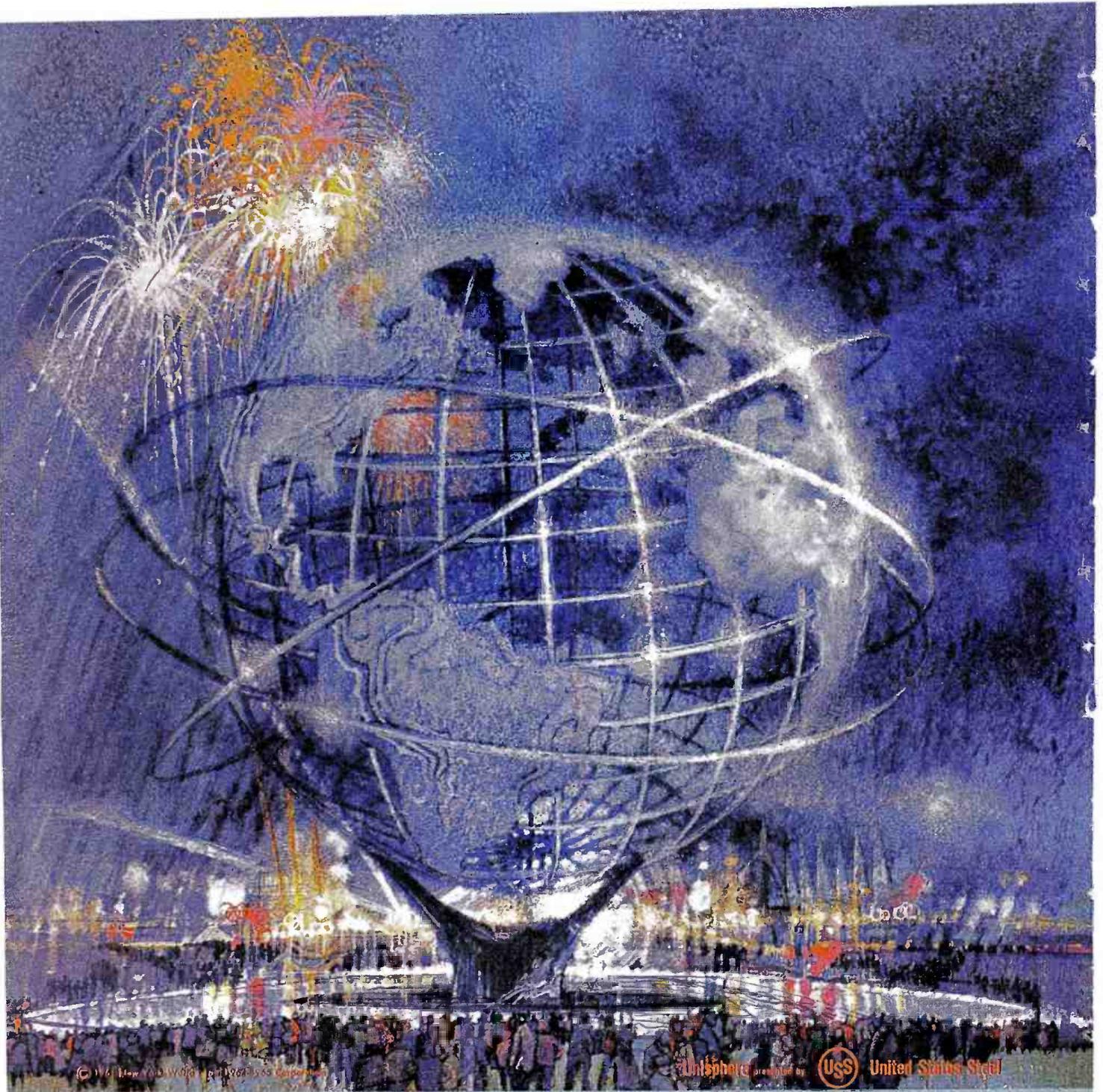
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## EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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



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## SPOT TV • MODERN SELLING IN MODERN AMERICA

KOB-TV ..... Albuquerque  
 WSB-TV ..... Atlanta  
 KERO-TV ..... Bakersfield  
 WBAL-TV ..... Baltimore  
 WGR-TV ..... Buffalo  
 WGN-TV ..... Chicago  
 WFAA-TV ..... Dallas  
 KDAL-TV ..... Duluth-Superior  
 WNEM-TV ..... Flint-Bay City  
 KPRC-TV ..... Houston  
 WDAF-TV ..... Kansas City  
 KARK-TV ..... Little Rock  
 KCOP ..... Los Angeles  
 WISN-TV ..... Milwaukee  
 KSTP-TV ..... Minneapolis-St. Paul  
 WSM-TV ..... Nashville

WVUE ..... New Orleans  
 WTAR-TV ..... Norfolk-Newport News  
 KWTW ..... Oklahoma City  
 KMTV ..... Omaha  
 KPTV ..... Portland, Ore.  
 WJAR-TV ..... Providence  
 WTVD ..... Raleigh-Durham  
 WRCC-TV ..... Rochester  
 KCRA-TV ..... Sacramento  
 KUTV ..... Salt Lake City  
 WOAI-TV ..... San Antonio  
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 WNEP-TV ..... Scranton-Wilkes Barre  
 KREM-TV ..... Spokane  
 WTHI-TV ..... Terre Haute  
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Spot Television is selling the markets of America today and tomorrow. It's the most flexible of all advertising media for saturation and dynamic impact. You'll find these quality stations offer the best of Spot Television in their respective markets.

TELEVISION DIVISION



THE ORIGINAL STATION REPRESENTATIVE

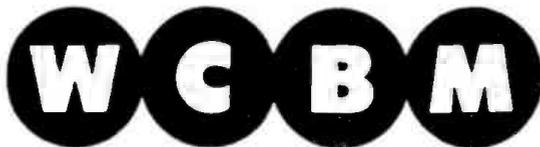
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## PURCHASING AGENT

Meet the family's purchasing agent. She buys and buys and buys . . . foods, drugs, clothing and the hundred and one miscellaneous items her growing family constantly needs. She must handle the family budget! She must know what to buy! When to buy! Where to buy! She is **your** market! Reach her—and thousands like her—in the Baltimore metro-

politan area every day—on WCBM. She prefers WCBM's adult-level radio programming—the news—the music—the personalities—the programs! No doubt about it the big spenders are here—and WCBM Radio best delivers your message to them! Put WCBM at the top of your schedule in this growing market!



*National Sales Representative*

**Metro Broadcast Sales**

A SERVICE OF METROPOLITAN BROADCASTING

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



more  
**COSMETIC**  
**SALES**  
 per dollar

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

# WGAL-TV

## Channel 8

### Lancaster, Pa.

NBC-CBS Programs

STEINMAN STATION • Clair McCollough, Pres.

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

## Cowles buys out Wooten

Sale of WREC-AM-TV Memphis by Hoyt B. Wooten, founder and sole owner, to Cowles Magazines and Broadcasting Inc., for \$8 million cash was negotiated last week. Transaction, subject to FCC approval, was completed in Memphis by Mr. Wooten and Luther Hill, vice president of Cowles and president of its broadcasting division. Transfer applications will be filed in 10 days. Mr. Wooten, who founded WREC in 1922 and ch. 3 WREC-TV in 1956, will continue on board of WREC Broadcasting Service Inc., which will become subsidiary of Cowles. Charles Brakefield, commercial manager, will be vice president and general manager under Cowles ownership and Jack Michael will be vice president and program director. They are sons-in-law of Mr. Wooten.

*Four years ago Mr. Wooten entered agreement to sell stations to Cowles, but deal was cancelled by mutual consent. Mr. Wooten then owned properties as individual and subsequently formed corporation in which he held 100% of stock. Cowles M&B, headed by Gardner Cowles, owns KRNT-AM-TV Des Moines, plus Look and other magazines and newspapers. Affiliated in ownership are properties headed by John Cowles, Gardner's brother, which include 80% of KTVH-TV Hutchinson-Wichita, Kansas and 47% of WCCO-AM-TV Minneapolis, through Minneapolis Star & Tribune Co.*

## Greener pasture

There's tempting job available to FCC Chairman Newton Minow if he quits government. It's high executive post with Encyclopedia Britannica Inc., Chicago, which Mr. Minow represented as lawyer before he took FCC job. Principal stockholder of EB is former Sen. William Benton, co-founder of Benton & Bowles, and president is Maurice B. Mitchell, onetime president of predecessor to Radio Advertising Bureau and neighbor of Mr. Minow before latter moved to Washington.

*Mr. Minow's term runs until June 30, 1968, but he's indicated privately that's longer haul than he can afford on his government salary of \$20,500 a year. Although his profession is law, he is said to fancy business career as sequel to government service.*

## False alarm

Report, of mysterious origin, was being circulated among NAB members last week to effect that LeRoy Collins, NAB president, shrewdly decided to urge self-restraints on cigarette adver-

# CLOSED CIRCUIT®

tising because he had inside information on imminent release of government report linking smoking and cancer. Only trouble with that story is it isn't true. Fact is that 10-member committee named by Surgeon General Luther L. Terry last month to study smoking-and-health question isn't expected to report for at least six months, and at this point committee hasn't faintest idea what it'll find.

*One version of cigarette story had added angle: that all three television networks had quietly begun to shift cigarette accounts out of early evening time. Highest network officials deny it.*

## Test tube sales

New insight into comparative sales effectiveness of television and other media may emerge from studies being conducted by duPont. Big chemical company has hired Simulmatics Corp. to use its computers to "simulate" population in given areas, "expose" them to different media combinations and see which mix "produces" most sales. Tests use Simulmatics' "Media Mix" system (BROADCASTING, May 28), which also is expected to be signed shortly by agency clients for use in laying out ad campaigns.

## Grand slam

NBC-TV is off to early start in selling its baseball package—Major League Baseball—that begins April 13. It already has P. Lorillard Co. buying into NBC-TV's series for first time. Purchase, which includes one-eighth of 50-game series on lineup of more than 100 stations, comes month ahead of sales signings last season when first sales were being made in late January. Agency for Lorillard is Grey Adv., New York.

## Courting call

Unpublicized meeting was held last Friday between officials of NAB and of National Community Television Assn. to explore differences between trade associations on catv legislation endorsed both by FCC and by NAB and strongly opposed by NCTA as well as by numerous broadcasters who also hold catv interests. Legislation would not license catv operators but would permit FCC to control systems where there would be duplication of service from outlying stations to detriment of existing tv stations in area wired for catv.

*Principals at Friday meeting at NAB headquarters were Vincent T. Wasilewski, NAB executive vice pres-*

*ident, backed by legal and legislative representatives, and William Dalton, president of NCTA, and Robert D. L'Heureaux, NCTA general counsel. NAB will submit report to joint NAB board of directors meeting in Phoenix during week of Jan. 14. NAB members interested in catv who urged exploratory meeting contend that differences between groups are minor and that there is no peril to broadcasters that justifies legislation and dangers inherent in inducing FCC to consider economic factors in broadcast matters.*

## Fm confusion compounded

Those fm allocations issued by FCC two weeks ago (BROADCASTING, Dec. 24) aren't as tidy as they looked. In case after case, assignments play hob with mileage separation standards. This is particularly true where existing fm stations were grandfathered in. Result is that many new fm stations may have to locate transmitters 20 miles or more out of community they wish to serve.

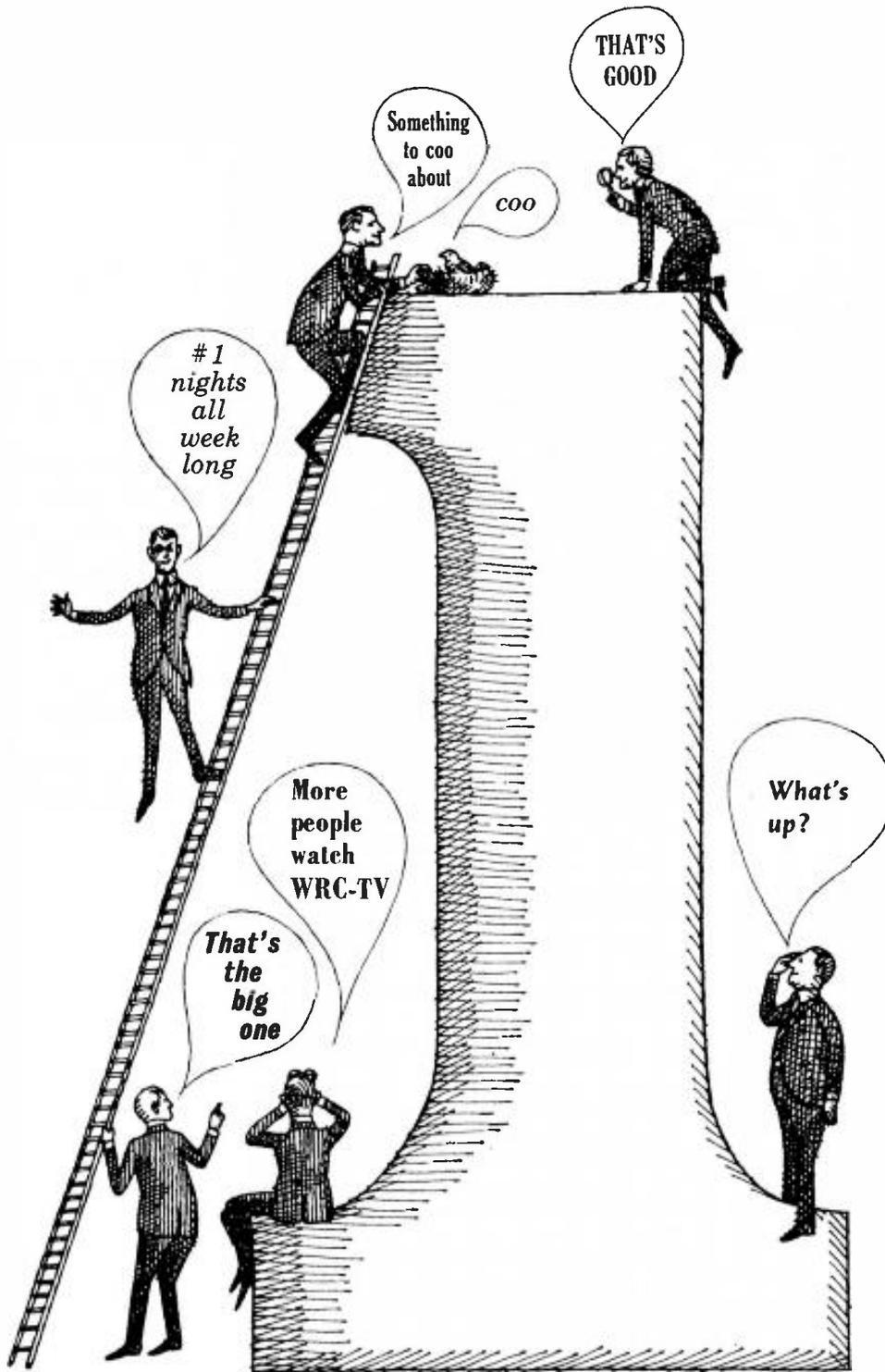
*One applicant found channel meeting all criteria to work in certain market. But in fm allocations table that channel is assigned to neighboring community and frequency assigned to desired area isn't as good. What to do? Applicant obviously must now ask for rule-making proceeding to have channels switched (with grave fears this may spark complicated chain reaction)—all adding to cost of pursuing application.*

## Technical error

NAB's front office seems convinced its two-year slight of technical activity in broadcasting was mistake. Within fortnight association is expected to revive its Engineering Advisory Committee, abandoned in 1961. Engineering Conference during annual convention week is one of NAB's most profitable and best public relations functions.

## Word from the top

Corinthian station group is exploring idea of editorializing on regular basis. No decision yet, however, and no target date has been fixed. Unusual twist under consideration is that editorials from *New York Herald-Tribune*, whose owner John Hay Whitney is also chief owner of Corinthian, might be read daily or regularly on Corinthian stations as expression of those stations' views on national and international affairs. No decision yet on that point, either.



**WRC-TV... Washington's #1 night spot.** The latest available market report tells the story! From 5 p. m.—when Mickey Mouse Club doubles the rating of its nearest competitor—WRC-TV is first in total homes in all major areas of programming all evening long (5 p. m.—1 a. m., Monday through Sunday average\*). Local, syndicated, network...WRC-TV rates #1 in reaching and holding homes in the Washington area. Identify your product with the big #1 in the nation's #10 market.

\*ARB, November 1962

**WRC-TV** 

IN WASHINGTON CHANNEL 4  
NBC OWNED  
REPRESENTED BY NBC SPOT SALES

BROADCASTING, December 31, 1962

# WEEK IN BRIEF

Fewer account shifts among major agencies occurred during the year, but they involved \$85 million or 53% of total radio-tv time sales. The drop in agency changes is seen as a symbol of stability. See lead story . . .

## FEWER AGENCY CHANGES . . . 19

The automotive industry is increasing its use of television, according to Television Bureau of Advertising. An analysis of where motor makers spend their money. Ford and GM are the largest such advertisers. See . . .

## HEAVIER AUTO TV SPENDING . . . 26

RCA had its finest year in 1962, according to the annual report by Gen. Sarnoff. All company records were beaten as sales run \$1.7 billion. This is 10% above 1961 and the operating profits are up 40%. See . . .

## RCA SALES, PROFITS UP . . . 52

The boss himself describes 1962 as a year in which the FCC clamped down on broadcasters. Chairman Minow cites "stiffening enforcement actions on stations" in his annual report covering the year's actions. See . . .

## FCC TOUGHER IN 1962 . . . 36

A new concept of tv markets is offered by Roger Cooper, of KCRA-TV Sacramento. He would allocate each county to the television market whose stations get the largest share of audience in the county. See . . .

## NEW TV MARKET DEFINITION . . . 22

ABC Radio came up with a nice 30% sales gain in 1962 but President Pauley isn't at all satisfied. He feels that network radio sales are only a fifth of what they should be. Prospects for 1963 are good. See . . .

## ABC RADIO OPTIMISTIC . . . 28

At last something's being done to bring about an understanding of broadcast problems among public service organizations who ask for and receive station time: NAB plans a public service institute Feb. 7-8. See . . .

## USING PUBLIC SERVICE TIME . . . 33

Television production anywhere. That's the job of Tele-Tape Productions, specializing in on-location tv recording. In 1962 its equipment traveled 50,000 miles, including the Perry Como program at Gitmo. See . . .

## TV TAPE ON THE ROAD . . . 50

The alternative is not to leave town. But if you must travel it's necessary to get acquainted with the new and tougher expense account rules. At least they're not quite as bad as the proposed IRS version. See . . .

## IRS RETREATS ON EXPENSES . . . 53

Production of tv sets and dollar volume of sales were up sharply last year, according to Electronic Industries Assn. Radio rose, too, though the upward move wasn't as spectacular as was the case in tv. See . . .

## SET OUTPUT EXCEEDS 1961 . . . 40

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### **BROADCASTING** THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS, Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$7.00. Annual subscription including Yearbook Number \$12.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number \$5.00 per copy.

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



## HOW DO YOU MEASURE A BROADCASTING STATION?

There are some things which competent audience survey organizations fail to measure. Like a little girl in a bonnet . . . an enchanted little girl who sees her image on a television monitor . . . or a queue, three persons abreast and one-third of a mile long, waiting an hour to gain admittance to an open house at our studios.

Don't get us wrong. WTIC-TV is the outstanding leader in ARB and Nielsen surveys of our area . . . and Alfred M. Politz has clearly proved that WTIC Radio is without peer in the southern New England area . . . and we value each of these services.

But a little girl in a bonnet reaffirms the sense of responsibility we always have exercised as broadcasters . . . by reminding us of the awesome trust which our viewers and listeners repose in our station.

WTIC  TV3/AM/FM

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Richter & Parsons, Inc.  
WTIC AM-FM is represented by the Henry I. Christal Company

## NAB asks for end of FCC's am freeze

End of FCC freeze on am station grants is to be asked by NAB at joint conference with commission to be held Jan. 7-8 in Washington, according to NAB board sources.

Two-day shirtsleeve session, proposed at NAB convention last spring by FCC Chairman Newton N. Minow, will deal with problem of am radio-station overpopulation and means to solve it.

NAB's position, it's understood, will flatly oppose limitation on number of stations in given market. Association is said to feel proper climate for radio stations can be attained without basic changes in free enterprise system.

Association's position, stated privately to members of its board of directors, contains recommendations dealing for most part with engineering rather than economic aspects of problem.

NAB's radio development subcommittee completed association's presentation, except for details, at Dec. 20-21 meeting held in Washington (BROADCASTING, Dec. 24).

## ITU must cut demands, paper spokesman says

There'll be no progress toward settlement of current New York newspaper strike until striking International Typographical Union lowers its demands, Audey Bradford, chief negotiator for Publishers Association, said in special statement and interview taped by WHN New York for broadcast Friday night.

Asked whether some newspapers might fail to survive strike, he said papers can better survive a long strike than accept current ITU demands (early story page 27).

WHN said it had offered its facilities to both sides; that ITU wanted to debate but Publishers Association did not. Offer of time to ITU for statement of its position still stands, station reported.

## Irion favors N.M. for Santa Fe ch. 2

New Mexico Broadcasting Co., licensee of KGGM-AM-TV Albuquerque, would receive grant for ch. 2 in Santa Fe, N. M., under initial decision released Friday by FCC Hearing Examiner H. Gifford Irion.

Following withdrawal of KFUR-TV, permittee for ch. 11 Santa Fe, New Mexico Broadcasting was only ch. 2 applicant (BROADCASTING, Nov. 5). Examiner found in favor of KGGM-

## Tv in the House?

Broadcast newsmen on Capitol Hill will try to show House Speaker John W. McCormack (R-Mass.) this week how tv cameras, microphones can be used at committee hearings, possibly at House sessions, too, without demeaning dignity of that legislative body.

Newsmen hesitate to speculate on outcome of forthcoming meeting with speaker, but there is feeling he may be more amenable to change from "Rayburn rule" prohibition now that speaker has full session of experience behind him. He is thought to be willing to be convinced and told newsmen he was "glad to discuss it" when approached on subject.

TV on remaining issue—waiver of overlap rule. New Mexico Broadcasting also owns KVSF Santa Fe and will operate KVSF-TV as part-time satellite of KGGM-TV.

Two earlier groups held permits for station on ch. 2 in Santa Fe but both voluntarily surrendered construction permit without ever building station. KFUR-TV has not started construction of its ch. 11 station.

KVSF-TV will program 54 hours weekly at start, 4½ hours of which will consist of local Santa Fe programming and rest duplication of KGGM-TV.

## FCC okays WXLW sale

FCC Friday approved sale of 80% of WXLW Indianapolis by Lyman S. and Frederick M. Ayres, F. Eugene Sandford and Edwin E. Weldon to Robert D. Enoch, present 20% owner, for \$675,000.

## N.Y. strike hardships hurt radio-tv, too

Most New York radio and tv stations will be happy to see New York newspaper strike end, but their business reasons are different.

On whole it's costing tv stations more to supply extra news coverage than they're getting back in extra retail business, often because they already were so nearly sold out they couldn't accommodate much extra.

Contrasting with tv's "losses," which on one tv station reportedly approach \$40,000 to \$50,000 per week, major radio stations appear to

## Beelar nominated for top FCBA post

Donald C. Beelar, partner in Washington communications law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, has been nominated to be president of Federal Communications Bar Assn. He will succeed Harold E. Mott.

Elections will take place at annual meeting of FCBA on Jan. 25, prior to annual banquet.

Other nominees: Thomas W. Wilson, first vice president; Maurice M. Jansky, second vice president; Philip Bergson, secretary; Herbert Schulkind, assistant secretary; Ernest Jennes, treasurer.

For three-year terms on executive committee: Warren E. Baker and Marcus Cohn. For two-year term on executive committee (if Mr. Jansky is elected): W. Theodore Pierson.

## Metromedia opposes public records plan

FCC's proposed rule to require broadcasters to keep records on file for public inspection was opposed by Metromedia Inc. in comments filed with commission Friday. Deadline for comments on proposal has been extended to Jan. 18 (see story page 38).

Metromedia said proposed requirement that licensees maintain reference room where public can examine copies of their various FCC filings would be burdensome and costly to stations without having any favorable effect on their broadcasting service.

Company said much of material that would have to be available for public scrutiny bears little relationship to station's service, and much of it is highly technical.

Metromedia said time and effort that

be turning pretty profit; they had more availabilities than tv and they got much more business. Yet they feel that they're apt to make enemies, because if strike drags on into January they'll have to start dumping strike accounts to make way for returning national business.

They're concerned too, lest new-to-radio retailers get poor results because they don't know how to use radio and hence become permanently—and needlessly—soured on radio medium.

would be needed to maintain reference room could be better spent in improving station's broadcasting service.

Metromedia said any change in rules should be in nature of liberalization. Company said existing stations, at least, should not be required to publish in newspapers notices of applications filed with commission.

Metromedia said it's "demeaning" to be required to advertise in competing medium, plus being costly and not effective.

Elimination of this requirement for existing stations, Metromedia said, would eliminate "needless" diversion of money.

## Mobile users repeat plea on chs. 14, 15

Mobile radio users have asked FCC once again to hold hearing on their request that chs. 14 and 15 be re-assigned to mobile communications use.

Replying to comments filed with commission in opposition to original petition (BROADCASTING, Dec. 10). William J. Weisz, chairman of land mobile communications section of Electronic Industries Assn. and vice president of communications division, Motorola Inc., urged FCC to conduct "an open forum to consider general and complete spectrum relief for the land mobile radio services."

To argument that reallocation of chs. 14 and 15 would be contrary to will of Congress (see page 36), Mr. Weisz answered:

"We doubt [that] a serious argument can be supported that Congress . . . intended to limit the authority of the commission for determining and adjusting the changing requirements of our society on the radio spectrum. . . .

"We further believe that it was not the intent of Congress to establish a 'magic' number of 82 television channels, but rather its intent to foster and encourage the growth of uhf television."

## Court backs NBC-TV in pro grid blackout

Federal court decision issued last Friday (Dec. 28) gave NBC the right to "black out" the New York area for telecast of the championship football game between New York Giants and Green Bay Packers yesterday (Dec. 31).

U. S. District Court Judge Edward Weinfeld denied motion for injunction made by three Manhasset, L. I., football fans, who claimed blackout violated their constitutional rights and anti-trust laws. Judge Weinfeld noted that Congress had authorized 75-mile blackout, adding that if relief is warranted in terms of public interest, it should come from Congress and not from courts.

## WEEK'S HEADLINER

**Roy Huggins**, executive producer of *The Virginian*, 90-minute weekly tv series produced at Revue Studios, elected vp of both MCA Artists Ltd. and Revue. Prior to joining Revue last summer, Mr. Huggins was vp in charge of tv production at 20th Century-Fox and before that had spent five years at Warner Bros., where he created and produced two successful series: *Maverick* and *77 Sunset Strip*. Latter was based on series of novelettes Mr. Huggins wrote for *Saturday Evening Post*.

## GOP still not sure about 'fireside chat'

Whether Republicans would formally ask tv networks for opportunity to present GOP sequel to *A Conversation with the President* (BROADCASTING, Dec. 24) remained uncertain Friday.

Republican National Committee was still discussing problem at week's end, indicated nothing was firm yet. Planned GOP meeting was snowed-out in capital's pre-Christmas storm. Rescheduling was mixed up in holiday vacation period, so Republicans looked to return of lawmakers next week before announcing final word.

Some Republican lawmakers have been pressing national committee for action, an equal time request, but GOP was unsure who could be proper spokesman for party among multitude of Republican voices.

Printed report that networks had agreed to provide equal time was denied Friday by spokesmen for each of tv networks.

NBC-TV said, however, it's doing show called "The Loyal Opposition" on *Chet Huntley Reporting* Jan. 15, but that it'll have nothing to do with reply to President's chat. Based on JFK's Jan. 10 State of the Union message, show will feature Pennsylvania Gov. William Scranton, about three other Republicans commenting on message.

## Relay fails again after 8-day 'rest'

Drop in power voltage of Relay communications satellite Friday dashed hopes of scientists that weakness might be overcome through eight-day "rest." Power of Relay, which developed trouble after being launched into orbit two weeks ago (BROADCASTING, Dec. 17), failed within 24 hours after rest when it was switched on again.

Malfunction, National Aeronautics & Space Administration scientists believe, is at one of satellite's communications transmitters. Plan is to wait, try Relay in another week.

## Two new city areas formed in Virginia

Two new cities, large in area but limited in population, have been added to already complex municipal structure in Virginia, effective Jan. 1. They're actually part of million-population Norfolk-Newport News-Hampton-Portsmouth-Virginia Beach market.

New cities are Chesapeake, merging South Norfolk and Norfolk County, and Virginia Beach, merging that resort city and Princess Anne County.

New Virginia Beach will be 255 square miles in area, becoming seventh city in U. S. on square-mile basis. Present population of new city is 88,000. It includes resort area, farms and forests, with \$30 million farm income.

City of Chesapeake has population of 75,000. It too has extensive farm economy as well as vast Dismal Swamp. Its area totals 342 square miles, second only to Los Angeles.

Formation of Virginia Beach and Chesapeake is ascribed to desire to prevent annexation by Norfolk and Portsmouth.

## Rep group in Atlanta elects Sierer as head

Joseph H. Sierer, Edward Petry & Co., was elected president of Radio & Tv Representatives Assn. of Atlanta. He will direct association's activities in its sixth year.

Other officers elected: H. W. Maier, Blair Tv, vice president; James T. Lewis, George P. Hollingbery Co., secretary-treasurer. Members of board: Bernard I. Ochs, Bernard I. Ochs Co.; James Thrash, Television Advertising Representatives; William T. White, Advertising Time Sales; Richard N. Hunter, George P. Hollingbery Co.

## KETV (TV) Omaha owner named in contract suit

Peter Kiewit Sons Co., Omaha contracting firm which purchased *Omaha World-Herald* and KETV (TV) for reported \$41.4 million this fall (BROADCASTING, Nov. 5), World Publishing Co., former owner and W. Dale Clark, World board chairman, were named as defendants in \$1.2 million breach of promise suit filed Friday in federal court at Lincoln by Joseph A. Neff, New York broker. Mr. Neff claims sum represents his commission on original sale he says he negotiated between World and Samuel I. Newhouse.

## WSAR to Yankee Network

WSAR Fall River, Mass., owned by K&M Publishing Co., joins Yankee Network, effective Jan. 1. Addition of 5-kw outlet raises Yankee Network's membership to 31.



Teen-Views . . . a Junior Achievement company sponsored and advised by WOC-TV . . . was a junior television company in every respect. For a period of seven months, these students carried on every TV operation; programing, writing, producing, directing, performing and selling (at a profit). Judged the top<sup>2</sup> JA Company, WOC-TV is proud of these youngsters who have demonstrated — and learned — free enterprise.

<sup>2</sup>Scott County JA Company of the Year  
 Top JA Company — 10 State Region  
 First place in regional competition  
 Entered in competition for National JA Company of the Year

WOC-TV is more than a member of the community . . . it's a member of the family. With responsible local programing, 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 has an effective buying income of \$6,091\* and part of what and why they spend is activated by what they see and hear on WOC-TV.

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

For full information about WOC-TV, see your PGW Colonel . . . today!

\*Sales Management's "Survey of Buying Power — 1962"



Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

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

# IN MEMPHIS



## Times

HAVE CHANGED  
... AND SO HAS

# WMC RADIO



Years ago, the faithful almanac was one of the best sources for weather conditions. It told what the weather would be on a particular day . . . maybe!

Today the Mid-South turns to WMC Radio for weather forecasts so timely and accurate the almanac has virtually become a collector's item. On WMC Radio, you hear the latest weather conditions at a quarter past and a quarter to every hour and the temperature readings after every record.

Yes, times have changed and so has WMC, but the leadership you've learned to expect during WMC's nearly 40 years of broadcasting continues without change.

## WMC/MEMPHIS

NBC

790 KC  
5,000 WATTS



# DATEBOOK

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

\*Indicates first or revised listing

## JANUARY 1963

Jan. 1—Deadline for domestic entries for third International Broadcasting Awards competition of Hollywood Ad Club. Foreign entries are due Jan. 15. Entries should be sent to IBA, P. O. Box 38909, Hollywood 38, Calif.

Jan. 7-8—NAB-FCC joint conference on am growth problems. Conference is open to all interested parties.

Jan. 9—Reply comments due at FCC on proposed allocation of frequencies for space communications.

\*Jan. 10—Deadline for 1962 entries for George Foster Peabody Radio and Television Awards. Entries should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia, Athens, Ga.

Jan. 10-19—International Television Festival of Monte Carlo, Monaco.

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

Jan. 12—Florida Assn. of Broadcasters board of directors meeting, Cherry-Plaza, Orlando, Fla. Orlando broadcasters will host a "hospitality hour" at 6 p.m. Board meets at dinner, 7 p.m. FAB members are invited to send President Joe Field or Executive Sec. Ken Small suggestions for items to go on agenda.

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

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

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

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

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

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

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

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

\*Jan. 21—Deadline for comments to FCC rulemaking proposals to allow (1) joint use of auxiliary tv stations and microwave facilities of closed-circuit etv systems for transmitting on parttime and secondary

basis to on-the-air etv stations and station to closed-circuit; and (2) make available 1850-1990 mc band to etv for extended range, closed-circuit purposes.

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

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

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

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

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

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

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

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

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

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

\*Jan. 30-Feb. 2—National Winter Convention on Military Electronics, Ambassador Hotel, Los Angeles. The convention is co-sponsored by the Los Angeles section of Institute of Radio Engineers and the National Professional Group on Military Electronics. General Bernard A. Schriever, commander of the U. S. Air Force Systems Command, and Major General Stuart S. Hoff, commander of U. S. Army Electronics Command, will be principal speakers.

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

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

## FEBRUARY

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

\*Feb. 1-2—Radio-Tv News Short Course, U. of Minnesota, Minneapolis. Sponsored by the university's School of Journalism and the Northwest Radio-Tv News Assn., the affair will include separate radio and tv news workshops, a series of presentations by Time-Life Broadcast Div., and the annual NRTNA banquet and news awards presentations.

## OPEN MIKE ®

### ANA-NAB meeting

EDITOR: We would appreciate permission to reprint the news article on the ANA-NAB meeting [BROADCAST ADVERTISING, Dec. 17].—*Alvin A. Dann, director of public relations, Assn. of National Advertisers Inc., New York.*

[Permission granted, with appropriate credit.]

### Useful

EDITOR: The BROADCASTING YEARBOOK is certainly a fine publication and most useful to us.—*Fred J. Archibald, General Motors Corp., Washington, D.C.*

[The 1963 YEARBOOK is now in the mails.]

### Proof of performance

EDITOR: Do you have studies showing how television advertising caused the sale of specific products at the retail level? To put the question another way, we seek the results of specific tests measuring the effect of television advertising on retail sales.

Studies involving fabricated metal products, particularly hardware, tools and/or cutlery is what we are looking for, but in the absence of studies for these products we will use what you can send.—*Elizabeth Champe, research librarian, Fuller & Smith & Ross, Cleveland.*

[Tear copies of several articles have been sent to Miss Champe.]

### Recommended

EDITOR: Your organization was recommended to me by the Federal Communications Commission in Washington as a source of information on radio advertising in the U.S.

My company is interested in this medium as a possible vehicle for reaching the women's and teen-age groups in the smaller towns . . .—*John Cooke, Manhattan, Albert Walk, Bray Co., Wicklow, Ireland.*

### Error in Texas?

EDITOR: I want to call your attention to an error in the A. C. Nielsen Co. county-by-county estimates of radio ownership in Randall County, Texas [SPECIAL REPORT, Dec. 17]. The error may be in calculation or in printing.

The tabulation shows 10,800 homes in the county, with 10,340 television homes (96%) and 8,520 radio homes (79%).

The 1960 official U.S. census showed Randall County with 9,708 homes, 9,408 radio homes (96.9%), 9,314 television homes (95.9%).

We know we could not have lost

BROADCASTING, December 31, 1962

January issue of

# TELEVISION

offers you these timely business articles

**BANNER YEAR FOR TV NEWS** *Television's journalism components have functioned with progressively increasing competence as the medium evolved. No one year better illustrated what TV can do—and does do—in bringing the world to its audience than did 1962. And as TV's performance brightened, so has it lengthened its advantages over competing news media, and so also did they seem to pale in comparison. The year, and the medium, in review.*

**THE RAPID MOVEMENT IN STILLS** *When TV first came along the men who used it were understandably enraptured by its ability to show what no other advertising medium (save the movies) could—movement. The advertising that was designed for it took full advantage of this TV uniqueness—until recently. Now a new school is emerging from the more conventional commercials, a school of strong design, highly influenced by still photography and print advertising design principles. This is what they're up to.*

**THE MEDIA COMPETITION: RADIO Part Three** *in TELEVISION MAGAZINE's continuing study of the media competition focuses this issue on the elder statesman of broadcast media, radio. It's a medium that has lagged far behind in the national competition since its kid brother, television, came along to entice away its primary audience and its principal customers. Change was called for in radio, and change there's been. This special report recounts these changes in full.*

**ON THE FRINGE** *Television can be big business to a little business, too. Here's another behind-the-scenes report on a segment of the TV industry which performs indispensable functions amid a minimum of fanfare. They're the independent entrepreneurs who furnish television its cigar store Indians, its special hair-dos, its llamas and all the myriad items that TV producers and advertising men can't keep in the back room but can't do without.*

PLUS the unusual regular departments: **FOCUS ON BUSINESS . . . PEOPLE . . .** and **NEWS; PLAYBACK**—comment & criticism about tv; **TELE-STATUS**—exclusive estimates of tv homes.

**TELEVISION MAGAZINE** is edited for an audience that comprises all people who contribute work or money to television and who are serious enough about it to spend an hour or two a month enlarging their knowledge of television. It is distinguished by thoughtful writing and fine illustration set in a handsome format.

START YOUR SUBSCRIPTION WITH THE JANUARY ISSUE



Television Magazine, 444 Madison Ave., New York 22, N. Y.

Enter one year subscription for—

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Sent to Home Address \_\_\_\_\_

\$5.00 enclosed  Please bill

## A no-tinkering tv policy won appreciation where it counts

As I write I hear the sound from a television set in my 11-year-old daughter's room, two closed doors and approximately 20 feet away from my study. My daughter has just seen—and I have just heard—a commercial directed to her mother.

Her mother is reading in another room, and she may have heard, but certainly not seen, the commercial. My heart is full of compassion for the marketing manager of the company sponsoring the program. My daughter is enjoying it, but she's not a customer. What a risky business television advertising really is, after all!

Our company is very much involved in this risky business. We manufacture three national cigar brands, Dutch Masters, El Producto and Muriel, and a number of other substantial regional brands, La Palina, Harvester and Lovera cigars. All use tv, but we spend the most on the three national brands.

We are completing our best sales year in history. We show a substantial increase in an industry that is going to have only modest gains this year. Our tv advertising, though not of itself responsible for our increases, is certainly playing an important role in our overall marketing program.

Among our tv sponsorships are two programs on ABC-TV that seem to be unusual in contemporary tv. They are the once-a-month Sid Caesar specials, sponsored entirely by Dutch Masters cigars, and the Edie Adams specials, presented by Muriel Cigars.

What's so unusual about them? Well, who ever heard of half-hour specials? The usual time is an hour or 1½ hours.

Nevertheless, our half hours fit the special category in that they appear only monthly and in various time slots pre-empted from regular shows.

We also think they are special in what they do. Essentially, they present the personality of a single artist. This does not preclude guest stars (and both shows have other cast members), but each Sid Caesar or Edie Adams show is focused on its title performer.

**How They Began** ■ Two years ago, after we sponsored the late Ernie Kovacs in a weekly quiz show which really spoofed quiz shows in general, we decided the time had come to present a program of "pure Kovacs," unencumbered by format except what he wanted to create himself. We proposed such a half-hour monthly to Ernie and to ABC-TV. The network was amenable, and Ernie was enthusiastic.

Some eyebrows were raised in advertising because (1) the specials

ran only a half-hour, and (2) Ernie's audience probably was more select than mass.

But we went ahead, convinced that whether the audience was large or small, we would get a fair return for our money.

The idea worked. Ernie's programs, inventive and contentious, became conversation pieces, and Ernie's commercials, written by him for Dutch Masters cigars, are now almost legendary. Out of this experience came the shows for Edie Adams, presented by Muriel cigars, and the current Sid Caesar shows for Dutch Masters.

Edie had been a Muriel Cigar spokeswoman on commercials for two years. We felt that hers was a real talent. We proposed that she do a series of half-hour specials for Muriel, and worked with her to stimulate her own ideas about the type they ought to be.

**Success** ■ We again found a welcome home at ABC. Her first show last April ended up with almost unanimous critical acclaim and an Emmy nomination. The commercials she does for Muriel cigars are one-minute musicals tailored to her singing talent.

The Sid Caesar shows, just now getting under way, present a comic artist exploring the foibles of man. They are Sid Caesar's own shows, as evidenced by the title, *As Caesar Sees It*. For each show, he creates and participates in one commercial that Dutch Masters also uses once a week on other programs.

They are not conventional commercials, but 40-second comedy sequences that constitute the direct sell. They convey a feeling of enjoyment about, and respect for, Dutch Masters.

These shows seem to be returning full value for the money spent. Their most interesting aspect however, is this:

an unusual relationship between sponsor and performer. With few limits, the entire responsibility for these shows is placed in the hands of the performers.

Every time a performer goes on tv he risks some part of his reputation and career. True, we as sponsors risk our money, but a sponsor can always drop his option and go on to another form of advertising. A performer, on the other hand, would find it a great deal more difficult to rebuild a career tarnished by an unsuccessful tv show.

We made it clear, therefore, both to Mr. Caesar and to Miss Adams, that while we as sponsors reserve the right to express our opinions, they as performers have the right to accept, reject, or ignore these opinions if they seem to interfere with their efforts to do their very best.

The basis for this kind of approach really lies in acceptance by each party of a mutual interest. We want the best shows Edie Adams and Sid Caesar can give us, and we know that they can give us such shows only out of their own talents, creative instincts, and personalities. They know we haven't hired them to change them, but to give them full freedom.

**The Human Side** ■ We see them as artists and human beings rather than as commercial properties, and we ask them to see us as business people and human beings rather than as ogres standing in the way of their artistry.

All this makes for a fairly easy-going relationship.

Somehow, this is conveyed onto the tv screen. The audience recognizes that it is watching a Sid Caesar show or an Edie Adams show without sponsor interference. But, as if in contradiction, a heightened sponsor identification seems to develop that gives both Muriel and Dutch Masters a plus factor at the cigar counter.



Mr. Mogulescu, who joined Consolidated Cigar Corp. in March 1955 as assistant to company President Samuel J. Silberman (now board chairman), became marketing vice president in 1959. Prior to joining the firm, he was director of public relations of the Federation of Jewish Philanthropies of New York for 10 years. During World War II he was assistant press chief of war bond sales in New York. He has founded several local newspapers and magazines.

C O N N E C T I C U T

Reach Power Mellifluence

NEW • HAVEN



RPM! Reach this Powerful Market . . . with the Reach, Power, Mellifluence of WELI . . . our 1,115,200\* "interference-free population served!"



Why does WELI deliver this market? Responsibility to our million-plus audience governs all WELI programming. Results in more sales-power for your ad dollar! National: H-R Representatives, Inc.; Boston: Eckels & Co.

\*Source: Lohnes and Culver, Consulting Radio Engineers, Washington, D.C. - in accordance with the service standards shown in the FCC Rules.

**WELI**

The Sound of New Haven 5000 Watts / 960 KC

*♪ You gotta know the territory! ♪*

In Indiana, thankfully, you can count on these Career Communicators who do.



Locally loyal territories, like Fort Wayne and South Bend-Elkhart, are understood best by Indiana owned and managed media—and the full-time Career Communicators who live there and run them. That's why it will pay you to get to know the men pictured here. These men make up the management of *The Communicana Group*. Each has deep local roots—each understands the territory. All can be of help to you because they live here. Call on them soon.

**JOHN F. DILLE, JR.**, President of *The Communicana Group*. Master's Degree in Communication from University of Chicago. President, University of Chicago Alumni Association. Vice-Chairman, Indiana Toll Road Commission. Chairman, ABC-TV Board of Governors. N.A.B. Editorializing Committee; does on-the-air editorials. Member, American Society of Newspaper Editors.



**Paul C. Brines**

**PAUL C. BRINES**, Vice-President of Truth Publishing Co. and WKJG, Inc. General Mgr. WSJV-TV and WTRC-AM/FM, South Bend-Elkhart. Graduated Phi Beta Kappa, University of Illinois; LL.B., George Washington University. Five years with F.B.I.; 25 years in radio and television. In station management, Chicago and Peoria. Director, Elkhart Better Business Bureau. Committee Chairman, Chamber of Commerce, South Bend and Elkhart. 8 years with *The Communicana Group*.

**HILLIARD GATES**, General Manager, WKJG-AM and TV, Fort Wayne. 25 years in broadcasting, 22 of them in Ft. Wayne. Actively participates on the air. Named Indiana Sportscaster of the Year in both 1960 and 1961. Helped organize Ft. Wayne Press Club (former president). Active in Rotary Club, Civic Theatre, Chamber of Commerce and Y.M.C.A.; state and national Sportswriters' and Broadcasters' Assns. 15 years with a unit of *The Communicana Group*.



**Hilliard Gates**



**Carl Evans**

**CARL EVANS**, National Sales & Sales Prom. Mgr., WKJG-AM and TV, Fort Wayne. Graduate, Tri-State College, Angola, Indiana. Immediate Past-President, Sales Executives Club of Ft. Wayne. Former director, Ft. Wayne Ad Club. Member, Chamber of Commerce and Grocers' and Manufacturing Representatives' Assn. 13 years with a unit of *The Communicana Group*.

**DON FULLER**, National Sales Manager, WSJV-TV and WTRC-AM/FM, South Bend-Elkhart. A lifetime Hoosier, locally respected ever since he captained the Elkhart High School football team to great athletic victories in the 40's. Attended Indiana University. Active in area Chambers of Commerce, Better Business Bureaus and the Indiana Broadcasters' Assn. 9 years with a unit of *The Communicana Group*.

*Remember: these men who know the territory can help you sell it!*



**IN TV:** WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne  
**RADIO:** WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne  
**NEWSPAPERS:** *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

John F. Dille, Jr., President



# FEWER AGENCY CHANGES IN 1962

- Radio-tv made up over half of \$160 million in switches
- Most of top 10's advertising budgets in broadcast media
- Account restlessness waned as year passed half-way mark

Radio and television accounted for more than half of an estimated \$160.5 million in billings that changed agencies in 1962.

Some \$85 million in radio-tv billings were involved, or approximately 53% of the total billing, according to BROADCASTING's yearly survey of advertising account shifts.

The survey this year pointed up fewer important switches than a year ago when \$230 million in billings changed hands (BROADCASTING, Jan. 1). In 1962 the volume had declined nearly a third to \$160.5 million.

The compilation for 1961 showed a total of nearly 70 account switches of national—and broadcast—interest. In 1962 the number was about 10 less.

**Top Changes Radio-Tv Minded** ■ Though broadcast expenditures played a big part in the broad picture of account changes in 1962, they were even more important in the "top 10" accounts to shift agencies.

These top accounts which shifted this past year allocated 85% of their advertising budgets to radio and television.

In dollar figures, the total for the

10 came to \$46.65 million in 1962, \$76.3 million the year before.

The past year did not have the economic recession problems that beset business—and national advertisers—in early 1961.

The \$160.5-million estimated billings in 1962 also falls considerably below the billings involved in 1958 when a magazine survey placed the total at \$185 million but ahead of 1957, when the total was \$130 million.

The restlessness among major accounts carried over from 1961 into at least the first half of 1962, the study shows.

**News Welcome** ■ The decrease in account unrest is welcome news to the advertising business because in a period of higher costs and shrinking profit margins it suggests stability.

The cost squeeze in advertising has continued. This was underscored by a 10-year report on the finances of advertising agencies through 1961 prepared by the American Assn. of Advertising Agencies earlier this year and appearing in the 1963 BROADCASTING YEARBOOK.

According to AAAA's figures—show-

ing percentage of gross billing—agency expenses have been moving steadily upward and profits declining. The decline is noted in terms of net profit as a percentage of gross income as well as of sales (net profit down from 3.44% in 1960 to 2.49% in 1961 in relation to gross income, and down from 0.6% in 1960 to 0.44% in 1961 in terms of sales).

Superimposed on this problem is a continuing climb in the cost of media (advertising rates). Still uppermost in the list of switching causes: the never-ending search of advertisers for ways to prop sales when they begin to waver, for new approaches in meeting competition or in introducing new products.

**Multi-Moves** ■ Among the advertisers in 1962 that moved more than one brand among the agencies: American Home Products, which shifted Griffin Shoe Polish twice and earmarked heavy-tv spender Dristan for Esty, and Hazel Bishop, which moved Lanolin Plus twice besides sending other cosmetics to Kenyon & Eckhardt.

Among the highlights in 1962: Chrysler's corporate account went to Young & Rubicam and its Airtemp Di-

## Top radio-tv account switches in 1962

Advertiser	Billings		New agency	Old agency
	Radio-tv (in millions)	Total		
1. Chrysler Corp.	\$ 8.1	\$10.3	Y&R; C&W	Burnett; Grant
2. American Home Products	6.5	6.6	Esty; Bates; MW&S	Tatham-Laird; MW&S
3. General Mills	5.5	8	NL&B	BBDO
4. Procter & Gamble	5	5.5	Grey; Compton	Gardner
5. International Latex	4.25	8.5	Y&R; Bates	Reach, McClinton
6. Scott Paper	4	5	Bates	JWT
7. Lestoil	4	5	F&S&R	Sackel-Jackson
8. Hazel Bishop	3.3	5	K&E	Daniel & Charles; LaRoche
9. Nestle Co.	3	5	McCann-Erickson	Esty
10. Brown & Williamson	3	6	KM&J	Bates
<b>TOTALS</b>	<b>\$46.65</b>	<b>\$54.9</b>		

# National advertisers changing agencies in past 12 months

Advertiser	To	From	Billings (in millions) (Est.) Radio- Tv		Advertiser	To	From	Billings (in millions) (Est.) Radio- Tv	
			Total	Tv				Total	Tv
Airkem Inc.					Colgate-Palmolive				
Airwick	DCSS	JWT	\$1	\$0.5	Wildroot Products	D'Arcy	Bates	3	1.5
American Chicle					Colorforms Inc.				
Clorets	F&S&R	K&E	1.2	1.2	Toys and Games	Daniel & Charles	Kudner	0.3	0.3
American Express	OB&M	B&B	1.4	0.085	Coty Inc.	Ellington & Co.	D-F-S	2	1.7
American Cyanamid	D-F-S	C&W	2.5	1	Cracker Jack Co.	DDB	Burnett	0.8	0.25
American Home Products					Eldon Industries				
*Boyle-Midway Div. (Griffin shoe polishes)	MW&S	Tatham-Laird	1	0.9	Toys	Wade	K&E	1	0.2
Dristan	Bates	MW&S	..	..	Max Factor				
Avis Rent-A-Car System	Esty	Tatham-Laird	5.6	5.6	Natural Wave, hair spray, Hi Fi Fluid Makeup, Three Fragrance Lines	GM&B and Car- son/Roberts	K&E	3	0.75
Better Vision Institute	DDB	M-E	1.5	0.3	Florida Citrus Commission	C-E	B&B	1	0.3
Hazel Bishop	DDB	DCSS	0.6	0.15	Florists Telegraph & Delivery Assn.	C-E	KM&J	2	1
*Lanolin Plus	Daniel & Charles	LaRoche	2.5	2	R. T. French (instant mashed potatoes)	K & E	JWT	1.6	0.72
Cosmetics	K&E	Daniel & Charles	2.5	1.3	General Mills				
Brown & Williamson	K&E	LaRoche			Betty Crocker Mixes	NL&B	BBDO	8	5.5
Belair cigarettes	Keyes, Madden & Jones	Bates	6	3	A. C. Gilbert	BBDO	Banning Replier	0.5	0.4
Burlington Hosiery	DDB	Donahue & Coe	0.551	0.2	Glenbrook Labs	B&B	Compton	0.582	0.582
Carter Products					Instantine				
Arrid Roll-On	SSC&B	Bates	1.6	1	Gold Medal Candy Corp.	Hicks & Greist	MW&S	0.3	0.25
Chrysler Corp.					Bonomo Candies	Geyer	Arthur Meyer- hoff	0.5	0.1
Corporate account	Y&R	Burnett	10	8	I. J. Grass Noodle Co.				
Airtemp Div.	C&W	Grant	0.3	0.1	Grove Labs				
Chun King Corp.					4-Way Products	DCSS	Donahue & Coe	1.5	1
Canned Oriental Foods	Campbell-Mithun	BBDO	1.3	0.5	Fitch Shampoo	Gardner	Donahue & Coe	0.5	0.25
Frozen Oriental Foods	McCann- Marschalk	BBDO	0.2	0.1	Hoffman Beverage Co.	C&W	Grey	0.4	0.325
*Clark Oil	Greenfield Enterprises	Tatham-Laird	1	1	International Harvester	FC&B	Aubrey, Finlay Marley & Hodgson	4	0.25
Cluett, Peabody & Co.									
Arrow Shirts	PKL	Greenfield Enterprises	..	..					
	Y&R	L&N	2.7	0.4					

vision to Cunningham & Walsh. Grove Labs transferred its 4-Way and Fitch brands to different agencies. International Latex moved the bulk of its products from Reach, McClinton. Warner-Lambert evacuated more than a half-dozen brand lines from Lambert & Feasley.

By the first week of July, nearly 60% of the total broadcast billings to move in 1962 had already been relocated, hardly a surprise considering that 8

of the 10 biggest account moves of the year had occurred by the mid-point (BROADCASTING, July 9). The two accounts moving later were Chrysler and International Latex.

The cutoff point that determines the 10 leading broadcast account shifts is higher this year than in 1961, rising from a \$1.5 million level to \$3 million. However, last year three accounts—Liggett & Myers at \$19 million, P&G at \$12.5 million, and Texaco at \$10

million—topped this year's largest switch of radio-tv billings: Chrysler's \$8.1 million.

**Major Movers** ■ Major account moves of the year included American Home Products, which reassigned the broadcast-oriented Dristan cold remedy (billing at \$5.6 million) to Esty as well as Griffin Shoe Polish (Boyle-Midway division). Dristan during the year had come up against tougher competition.

Five accounts placed in the \$4-5 million range. They included General Mills' Betty Crocker mixes, from BBDO to Needham, Louis & Brorby; Procter & Gamble's Jif Peanut Butter and Duncan Hines cake mixes; International Latex, which gave more of its business to Young & Rubicam and Bates; Scott, which moved Scotties and Scot Tissue from JWT to Bates, though JWT retains network tv billings; and Lestoil, the one-time leading tv spot user, which took \$4 million in radio-tv from Sackel-Jackson to Fuller & Smith & Ross.

Hazel Bishop pulled cosmetics and Lanolin Plus from C. J. La Roche in a combined movement of \$3.6 million in broadcast billings. Nestle's Instant Nescafe gave up Esty for McCann-Erickson. Brown & Williamson's Belair cigarette brand, billing some \$3 million in broadcasting, left Bates and landed

## Four down, 10 gained is MW&S score for '62

Won 10, lost four, was the account score at Mogul, Williams & Saylor Inc., New York, in 1962. The result, counting an estimated 7% net increase in the budgets of established accounts, will be a net billings hike in 1963 of \$2.4 million, Emil Mogul, agency president, said last week at a year-end executive meeting.

MW&S also announces today (Dec. 31) its newest account, Broughton Dairy Farms, Marietta, Ohio, with billings of approximately \$500,000. Mr. Mogul said the ac-

count replaces Breakstone Foods, resigned in early December.

According to his report, MW&S lost or resigned four accounts: Griffin Shoe Polish, P&T Liquor brands, Bonomo candies and Breakstone. The combined loss in billings amounted to \$1,750,000. The 10 new accounts, with aggregate billings of \$3.7 million, are: Broughton, National Division of First National City Bank, Melrose Name Brands and Import Lines from Schenley Industries, Maradel Products (cosmetics and toiletries), and Chadbourn Gotham Inc. (hosiery and lingerie).

Advertiser	To	From	Billings (in millions) (Est.) Radio-		Advertiser	To	From	Billings (in millions) (Est.) Radio-		
			Total	Tv				Total	Tv	
International Latex Playtex Living Gloves, Drypers, Baby Pants, Bathing Caps, Girdles and Bras	Y&R	Reach, McClinton	5	2.5	Revlon Knemark Div. Esquire polishes	Grey	Mogul Williams Saylor	2	0.8	
Playtex Living Bras and Girdles	Bates	Reach, McClinton	3.5	1.75	Rival Packing Jacob Ruppert Brewery	DDB Henry R. Turnbull	NL&B Warwick & Legler	1.3 2	1.1 0.4	
Knox Gelatine Knox Unflavored Gelatine	D'Arcy F&S&R	Charles W. Hoyt Sackel-Johnson	1.5 5	0.5 4	Jos. Schlitz Brewing Burgermeister beer	Post, Morr & Gardner	BBDO	3	1.74	
Lestoil Products Lever Bros. Breeze	Reach, McClinton	SSC&B	0.75	0.5	Scott Paper Scotties and Scot tissue	Bates	JWT (JWT retains Scott's net- work tv bill- ing)	5	4	
Marathon Oil Co. McCulloch Corp.	C-E F&S&R	N. W. Ayer C-M	3 0.5	1.5 0.1	W. A. Sheaffer Pen E. R. Squibb & Sons Vigran account	Gardner	BBDO	2	1	
National Biscuit Cream of Wheat	Bates	BBDO	1	0.9	Sterling Brewers Swift & Co. Pard dog food	B&B JWT	Donahue & Coe Compton	1.8 1	0.2 0.5	
National Dairy Products Kraft Foods Div. (dinner and paste goods)	FC&B	JWT	2.5	0.5	Pard Crunchers Tidewater Oil Co. Union Oil of California	M-E Grey Smock, Debnam & Waddell	D-F-S FC&B Y&R	1.5 3 4	1 0.4 2.8	
Nestle Co. Nescafe Instant Coffee	M-E	Esty	5	3	U.S. Rubber Corp. Tire Div.	Ayer	Fletcher Rich- ards, Catkins & Holden	5	0.1	
New England Confectionary Northeast Airlines	La Roche SSC&B	K&E JWT	0.8 1.75	0.6 0.6	Warner-Lambert Pharma- ceuticals Pro-phy-lactic Brush, Listerine	JWT	Lambert & Feasley	5	2	
Ocean Spray Cranberries Philips Petroleum	M-E JWT	BBDO Lambert & Feasley	1.2 5	0.25 2.1	Richard Hudnut, Fizzies, DuBarry cosmetics, toil- etries, Ciri perfume and Sportsman toiletries	L&N	Lambert & Feasley	3.5	0.2	
Pillsbury Pancake mixes, ginger- bread, pie-crust mixes, brownies	McCann- Marschalk	Burnett	2	1	Wilshire Oil Co.	Y&R	DDB	1	0.2	
J. Nelson Prewitt	John Shaw Adv.	Hanford & Greenfield Div. of Hutchins Adv.	1	0.95						
Procter & Gamble Jif Peanut Butter Duncan Hines cake mixes	Grey Compton	Gardner Gardner	2 3.5	2 3						
								Totals	160.533	84.902

\*Indicates account switched agencies more than once in 1962.

at Keyes, Madden & Jones.

Few agencies this year either lost or acquired more than two major broadcast accounts. It was apparent, however, that Doyle Dane Bernbach in this category was on the receiving end the most times (Avis, Better Vision, Burlington, Cracker Jack and Rival Packing), BBDO counted up the most losses on this basis (Chun King's canned and frozen lines, Betty Crocker, Cream of Wheat, Ocean Spray, Burgermeister and W. A. Sheaffer). But BBDO gained the A. C. Gilbert account and Doyle Dane Bernbach lost Wilshire.

## Business briefly . . .

**Pillsbury Co.**, Minneapolis, has signed for sponsorship in 10 ABC-TV prime-time programs during first six months of 1963. Order was placed through Campbell-Mithun Inc., Minneapolis.

**Bankers Life & Casualty Co.**, Chicago, will sponsor the Orange Bowl football game broadcast on ABC Radio tomorrow (Jan. 1) (12:45 p.m.-conclusion). Commercials on the broadcast, originating in Miami, will introduce a new line of guaranteed renewable protection policies. Agency: Phillips & Cherbo, Chicago.

## New products testing television

The following new products were reported last week to have entered spot tv on at least a test basis. Their activity was detected by Broadcast Advertisers Reports, a national monitoring service, in its off-the-air taping of local television advertising and is described here as part of a continuing series of new-product reports compiled for BROADCASTING each week.

Monitored during week ending Dec. 28  
Product: BrazHia coffee-flavored wine.  
Company: Westminster Corp.  
Agency: Dunwoodie Assoc. New York.  
Schedule & Markets: Daytime 20s in Middle Atlantic States.

Product: Buxton wallets.  
Company: Buxton Inc.  
Agency: Doyle Dane Bernbach, New York.  
Schedule & Markets: Day-and-night 20s in Pacific and Middle Atlantic States.

Product: Mennen Citation after-shave lotion.  
Company: Mennen Inc.  
Agency: Warwick & Legler, New York.  
Schedule & Markets: Daytime minutes in East North Central States.

Product: Micrin oral antiseptic lozenges.  
Company: Johnson & Johnson.  
Agency: Young & Rubicam, New York.  
Schedule & Markets: Daytime minutes in East North Central States.

Product: Jergens extra dry skin cream.  
Company: Andrew Jergens Co.  
Agency: Cunningham & Walsh, New York.  
Schedule & Markets: Daytime minutes in East North Central States.

Product: White Rain hair spray.  
Company: Toni Co.  
Agency: Clinton E. Frank, Chicago.  
Schedule & Markets: Daytime minutes in East North Central States.

Product: Exact tablet detergent.  
Company: Lever Bros.  
Agency: BBDO, New York.  
Schedule & Markets: Daytime minutes in East North Central States.

Product: Anestomist spray decongestant.  
Company: Bristol-Myers Co.  
Agency: Ogilvy, Benson & Mather, New York.  
Schedule & Markets: Nighttime minutes in East North Central States.

Product: Fletcher's cold tablets.  
Product: Fletcher's aspirin for children.  
Product: Fletcher's cough syrup.  
Company: Glenbrook Labs. Division of Sterling Drug Co.  
Agency: Cunningham & Walsh, New York.  
Schedule & Markets: Daytime minutes in West South Central States.

Product: Liquicaps hair prep.  
Company: Helene Curtis.  
Agency: McCann-Erickson, Chicago.  
Schedule & Markets: Daytime minutes in East North Central States.

# DEFINING TV MARKETS BY COUNTIES

## KCRA-TV's Cooper proposes new definition of top tv markets

Defining a television market is a problem that has troubled national advertisers and the media departments of their advertising agencies ever since the emergence of television as a national advertising medium.

Now Roger Cooper, director of research and sales planning for KCRA-TV Sacramento, Calif., has come up with a new definition which he feels is more logical for the tv timebuyer than the retail trading zone areas developed by newspapers or the Standard Metropolitan Statistical Areas of the U. S. Census Bureau.

It would be just as unrealistic, Mr. Cooper notes, for the tv advertiser to accept the full area reached by the tv stations of any city as making up the tv markets as to restrict that market to city limits. "Perhaps a more useful approach for the national spot tv advertiser is to divide the United States into 200 'plus' tv markets on the basis of county-by-county tv audience measurement," he writes in a brochure on "the new Sacramento-Stockton television market."

According to his plan each county in the U. S. would be allocated to the television market whose stations capture the largest share of audience among that county's television households. Fairfield County, Conn., would be allocated to the New York television market instead of New Haven-Hartford, for example, because the New York stations deliver a larger share of the Fairfield County audience than the New Haven-Hartford stations.

"The resultant market definitions represent the geographical area dominated by a market's television stations.

These areas are exclusive and therefore additive. The principal advantage of this approach is that market characteristics, such as population, retail sales, effective buying power, brand sales, etc., may be compiled and compared for each market area."

By this yardstick, the Sacramento-Stockton primary tv market is shown to include 17 counties. This is considerably less than the 32 counties into which the Sacramento-Stockton stations send their signals, but it is considerably more than the Census Bureau, which considers Sacramento and Stockton as individual markets, allocates to them. In 1960, the census takers counted 652,767 individuals as residing in the Sacramento-Stockton Standard Metropolitan Statistical Area. The S-S primary tv market calculated for the same date, would include 1,282,424 persons.

Similarly, the San Francisco-Oakland SMSA population of 2,783,359 would expand to 3,645,907 for its primary tv market. The Los Angeles-Long Beach SMSA of 6,742,696 persons add more than 1 million to become a primary tv market of 7,932,262. And Fresno's SMSA of 365,945 is well under the 620,280 people living in the area in which Fresno's tv station dominates the audience.

"If television plays a major role in his marketing and advertising strategy, the advertiser can redefine his sales territories to conform to areas of television influence or television markets," Mr. Cooper asserts. "This step immediately improves his position in several important respects:

"His campaign becomes more effective because his television effort may more easily be coordinated with distribution, field sales and merchandising, to produce maximum results.

"He can budget for television on a more meaningful and efficient basis. Budgets can be established, for example, on the basis of the total number of tv homes within the geographical area dominated by the television stations in the market. A refinement would be to budget on the basis of total food, drug or automotive sales within this area. Such an approach would enable the advertiser to place his television advertising support in proportion to the sales potential actually delivered for his product. Without this type of approach, he runs the risk of planning inadequate support for his field sales staff in key areas.

"By keeping sales records separately for each sales territory or area of tele-

## Eastern goes network

Eastern Air Lines has purchased sponsorship in NBC-TV's *Today* (Mon.-Fri. 7-9 a.m.) show.

The buy, ordered through Fletcher, Richards, Calkins & Holden, New York, represents first use of network tv by Eastern. Lineup reportedly will include more than 60 stations [CLOSED CIRCUIT, Dec. 24].

Sponsorship will begin Jan. 8 and continue through the first quarter. Initial participations will advertise winter air travel to Florida.

vision influence, he can realistically evaluate the effectiveness of his effort. A tv advertising budget/product sales ratio can be established to facilitate market-to-market comparisons.

"The advertiser can vary his marketing strategy in selected sales territories, conduct test market campaigns or introduce new products. In each case, the maximum coordination is achieved and the tv expense/sales ratio can be used as an important aid in the evaluation."

Mr. Cooper admits that his "primary television market" concept is not intended for the local retailer, whose sole concern is the volume of business within his own store. But, he states, it is the best yardstick introduced up to now for the national advertiser who cares little where the sale of his product is made so long as it is made in sufficient volume and at a sales-advertising cost that makes it profitable.

Mr. Cooper joined KCRA-TV last spring from American Research Bureau [FATES & FORTUNES, April 16]. At ARB he was manager of market reports and station sales.

## 'Advertising Citizen' award

A call for nominations for the "Advertising Citizen of 1962" has been issued by Marvin Cantz, president of the Western States Advertising Agencies Assn.

The annual award, sponsored by the association, will be presented at a luncheon Feb. 15 in Los Angeles. Contributions to a better public understanding of advertising, as well as to community and civic affairs, are the chief requirements. Nominations should be sent in writing to WSAAA, 435 S. La Cienega Blvd., Los Angeles 48, for review by a committee headed by Doug Anderson of Anderson-McConnell, Los Angeles.

The first "Advertising Citizen" was Don Belding (1956), followed by Henry Mayers, Hal Stebbins, Russell Eller, Paul Willis and Kai Jorgenson.



Mr. Cooper  
A better way to budget tv

# PUBLIC SERVICE IN DEPTH ON WSB



Service – in depth – is traditional at WSB! Example: the station produced a complete campaign for the 1962 "Safety-Thon". WSB Radio asked 500 area service stations to help, and gave prizes for their best efforts. Posters and a giant shopping center display were used, in addition to announcements, interviews, reports and a slogan contest.

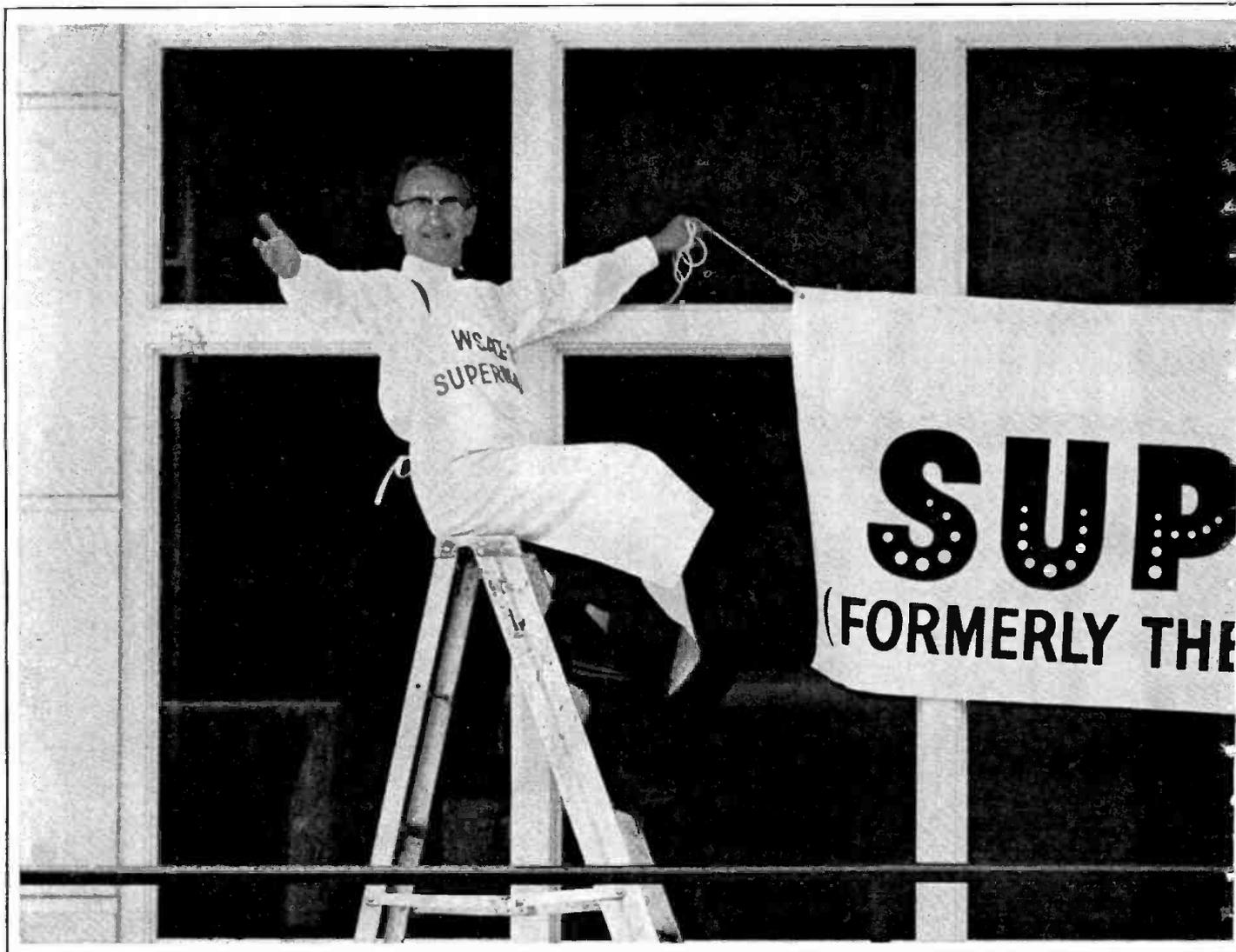


Represented by



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

# GALA GRAN



"New advertisers welcome!" declare Tom Garten<sup>1</sup> and John Sinclair<sup>2</sup>, friendly proprietors of WSAZ-TV's Supermarket. "There's plenty of green stuff here for everybody!"

\$4,000,000,000 worth of green stuff, in fact—in annual payroll! And \$2,011,372,000\* worth in retail sales!

There are plenty of consumers in Supermarket, too: over 2,302,000\* of them. And there are 72 counties in four great states—including booming Charleston and bustling Huntington! And 207,200 TV homes delivered — which puts Supermarket in the top 30 television markets.\*\*

Naturally enough, only Super-

<sup>1</sup> Vice President, General Manager, WSAZ-TV.

<sup>2</sup> Manager, Charleston Operation, WSAZ-TV.

\*SRDS (July, 1962)

\*\*ARB, 2:30 to 11:30 P.M., Monday through Sunday, all stations (Nov., 1961).

# ★ D OPENING! ★



market Station WSAZ-TV can help you get your rightful share of all the riches in Supermarket. You see, WSAZ-TV is the single best medium for reaching Supermarket. With our giant transmitter and lower channel number, we're the only station that can deliver the full potential of this thriving 72-county Supermarket.

Yes, we deliver. We deliver *Supermarket!* Hadn't you better call or write your Katz Agency man right away?

THE SUPERMARKET STATION  
**WSAZ-TV**  
**3**

WSAZ-TV, Channel 3,  
an NBC Primary Affiliate  
Division: The Goodwill Stations, Inc.

# Auto makers are banking heavier on tv

## BOTH NETWORK, SPOT TV UP OVERALL 23.3% FOR NINE MONTHS

Automobile advertisers spent 23.3% more in tv activity in the first nine months of 1962 than in the like period a year ago.

Television Bureau of Advertising reports today that the nine-month total in network and spot tv gross time billings this year is \$38,410,377, compared to a total of \$31,152,748 in 1961.

Network tv time purchases for passenger cars, TvB said, increased from \$21,957,748, at the nine-month mark last year to \$24,554,377, for the like period in 1962. Spot tv auto advertising rose from nearly \$9.2 million to a little over \$13.8 million.

TvB noted the largest dollar increases for the first nine months this year came from Ford and General Motors and during this period, Chrysler moved heavily into spot tv, whereas its emphasis was on network last year.

For the nine months of 1962, General Motors spent \$16.8 million in tv. Ford spent \$11.7 million.

	1962		CARS ONLY		1961	
	Network* 9 Months	Spot** 9 Months	Total TV 9 Months	Network* 9 Months	Spot** 9 Months	Total TV 9 Months
American Motors	\$ 277,626	\$ 2,532,431	\$ 2,810,057	\$ .....	\$ 1,035,870	\$ 1,035,870
Chrysler Corp.	1,490,836	3,140,570	4,631,406	3,261,841	1,518,990	4,780,831
Ford Motor Company	7,716,082	4,038,780	11,754,862	5,950,107	2,552,420	8,502,527
General Motors Corp.	12,925,694	3,900,350	16,826,044	11,339,402	2,817,110	14,156,512
Kaiser Industries	1,003,735	12,520	1,016,255	1,379,081	6,560	1,385,641
Studebaker Packard	1,140,404	81,550	1,221,954	.....	691,480	691,480
Car Classification	\$24,554,377	\$13,856,000	\$38,410,377	\$21,957,748	\$9,195,000	\$31,152,748

\* Source: TvB/LNA-BAR \*\*Source: TvB/Rorabaugh

### Rent-a-Car to BBDO

Kinney Service Corp., New York, announces appointment of BBDO, New York, as agency for its Rent-A-Car Division as well as other divisions in

parking, building cleaning and maintenance and visual communications field. Account bills approximately \$400,000 and has been at North Advertising, New York. Media plans are not set.

## For creativity, a little intelligence is the right amount

Don't worry if you're not too smart—maybe you're creative instead.

An expert on the measurement of aptitudes has observed that tests had "demonstrated that there is a relatively low correlation between IQ and creativity test scores." He didn't think it's good to be too stupid, however.

The speaker was John D. Dale, president of the management consulting firm of Dale Elliott & Co. He spoke at an Assn. of National Advertisers workshop on creativity, in New York.

Mr. Dale described the "creative" person as "generally independent;" outwardly quite conventional in manners, speech and the clothes he wears—"not the wild, sloppy or unpredictable Bohemian." He likes to "produce ideas, try them out, play around with them and look at them from different angles; is "alert and aware of the world about him" and "seems to see more, hear more and register more impressions, gaining more experience that 'sticks' than his fellow man.

"In addition to independence, flexibility and open-ness," Mr. Dale continued, "he is more perceptive of

himself—his own frustrations, fears, fantasies and bitterness. Since he does not suppress these things as most of us do, he has access for the production of intuitive flashes, insights and hunches that seem to contribute greatly to the creative process. These creative people also work best when they are free and have unencumbered opportunity to do their assigned work."

He described research on creativity by a number of experts, including Dr. Donald W. Mac Kinnon of the U. of California's Institute of Personality Assessment & Research.

He called Dr. Mac Kinnon's findings "inconclusive" on the question of intelligence: "He tells us that although a certain amount of intelligence is required, being *more* intelligent does not crucially determine the level of an individual's creativity. . . .

"Our experience confirms that of Mac Kinnon, but we also believe that an average amount of intelligence is necessary as a minimum, otherwise a person would have difficulty handling—from the mental standpoint—problems of high complexity.

"Also it is rather foolish in the

business world to employ anyone whose intellectual capacity is far below average. But what may come as a surprise is the recent discovery that intellectual capacity is no longer measured by an intelligence test alone."

The tests that showed a low correlation between IQ and creativity test scores, he explained, demonstrated that students who scored low on IQ but high on creativity tests did as well scholastically as those who scored high on IQ but low on creativity.

Mr. Dale said tests conducted by his own company on creativity in selling found that "only two factors identified with creativity are important—the ability to produce a large number of relevant ideas and the ability to identify a large number of alternatives in a given situation." Age, experience and training were not found "critical" factors, although undoubtedly influential.

This project, he continued, "demonstrated also that average or ordinary intelligence is all that is needed for success in selling. You will recall," he added, "that I reported this to be true also with respect to creative ability."

## Converts to radio?

Willoughby's and Peerless Camera Stores, New York, turned to local radio when the New York newspaper strike hampered pre-holiday advertising. The advertiser bought to some 550 spots aired on a total of eight New York radio stations from Dec. 10-23. Now there's a chance it may be a permanent relationship.

Kameny Assoc., New York, agency for the stores, reports that the stores have not considered radio their primary medium, but "they are watching the results with great care. So far, business has held up."

## Tobacco group pledges cooperation in study

The Tobacco Institute last week pledged to cooperate in a planned government study on smoking and lung cancer. George V. Allen, president of the institute, also said the tobacco industry will work with the American Medical Assn. inquiry into the same subject.

"We in the tobacco industry recognize a special responsibility to help science determine the facts," Mr. Allen said. Last month, a 10-member committee under the U. S. surgeon general started its study which is expected to take about six months.

In a review of 1962, Mr. Allen reported that 510 billion cigarettes were sold in the U.S., an increase of 8 billion over 1961. Consumers spent about \$6.9 billion for cigarettes and \$7.8 billion for all tobacco products, both figures showing increases over 1961, he said.

## Burlington to DDB

Burlington Hosiery Co., with about \$200,000 in radio billings, will terminate its 10-year relationship with Donahue & Coe, New York, to move to Doyle Dane Bernbach, effective Jan. 1.

The move results from a conflict in handling local market advertising.

## Four sponsors get free ride on WNEW

Four lucky sponsors can thank a football team for a special New Year's bonus.

When the New York Giants met the Green Bay Packers for the National Football League world's championship game in New York yesterday (Dec. 30), the four advertisers who sponsored the New York team's regular season 14-game schedule on WNEW New York

were to be given free advertising by that station.

John Van Buren Sullivan, vice president and general manager of WNEW radio, told the four sponsors last September when they signed that, if the Giants won the eastern championship, there would be no charge for sponsoring the title game.

Advertisers receiving the special bonus were P. Ballantine & Sons, L&M cigarettes, Howard Clothes and the Great Atlantic & Pacific Tea Co.

## N.Y. RADIO USE UP

### Broadcast ads intensified as paper strike continues

Major department stores stepped up their radio advertising last week as the New York newspaper strike approached its fourth week, becoming the longest in the city's history.

With both sides still deadlocked at the weekend and no settlement in sight, retailers were showing "some concern" as to how the strike will affect the traditional heavily advertised yearend clearance and white-goods sales, according to Edward Engle of the National Retail Merchants Assn. But, he added, there was no "alarm" signal.

Although retailers anticipate some loss in business in the coming weeks, they are counting heavily on the increased use of radio and direct mail to help offset the lack of newspaper advertising, Mr. Engle indicated.

In the past week, department store business as a whole was "pretty good" although mail and phone order business continued to be off slightly, he said.

Radio, because of its flexibility and its ability to be used on a day-to-day basis, continues to be the most favored medium of the retailers, Mr. Engle emphasized.

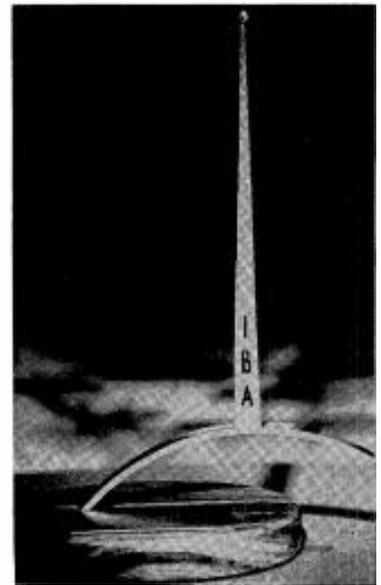
The strike entered its 20th day on Dec. 27 to break the longevity record of the newspaper shutdown in December 1958, when delivery men in New York were idle for 19 days.

Costs of this strike are estimated to be at the rate of \$1.3 million a day in lost advertising in the pre-Christmas period and \$3 million a week in lost wages for the 20,000 striking employees.

The New York tv and radio stations continued expanded news coverage that began with the start of the newspaper shutdown.

## Also in advertising...

**Ad budget boosted** ■ A 1963 advertising budget boost of 20%, with an emphasis on radio, has been announced by the Schilling Div. of McCormick & Co., San Francisco spice company. Schilling plans to continue its current



## Can you name it?

The International Broadcasting Awards trophy (above) is a handsome object. The only thing it lacks is a name.

The trophy is given annually to some 35 best-of-class radio and tv commercials in the awards competition sponsored by the Hollywood Ad Club to honor the world's best commercials.

Its rhodium-plated shaft, representing a broadcast transmitter antenna, rises from an arc of the world imbedded in a walnut base. The Hollywood Ad Club is hopeful that someone will suggest a name for it similar to the "Oscar" of the movies, the "Emmy" of the tv program world and the "Tony" of the legitimate theatre.

The club hopes to announce the new name at the third awards banquet to be held at the Hollywood Palladium, Feb. 23.

campaign in 23 western markets. Agency is Cappel, Pers & Reid Inc., Orinda, Calif.

**Agency named** ■ WTAO Cambridge, Mass., has appointed Allenger Adv. Agency, Brookline, Mass., effective immediately. Gerald S. Seskin will be the account executive assigned by the agency to the newly acquired account.

**Larger quarters** ■ Rose-Magwood Productions Inc., New York film production house, will move to 72 W. 45th St., zone 36, effective Jan. 1, 1963. The new location will provide expanded editorial facilities, a screening room and additional office space.

# ABC RADIO: BIGGER IN '63

## Pauley cites many gains in past year, but says network radio is not in position to be satisfied

President Robert R. Pauley reported last week that ABC Radio had gained 30% in sales, improved its station lineup and increased station clearances by 13% in 1962. But, he said, neither ABC Radio nor network radio in general is in a position to be satisfied.

"Despite our many gains," he said in a year-end report, "network radio sales, right now, are only 20% of what they should be." He said radio's total annual gross ought to be a billion dollars and that network radio should account for one-fifth of this sum. He thought it "inevitable" that these goals would eventually be surpassed.

Radio's revenues amounted to \$590.7 million in 1961, the latest year for which FCC figures are available. The FCC put network radio's share at \$30,804,000 not counting \$30,733,000 in

Portland, Ore.) by going from 10 kw to 50 kw.

**Up Every Quarter** — James E. Duffy, executive vice president and national director of sales, reported that sales in every quarter of 1962 bettered those for the corresponding period of 1961, previously the best sales year for ABC Radio in more than a decade. The increases ranged from 46% in the second quarter to 20% in the fourth, he reported.

"There is already more billing on the books for the first quarter of 1963 than we had for the entire fourth quarter of this year, indicating even greater growth for the next year," Mr. Duffy reported. "In just 11 days—Dec. 3-14—ABC Radio billed \$4.1 million in new and renewed business for 1963."

Mennen, Reynolds Tobacco, General Foods, Philip Morris, United Motors and Miller Brewing were cited as advertisers contributing to ABC Radio's gains and stimulating other advertisers' interest in radio.

William Rafael, programming vice president, said two regularly scheduled information programs and a daily five-minute discussion program called *Dick Clark Reports* will be added in 1963. He anticipated no major changes in programming but noted that policy is flexible to respond to changing times. The network's public affairs specials increased from 80 in 1961 to 140 this year and will rise again in 1963, he said.

President Pauley saw two developments adding to radio's prospects: (1) Sindlinger & Co.'s out-of-home audience measurements and its studies of audience composition and audience buying plans, and (2) a change in radio buying concept from "either radio or television" to a concept which recognizes that "each medium has its own identity, each capable of providing advertisers with separate benefits."

## WLOS-TV, WOI-TV cover racial case

The news departments of WLOS-TV Asheville, N. C., and WOI-TV Ames, Iowa, have combined their efforts to produce a 30-minute documentary, "Focus: a Question of Color?". The program concerns an attempt by Negro student, Harvey Gantt, to bring racial integration to Clemson College, an all-white institution in South Carolina.

The documentary, produced by

## Station staff counts

Television station staffs are growing while those of radio stations are getting smaller.

THE BROADCASTING YEARBOOK, which was in the mails last week, shows that 49.4% of all tv stations employ 51 or more persons, compared to 45% with similar size staffs last year. At the lower end of the scale, tv stations with 1-15 employes have decreased from 13.8% last year to 12.2% in 1962.

Radio stations with 1-15 employes have increased from 79.6% last year to 81.2%. Stations with 16 or more employes down 1.6%.

WLOS-TV news director Jack Belt and WOI-TV news editor Bill Milldyke, received praise in the WLOS-TV area for presentation of facts in the case, now approaching the courts. A video tape was sent to WOI-TV where the audio portion was broadcast on WOI radio after a showing on WOI-TV.

Mr. Gantt is a former student of Iowa State U., license of WOI-AM-FM-TV.

## NAB membership at alltime high

NAB enters 1963 with an alltime record in all types of membership, according to William Carlisle, vice president for station services. Totals are: 1,851 am radio stations, up 95 in 1962; 660 fm, up 58; 396 tv, up 16; 138 associates (equipment firms, film distributors, etc), up 18. The four radio and three tv networks are members.

Robert D. Swezey, NAB code authority director, said subscriptions to the radio and tv codes are at alltime highs, 1,685 radio stations, up 218 during the year, and 400 tv, up 11. The major networks are code subscribers; 15 film producers are affiliates.

Mr. Carlisle and Mr. Swezey attributed much of the membership and code success to work of the field staff, headed by Alvin M. King, field director. Other field men are James McKnight, Hamilton Woodle, Spencer Denison, Oliver W. Henry and Charles Drew.

## Conference dates changed

The dates for NAB's eighth annual conference of State Broadcasters Assn. presidents have been changed to Feb. 26-27, a day earlier than originally scheduled, according to Howard H. Bell, NAB vice president for planning and development. The sessions will be held at the Shoreham Hotel, Washington.



ABC's Pauley  
A brighter 1963

revenues of network-owned radio stations (BROADCASTING, Dec. 10).

Mr. Pauley said radio, "the one medium on the go that reaches people on the go," will be "riding the crest" of a rise in total advertising which he predicted will go from the current \$12.5 billion a year to \$26 billion by the end of this decade.

Earl Mullin, station relations vice president, said ABC Radio had added five 50-kw affiliates in raising its lineup from 402 stations to 428 during 1962, while 43 existing affiliates improved their facilities, one of them (KWJJ

RCA  
TR2

ANOTHER IN RCA'S FAMOUS FAMILY OF TV TAPE RECORDERS!



## Universal TV Tape Recorder

The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in one compact unit very high standards of performance, reliability and interchangeability... at lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

**STUDIO AND MOBILE MODELS.** The studio model is available in a single (3-rack)

cabinet 70" wide, 84" high, and 24" deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66" high, 24" deep, and 50" wide. Both models are designed for adding color.

**ACCESSORIES.** The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

### Outstanding Features

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**Magic! Magic! Magic!** Featuring Milbourne Christopher, world famous magician, assisted by Julie Harris and Zero Mostel. Presenting an exciting outline of the history of magic—from the old "Cups-and-Balls" trick to orbiting a woman through space.



**First Concert.** Robert Shaw conducting the Cleveland Symphony Orchestra. Between selections, a warm, amusing commentary to a live audience of youngsters. The orchestra plays Tchaikowsky, Beethoven, Bach, Schubert and Sousa.

Produced by WBC, these sixty-minute informative programs combine stimulating content with good entertainment. Others in the series include Poetry and the Poet, Jazz for Young People, Young Mark Twain, History of the Dance, and the History of

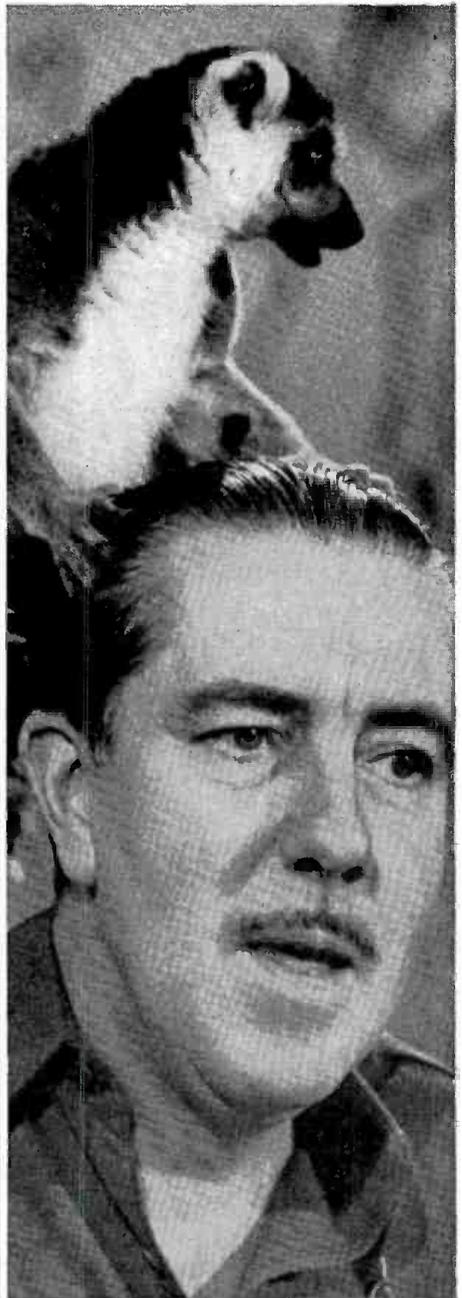
Art. This series represents one of the most ambitious efforts for young people ever undertaken by a group of TV stations. It is a group effort that, we believe, demonstrates television's potential in the area of purposeful and enlightening entertainment.



**Black Nativity.** The handclapping, feet-stomping Gospel song-play hit direct from Broadway to the Spoleto Festival in Italy—to Europe and London—then to Philharmonic Hall, Lincoln Center, New York, for Christmas week live presentation, and a one-hour taped TV Special.



**Baird's Eye View.** The history of puppets from ancient Egypt to Charlie McCarthy. The camera tours the Bill Baird studios as Bill Baird, America's foremost puppeteer, narrates and demonstrates puppets at the French Court, puppets of the Middle Ages, Chinese Shadow figures, and more.



**People and Other Animals.** Noted naturalist, explorer, and tracker of the "Abominable Snowman," Ivan T. Sanderson takes young viewers on an exciting zoological tour of the animal kingdom along with guest Broadway stars Jane Fonda and Robert Morse.

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 WBZ • WBZ-TV • Boston WINS • New York WIND • Chicago  
 WJZ-TV • Baltimore WOWO • Fort Wayne KPIX • San Francisco

## Even if they disagree with WTCM, they listen

It's not often a radio station can salvage anything when one of its editorial campaigns has failed. But WTCM Traverse City, Mich., found something—evidence of listenership.

WTCM President Les Biederman supported a referendum proposal to build a convention hall in that north-west Michigan resort town in several editorials. On election day, the citizenry vetoed the proposal two to one.

In a follow-up editorial, Mr. Biederman asked his listeners to write him, telling why they voted against

the facility. Over 175 cards and letters were received—ranging from one which said, "I voted no because your editorials are lousy," to a four-page letter from a doctor outlining several reasons he had voted against the proposal.

WTCM's current editorial series started in July. A different editorial is broadcast every day (except Sunday) five times during the day.

Each month the station publishes the editorials in booklet form and distributes about 1,000 copies to those who request them.

## First important remote for new WCKT owners

The early morning docking and unloading of the *African Pilot* and her load of 922 Cuban refugees at Port Everglades, Fla., was carried live by WCKT (TV) Miami Thursday (Dec. 27). The station, now owned by Sunbeam Television Corp. (BROADCASTING,

Dec. 24), said this was its first important remote under its new ownership. It claimed the distinction of being the only local station to broadcast the events from its own mobile units. The ship arrival followed by just four days the airlift from Cuba of more than 1,000 Cuban invasion prisoners freed for ransom by Fidel Castro.

To augment network coverage of the Christmas week Cuban happenings, the

NBC-TV affiliate dispatched its mobile tv tape unit—plus two others obtained from local sources—to widely-separated arrival and reception points: Homestead Air Force Base, Dinner Key and Port Everglades.

## Alabama etv network adds fourth station

The Alabama educational television network added its fourth station—and its first on the uhf band—when WAIQ (TV) Montgomery began broadcasting on Dec. 18.

The ch. 26 station is transmitting from a 594-foot tower with 124 kw. aural and 229 kw. visual. It is carrying programs produced for the AET network in studios at Auburn U. and the U. of Alabama, and in a Birmingham studio operated by Jefferson County's six school systems.

WAIQ was dedicated in a special telecast originated by WSFA-TV Montgomery, a commercial station. Gov. John Patterson and Rep. Kenneth Roberts (D-Ala.), co-sponsor of the federal aid to etv bill, were among the participants.

The new station is part of what the state etv commission says is the world's first etv-microwave connected network. The other stations are WBIQ (TV) Birmingham (ch. 10), WCIQ (TV) Mount Cheaha (ch. 7), and WDIQ (TV) Dozier (ch. 2).

## Changing hands . . .

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

■ KXOA Sacramento, Calif.: Sold by Riley Gibson and associates to Producers Inc. for \$750,000. Producers Inc., owned jointly by Polaris Corp., Milwaukee (construction, warehousing, advertising agency, real estate), and Ferris E. Traylor and family, owns WTVW (TV) Evansville, Ind.; KXGO-TV Fargo, KNOX-TV Grand Forks and KCND-TV Pembina, all North Dakota, and WKYW Louisville, Ky. KXOA operates fulltime on 1480 kc with 5 kw daytime and 1 kw nighttime. Broker was Edwin Tornberg & Co.

■ WPQR McKeesport, Pa.: Sold by Robert M. Cox and group to Carl Stuart, James Herbert and Walter Vandriak for in excess of \$300,000. Mr. Stuart is part owner and manager of WESA Charleroi, Pa. Mr. Herbert is chief engineer of WAMO Pittsburgh. Mr. Vandriak is with Westinghouse Electric Co. WPQR operates full time on 1360 kc with 5 kw daytime and 1 kw nighttime. Broker was Blackburn & Co.

■ KIFW Sitka, Alaska: Sold by Harry

Best Wishes for a  
Happy and  
Prosperous  
New Year

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Crestview 4-8151

Lanz, Howard Bradshaw and associates to Midnight Sun Broadcasting Co. for \$21,310. Midnight Sun, headed by Alvin O. Bramstedt, owns KENI-AM-TV Anchorage, KFAR-AM-TV Fairbanks, KTKN Ketchikan and 30% of KINY-AM-TV Juneau, all Alaska. Present personnel and policies will be continued, it was announced, with additional programming from NBC and ABC and Midnight Sun news facilities. James Jacqua of Sitka will be station manager; Mr. Lanz will remain as program manager, and John Hope will be chief announcer. KIFW operates full-time on 1230 kc with 250 w.

**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 60).*

■ WMMB Melbourne, Fla.: Sold by Harlan G. Murrelle and group to Franklin A. Hardy, John C. Palmer, Robert E. Haskins, Thomas F. Fitzpatrick and Wilson M. Meeks for \$220,000.

■ WDBQ Dubuque, Iowa: Sold by O. A. Friend Jr. and associates to H. N. Cardozo Jr. and Phillip T. Kelly for \$155,000. Mr. Cardozo owns WDBC Escanaba, Mich., and KATE Albert Lee, Minn.

■ WFCT Knoxville, Tenn.: Sold by Frederick L. Allman and Robert K. Richards to J. Olin Tice Jr. for \$125,000. Mr. Tice interests include WCAY Cayce, S. C.; WKTC Charlotte, N. C., and WBAZ Kingston, N. Y. Messrs. Allman and Richards retain ownership in WKYR Keyser, W. Va.; WKBZ Muskegon, Mich., and KDMI Des Moines, Iowa.

## Freed pleads guilty, is fined for payola

Radio-tv personality Alan Freed, 40, pleaded guilty in New York criminal court to accepting bribes in return for records played while he was the host of New York radio programs.

Mr. Freed, now of Palm Springs, Calif., was fined \$300 and given a six-month suspended jail sentence. Criminal charges filed against him in May 1960, accused him of accepting a total of \$30,650 in bribes from seven record companies.

Mr. Freed pleaded guilty to two counts—a bribe of \$2,000 from Cosnat Distributing Co. and \$700 from Superior Record Sales Co.—and was given a month to pay the \$300 fine.

Before the payola inquiry, Mr. Freed, a leading exponent of rock 'n' roll music, had programs on WINS, WABC, and WNEW-TV, all New York, and KDAY Los Angeles, from 1954-1960.

## HOW TO USE PUBLIC SERVICE TIME

### NAB to hold techniques institute for non-profit groups

An old station problem—the methods by which broadcast time is used by non-profit organizations—will be attacked at a public service institute Feb. 7-8 in Washington under NAB auspices in cooperation with American U.

The goal—to help such organizations make better use of radio and tv by acquainting them with broadcast problems and techniques.

Classroom instruction at the American U. Communications Center by professionals and field trips to two stations are to be included in the agenda, according to John M. Couric, NAB public relations director and a member of the institute faculty.

In back of the idea is that demand among public interest groups for broadcast time is becoming keener each year, pointing up the need for understanding and skills among these groups, said LeRoy Collins, NAB president. Mr. Couric said the institute will give close attention to creating and producing full-length radio and tv programs and to the technical acceptability of spot announcements.

Field trips will be made to WRC-AM-FM-TV, owned by NBC, and

WAVA Arlington, Va., an independent. Joseph W. Goodfellow, WRC vice president-general manager, and Arthur W. Arundel, WAVA president, will conduct the tours.

The subjects to be covered in classroom instruction include radio and tv studio equipment; program preparation; continuity acceptance and the NAB codes; creation of announcements; news writing and reporting; public relations and mass media, and federal regulation.

Members of the faculty, besides Mr. Couric, are Burton Bridgens, continuity acceptance-public service manager of WRC; John F. Cox, tv coordinator, National Education Assn.; Stanley Field, executive producer, *The Big Picture*, U. S. Army; Joseph Phipps, public affairs manager, WWDC - AM - FM Washington; Bernard Posner, assistant to the chairman of the President's Committee on Employment of the Handicapped; Matthew Warren, public affairs manager, WMAL-AM-FM-TV Washington, James Sillman, program manager, WTOP-AM-FM-TV Washington, and Douglas A. Anello, NAB general counsel.

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Only station licensed to market of over 50,000 in sunny western state. Assets, including land, cost over \$100,000.00. Grossing \$8,000.00 to \$10,000.00 monthly and capable of doubling that. Priced at \$157,000.00.

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# ABC CHANGES NEWS SETUP

## Hagerty turns over administration to Velotta, operations to Lang, establishes special units

The establishment of special news units, shifts in executive functions and the addition of personnel were announced last week by James C. Hagerty, ABC vice president in charge of news, special events and public affairs.

Mr. Hagerty reported he will continue in charge of overall supervision policy decisions of the department but he will no longer deal personally with details of day-to-day operations. Thomas Velotta, vice president for administration, will assume responsibility for administrative functions, and Robert Lang, vice president for operations, for operational functions.

Special news units are being formed

for specific news programs, Mr. Hagerty said, and will be staffed permanently with a complement of personnel working under a producer. He also announced the creation of a program unit, under executive producer Robert Quinn, which will produce all special programs, such as those on space shots, political conventions and elections, instant news shows and science specials.

Mr. Hagerty noted that Ben Blank recently had been named director of the newly created graphic arts division and said he would soon name the director of film for ABC News and fill the posts of executive producer in Washington and operations officer in Paris.



Mr. Hagerty

Mr. Velotta

Mr. Lang

## Media reports...

**On-the-air** ■ KRAB (FM) Seattle, Wash., a non-commercial station specializing in off-beat programming, began broadcasting Dec. 13 on 107.7 mc with 20 kw. The new fm outlet, which depends on its listeners for support, features such programs as poetry, drama, folk, ethnic, and jazz music, and political commentary representing all sides. KRAB has six subscribers thus far. Station is owned by Lorenzo W. Milam.

**Public service** ■ A three-week campaign last spring by WNAX Yankton, S. D., to help find employment for the handicapped earned a good word for that station from the December issue of *Performance*, a magazine about the handicapped, as it cited WNAX for its efforts. Covering five states—North and South Dakota, Iowa, Minnesota and Nebraska — with its broadcasts, WNAX's daily five-minute programs announced the availability of qualified handicapped workers for employment.

**'Man of the Year'** ■ Supreme Court Justice Arthur J. Goldberg has been

named "Man of the Year" by the Illinois News Broadcasters Assn., it was announced last week. Justice Goldberg succeeded Felix Frankfurter last August on the Supreme Court.

**Capital loans** ■ American U., Washington, D. C., has established the Willett M. Kempton Memorial Fund to help worthy students, primarily in journalism, public relations or communication arts. Prof. Kempton, former chairman of the university's Dept. of Communications and Dept. of Journalism & Public Relations, died last November. Contributions to the fund may be sent to Dr. Ray Hiebert, Chairman, Dept. of Journalism & Public Relations, American U., Washington 16, D. C.

**Month-long drive** ■ KABC-AM-FM Los Angeles is presenting a month-long public information drive on behalf of the Hollywood Museum, starting tomorrow (Jan. 1). Stars of motion pictures and tv, civic and cultural leaders have made tapes of 20, 30 and 60-seconds, which will saturate the KABC schedule throughout January.

**New am outlet** ■ WBNO Bryan, Ohio,

licensed to Williams County Broadcasting System, went on the air Dec. 18. Serving parts of Ohio, Indiana and Michigan, the new station operates on 1520 kc, 500 w, daytime. Joseph Klarke is WBNO's general manager.

**Transplanted** ■ A 1 kw fm transmitter and a radio studio have been presented to Los Angeles City College by RKO General's Hollywood outlet, KHJ. Valued at more than \$20,000 by its recipients, the gift also included two sound trucks. The studio already is in use for recording; the transmitter will be dormant until the FCC approves its use. Money saved because of the RKO gifts will be used for additional equipment, according to Donald T. McCall, chairman of the college broadcasting department.

**The golden years** ■ WOI-AM-FM (Iowa State U.) Ames, in conjunction with 13 other state educational and commercial stations, is broadcasting programs offering counseling to persons over 60 years of age. The programs deal with problems or questions that arise in the later years. WOI-AM-FM said that the program, *Sixty Plus*, is now broadcast by stations in six states.

## Statewide etv network planned for Illinois

A state educational tv network of nine stations is proposed by the Illinois Superintendent of Public School Instruction George T. Wilkins and is to be presented to the state legislature next year. All outlets would operate in the uhf band. The proposal calls for etv operation to start in 1964 and be in full operation by 1967. Total cost is \$11.5 million.

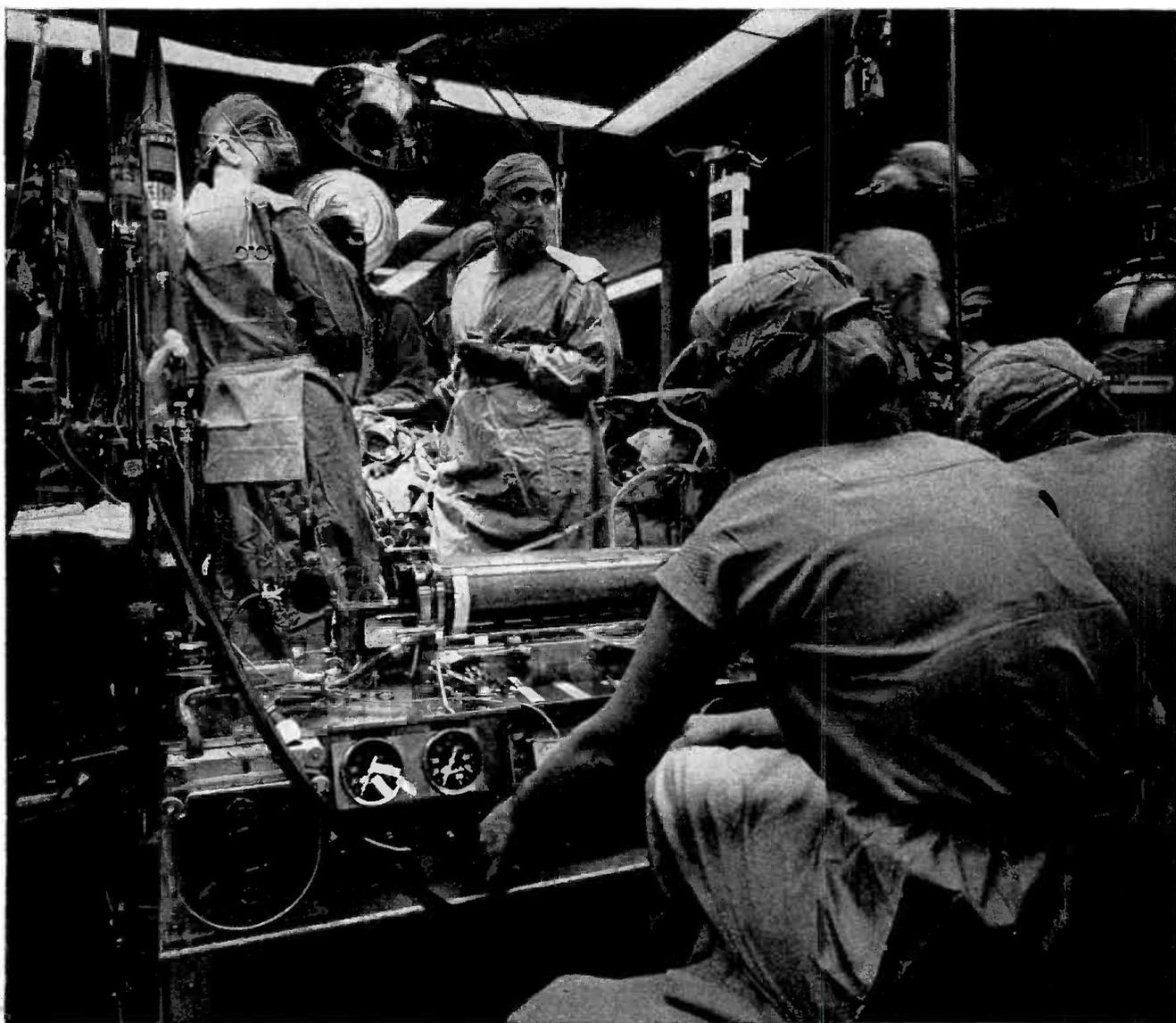
These nine new stations would be linked up with three etv outlets already on the air: WTTW (TV) Chicago, WILL - TV Champaign - Urbana and WSIU (TV) Carbondale. The new stations would be at Newton, Edwardsville, Springfield, Macomb, Kewanee, De Kalb, Kankakee, Normal and Charleston.

## Petker leave AP Management

Al Petker, originator of AP Management Corp. plan for radio contests, promotion and programming, has left the company to set up a new plan designed to boost national daytime tv listenership. The firm will be called Al Petker Publicity. Its technique is being tested in a midwestern market, according to Mr. Petker, but will not be made available to tv stations until next March. In addition Mr. Petker is completing a book dealing with his radio promotion activity (BROADCASTING, May 14).

# In Chicago

... the 305-acre Medical Center District comprises \$270 million worth of facilities including the nation's largest concentration of hospitals, medical research and education. Shown here, in preparation, is a heart-lung machine in Presbyterian-St. Luke's Hospital where many surgical innovations have originated.



## In Chicago—WGN Television

*originates more color programming  
than any other station  
in the nation!*



— the most respected call letters in broadcasting

**WGN IS CHICAGO**

# It's official: FCC was tougher in '62

## MINOW'S YEAR-END REPORT CITES 'STIFFENING ENFORCEMENT'

Broadcasters' suspicions that the FCC was unusually difficult to live with, and under, during 1962 received confirmation last week from the most authoritative source—FCC Chairman Newton N. Minow.

The chairman, in his year-end statement, singled out the commission's "stiffening enforcement actions on stations which failed to carry out their promises and obligations" as the year's most pronounced commission activity in the broadcasting field.

He noted that the commission, armed with new powers to fine willful offenders and give short-term renewals, disciplined "an unprecedented number of stations" for technical and other violations.

For the first time, Mr. Minow said, the commission denied license renewals primarily because of programming violations. The stations involved were WPKD Kingstree, S. C., and KRLA Los Angeles. Altogether, he said, some half-dozen licenses were revoked or renewals denied for various reasons, and some 30 other stations were in revocation or renewal proceedings. A score more were fined and about 25 others were given short-term licenses.

**Other Activities** ■ The commission's tougher attitude was reflected in a number of other activities reported on by Mr. Minow—the FCC's local-live programming inquiry in Chicago and the one scheduled to begin Jan. 28 in Omaha; the proposed rule to require broadcasters to keep records available for public inspection; and the recently



Chairman Minow

launched inquiry into "objectionable loud commercials."

The commission, in addition, received support from the courts last year for one of its more controversial rulings. This was the court of appeals affirmation of the FCC's denial of Suburban Broadcasting Co's application for an fm station in Elizabeth, N. J., because Suburban didn't attempt to determine the community's programming needs.

Another significant court decision during 1962, Mr. Minow said, was that upholding the commission's rights to authorize the pay-tv test in Hartford, Conn.

Despite the commission's concern

with broadcasting, Mr. Minow said the advent of space communications was "the event of 1962 which may have more impact" on the FCC than anything else in its 28 years of existence. "In recognizing FCC jurisdiction over international communication carriers to include satellite relay," he said, "Congress charged the commission with some duties unprecedented in federal telecommunications regulation."

**Important Legislation** ■ In this connection he said passage of the Communications Satellite Act was the most important action affecting the FCC taken by Congress last year. Other important legislation mentioned by Mr. Minow included the all-channel receiver law and federal aid to educational television.

He also reaffirmed the commission's determination to seek, in the new Congress, legislation to give it some direct regulatory authority over the networks and control over the operations of catv systems that compete with television stations.

The commission's responsibilities, in terms of radio authorizations, continued to mount in 1962. Mr. Minow said 3.8 million authorizations—for all types of transmitters—are now outstanding—some 400,000 more than at the end of 1961. He said the total includes about 1,050,000 radio stations of all kinds, an increase of about 180,000; over 2.5 million commercial radio operator licenses, a gain of some 230,000; and 246,000 amateur operator permits, a jump of 14,000.

## AMST opposes plans for using chs. 14, 15

The Assn. of Maximum Service Telecasters has told the FCC that, in short, the statements that have been made supporting the reallocations of uhf chs. 14 and 15 for land mobile radio use "compounded the negative features of the proposal as originally made."

AMST was replying to filings on the proposal by the Land Mobile Section of the Electronics Industries Assn. for reallocation of the two channels (BROADCASTING, Dec. 10).

AMST charged that the supporting comments made it clear that consideration of the Land Mobile Section's request will lead to an "ever-mounting pressure to divert more and more chan-

nels from television broadcast use." AMST pointed to American Telephone & Telegraph's statement that chs. 14 and 15 would fall short of what is needed and AT&T's request that "more than 12 television channels" be reallocated from the uhf band.

AMST said that no party which supported the proposal rebutted the fact that it is the will of Congress that all 82 channels of the television spectrum be fully developed for television's use. The association also said no comment disproved the position that chs. 14 and 15 are uhf television's most desirable channels, and that their reallocation would strike a serious blow to uhf telecasting.

AMST also charged that even those who honestly supported the arguments

against reallocation of the channels are not aware of "the complex and difficult task faced by the commission in the allocation of frequency space and in particular are unaware of the full implications of the reallocation. . . . It is cogency, not bulk, which counts."

## Proposed FCC rule called unneeded by Meredith

A proposed FCC rules change to "clarify" the requirement that applicants keep the commission informed about "material changes in the status of their applications" was termed as "perfluous" last week by Meredith Broadcasting Co.

The FCC has said the purpose of the proposed change is to make it clear

## California renewals

Three California am stations—of the approximately 100 am-fm-tv stations in that state whose programming had been questioned by the FCC staff (BROADCASTING, Dec. 3)—received license renewals last week.

KHJ Los Angeles, and KVIP and KVCV, both Redding, got their licenses for the next three years in an action by the Broadcast Bureau. The same bureau had, a month ago, asked the full commission to defer the renewal applications of the three along with others because of unresolved programming questions. The renewals of 26 California tv stations, 35 am outlets and a like number of fms still are pending. Their licenses expired Dec. 1.

that applicants are responsible for the continuing accuracy and completeness of their representations to the FCC (BROADCASTING, Dec. 3).

But Meredith, in comments filed in opposition to the proposal, said "the commission has always held that an applicant is under an obligation implied in law to keep his application complete and accurate in all material respects."

Meredith is the licensee of KCMO-AM-FM-TV Kansas City and KPHO AM-TV Phoenix, and corporate parent of WOW-AM-FM-TV Omaha and WHEN-AM-TV Syracuse.

## Character flaws laid to applicant

An initial decision outstanding 12 months which proposed to grant a new am station in Odessa, Tex., to R. L. McAlister was reversed by two FCC hearing examiners last week on the grounds Mr. McAlister "lacks the character qualifications requisite for a broadcast licensee."

At the same time, examiners Chester F. Naumowicz and Isadore A. Honig affirmed dismissal of an application by Western Broadcasting Co. for a new station in Odessa on the same facility sought by Mr. McAlister—1550 kc. After the applications were set for hearing in 1960, Mr. McAlister agreed to pay Western \$2,500 in expenses for the latter's withdrawal and to take the necessary steps at the FCC to secure Western's dismissal.

In last week's supplemental decision, the examiners found that Mr. McAlister failed to properly seek dismissal of Western or to inform the latter that he had not done so and that this constituted abuse of FCC processes and an

attempt to mislead the commission. He "deliberately took advantage of Western's then unexplained lack of prosecution to [attempt] to bring about the default" of Western, the examiners ruled.

They found Mr. McAlister's testimony about his agreement with Western "was evasive and lacked candor."

## Sen. Kerr recovering from heart attack

U. S. Sen. Robert S. Kerr (D-Okla.), principal owner of Kerr-McGee stations and chairman of the Senate Aeronautical & Space Committee, was recovering last week from a heart attack suffered Dec. 18.

Thought by some to be the "most powerful man in the U. S. Senate," Senator Kerr was reported by his doctor to be making a "remarkable" recovery Thursday (Dec. 27). However, the Oklahoman will be confined to Doctor's Hospital in Washington, D. C., for at least three more weeks, his doctor said.

The senator was admitted to the Washington hospital Dec. 16 for observation of chest pains. He suffered a mild heart attack two days later. Although Sen. Kerr will be hospitalized

during the Senate's organizing activity early next month, it was indicated his views would not necessarily be absent from policy considerations.

Sen. Kerr owns 50.6% of WEEK-TV Peoria and WEEQ-TV La Salle, both Illinois, and 13.1% of KVOO-TV Tulsa, Okla.

In addition to being chairman of the space committee, Sen. Kerr is ranking Democrat on both the finance and public works committees and is considered a key man in any effort to line up voting support on legislation.

## KLFT Radio submits application costs

KLFT Radio Inc. moved last week to meet objections by the FCC's Broadcast Bureau to a request that its application for a new am station in Golden Meadow, La., be dismissed. KLFT Radio has proposed to bow out in favor of competing applicant John A. Egle, who would reimburse KLFT Radio for expenses of up to \$3,100. (BROADCASTING, Dec. 24).

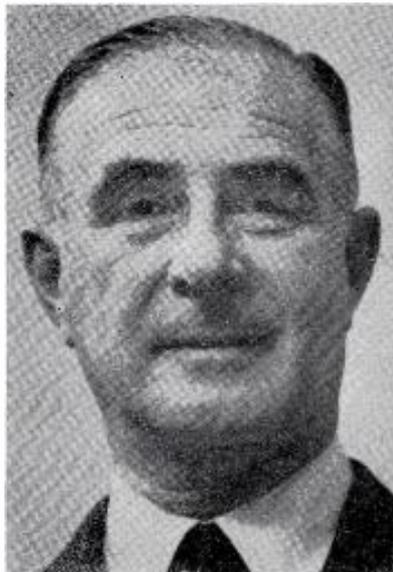
Edward T. Diaz and Clervill Kief, KLFT Radio principals, told the commission last week their expenses were

## Getting together with 'Uncle'

The Advertising Federation of America and the Advertising Assn. of The West will hold their fifth annual midwinter legislative conference at the Statler-Hilton Hotel in Washington on Feb. 3, 1963.

The theme of the day-long conference is "Advertising Speaks to The Government and Government Speaks to Advertising." The morning

session will feature speakers from business organizations and the afternoon session will be devoted to talks by officials of various regulatory agencies of the federal government. Arthur C. Fatt, board chairman of Grey Adv., is general chairman of the conference and Ralston H. Coffin, vice president in charge of advertising RCA, is vice chairman.



Grey's Fatt



RCA's Coffin

## House unit asks new Small Business probe

A report urging the U. S. House of Representatives to take another look at charges that small businessmen aren't getting a fair chance at buying television advertising is scheduled to be filed by the House Small Business Committee on Thursday (Jan. 3).

The document, unanimously adopted by the committee's Subcommittee No. 6 earlier this month (BROADCASTING, Dec. 10), is now being circulated among members of the full

committee.

The report says there is enough substance to complaints about option time and television discount rates aired in hearings last year (BROADCASTING, Dec. 11, 1961) to warrant new hearings in the 88th Congress, which convenes Jan. 9.

With the "possible exception" of discount practices, the report indicates the hearings found little trouble in radio on the subject.

"modest to the point of frugality" in submitting a breakdown. Over two-thirds of \$2,972 actual listed expenses for KLFT Radio constituted attorney's fees, the breakdown showed.

KLFT Radio denied any agreements or understandings with Leo Joseph Theriot, whose license for KLFT was revoked last spring for technical violations and alleged misrepresentations to the FCC (BROADCASTING, March 19). The present applicants are seeking the vacated frequency, 1600 kc.

## Am applicant seeks principal's withdrawal

Rockland Broadcasting Co., applicant for a new am station in Blauvelt, N. Y., has asked FCC permission to remove Dr. Sidney Fox's name from its application.

Dr. Fox, who is linked with a \$5 million damage suit filed by the American Cyanamid Co., during a commission hearing pleaded the Fifth Amendment, instead of answering questions about

the alleged theft of valuable bacteriological cultures grown by American Cyanamid.

Besides Dr. Fox there are two other owners of Rockland: George Dacre and Harry Edelstein.

more wlc hearing--add 1

## WBRZ firings illegal, NLRB examiner finds

A National Labor Relations Board examiner last week ruled that WBRZ (TV) Baton Rouge, La., illegally fired two employes last spring for their efforts to organize the station's employes into a union group.

Trial Examiner Henry S. Sahn found against the station in the discharge of Henry Havard, assistant film director, and Glen Hawkins, cameraman. He concluded the firings "constituted an interference with, restraint and coercion of [WBRZ's] employes . . . and was discrimination."

The examiner said the actions of

WBRZ executives constituted unfair labor practices and ordered the station to offer reemployment to Messrs. Havard and Hawkins and to pay lost salaries because of "discrimination against them." WBRZ also was ordered to refrain from interfering with, restraining or coercing employes in any way for efforts by Local 995, International Brotherhood of Electrical Workers (AFL-CIO) or any other union, to organize the station's employes.

WBRZ can appeal the examiner's decision to NLRB.

## Wilmington ch. 12 awarded WHYY Inc.

An initial decision which favored WHYY Inc. for a new educational tv station on ch. 12 Wilmington, Del., over commercial applicant Rollins Broadcasting Co. was made final by the FCC last week.

WHYY Inc. owns educational WHYY-FM-TV ch. 35) Philadelphia. It was favored over Rollins after a lengthy hearing because, Hearing Examiner Walter Guenther ruled, of "a distinctly greater need for the educational-instructional programs proposed by WHYY than for the entertainment programs" planned by Rollins (BROADCASTING, Oct. 1).

Ch. 12 is Delaware's only vhf allocation and Storer Broadcasting Co. formerly operated a commercial station on that channel. WHYY Inc. is a non-profit corporation composed of educational and cultural institutes in Philadelphia and surrounding areas. William Goldman is president.

Rollins, which owns WAMS Wilmington and other stations, did not appeal the initial decision but attacked the FCC hearing as "meaningless" (BROADCASTING, Nov. 19).

## WAXE license renewal set for hearing by FCC

WAXE Vero Beach, Fla., is going to have to answer several questions for the FCC before its license will be renewed. WAXE's application for license renewal has been set for hearing by the commission.

The FCC wants to determine if the station and its licensee, R. M. Chamberlain, are guilty of more than 21 violations and digressions against its rules. Among the FCC's questions:

▪ Did the licensee maintain adequate control and supervision over the operation of WAXE during the station's last license renewal period to date?

▪ Did Mr. Chamberlain instruct his employees to disregard the rules that require proper maintenance of transmitter logs?

## FCC sets new date for 'inspection' comments

### AGENCY MAKES DATE JAN. 18 TO ALLEVIATE HARDSHIPS

The FCC last week granted NAB's request to extend the deadline to Jan. 18 for comments on the proposed public-inspection rule. The original deadline was Dec. 28. The date for replies was moved from Jan. 11 to Feb. 4.

NAB said the three-week extension is needed because broadcasters are busy completing the commission's detailed questionnaire on political broadcasting activities.

The Georgia Assn. of Broadcasters last week opposed the proposal, which would require broadcasters to keep copies of all applications for license renewals, major changes in facilities and ownership changes available for public inspection.

GAB said such a rule would violate privacy by revealing the records of ra-

dio-tv stations owners who have interests outside broadcasting. GAB also said the rule would "open all licenses to scrutiny in a manner contrary to sound business practices."

GAB suggested, as an alternative, that "harrassment" could be reduced by a method of obtaining permission to inspect records, with the licensee being authorized to screen requests. GAB said financial data should be confidential.

The association also suggested that the FCC establish a regional office, on a trial basis, in Atlanta. The office would serve as a repository for licensee records, reports and documents, and serve as a clearing house for renewal, transfer, complaints and other matters on a regional basis.

# 32 value analyzed benefits give G-E Image Orthicons 3 to 5 times longer life, highest sensitivity, and unsurpassed performance in your cameras

G.E.'s family of "station designed" Image Orthicons cover the complete spectrum of commercial and educational television. Individual types incorporate certain *value analyzed* benefits which optimize performance for any given program requirement, whether specialized or broad. These benefits can extend life to as long as 8000 hours . . . provide signal-to-noise ratios up to 50:1 . . . and allow high resolution pickup at 1 ft.-c for black and white, or 40 ft.-c for color.

- A** Distortion-free optical quality glass is used in all G-E Image Orthicon faceplates • Fibre-optics faceplates prevent picture distortion
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- D** Glass target only 0.0001" thick prevents loss of resolution due to lateral charge leakage • Specially selected optical quality glass is free of imperfections—GL 5820A—GL 7293—GL 8093
- E** Electroplated target mesh, with 560,000 openings per square inch, improves picture detail, prevents moire and mesh-pattern effects without defocusing
- F** 750-line field mesh screen—makes the scanning beam approach the target perpendicularly over the entire area • improves corner resolution • diminishes white-edge effect • Shading and dynamic match for color pickup are excellent • Set-up time is reduced
- G** As an added precaution against moisture contamination, dry inert gas is blown through the envelope prior to exhausting and sealing • Longest tube life is assured
- H** To prevent contamination from dirt, dust or moisture: All personnel wear lint-free clothing • operators wear nylon gloves or finger guards • assembly rooms are pressurized, the air super-cleaned, and humidity controlled
- I** Precision manufacture, plus accurate spacing and alignment of all components, assures uniform signal gain in the multiplier section • Dynode material and design, plus a 0.0012" aperture, allow sharper target focus • No compromise between sharpest focus and dynode blemishes appearing in background • Less set-up time required
- J** Performance testing—Every tube tested prior to release to customer • Tests are made in G.E. and other-make cameras to guarantee highest picture quality and complete operational flexibility



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## TV SET PRODUCTION RISES

EIA estimates '62 top of \$950 million in tv sets, up 14%; radio set making shows \$7 million climb

Jump of 14% in dollar volume of tv set production in 1962 is the estimate of the Marketing Services Dept. of the Electronic Industries Assn., announced last week.

Tv set production in 1961 totaled \$832 million; the estimate for 1962 is \$950 million.

In radio the move upward was not as spectacular, according to the EIA researchers. In 1961 radio production amounted to \$343 million; in 1962 the estimate is \$350 million, for a plus of 2.1%.

Overall, consumer electronic products moved up by 15%, from 1961's \$2.087 billion to an estimated \$2.300 billion in 1962. Phonographs are estimated to have soared in 1962—up 24%, from \$335 million in 1961 to \$415 million in 1962.

The estimates are based on firm figures for the first 10 months of this year and preliminary indications of business for the last two months of 1962.

EIA a fortnight ago had released figures on tv and radio set production sales in the first 10 months of this year.

Cumulative production and distributor sales for the January-October period were as follows:

Period	PRODUCTION	
	Tv	Radio
Jan.-Oct. 1962	5,434,086*	15,684,733**
Jan.-Oct. 1961	5,014,583	13,797,879
SALES		
Jan.-Oct. 1962	5,034,880	8,888,904***
Jan.-Oct. 1961	4,634,024	8,538,829

\*Including 485,025 receivers with uhf tuners compared to 289,462 for the same period last year.

\*\*Including 5,665,954 auto radios and 941,141 fm radios, compared to 4,321,315 auto and 679,291 fm radios in same period in 1961.

\*\*\*Excluding auto radios.

### New video equipment

RCA has introduced a fully transistorized video distribution amplifier, the

TA-23, for studio use in both color and black-and-white signal television systems.

Advantages of the new dual-output amplifier, according to the RCA Broadcast and Communications Products Division: small size and less heat than tube equipment. The TA-23 requires one-fifth the space of tube units and generates 1/20th of the heat. Also a number of the new units may be bridged to provide multiple output feeds from a common signal source.

Deliveries for the TA-23 are scheduled to start in January 1963.

### Harries color tv set gets cool reception

A new color tv set, developed by J. H. Owen Harries of Harries Electronics, Hamilton, Bermuda, is viewed skeptically by most American receiver manufacturers, particularly by RCA.

RCA engineers said they have read the article on the "Sunflower" projection system in the Dec. 14 *Electronics Magazine* and based on that information they believe that the development "does not appear to offer any substantial advantages" in overcoming what they call the "principal limitations" of projection tv. These they named as light

## Electronic 'readout' helps viewer keep score

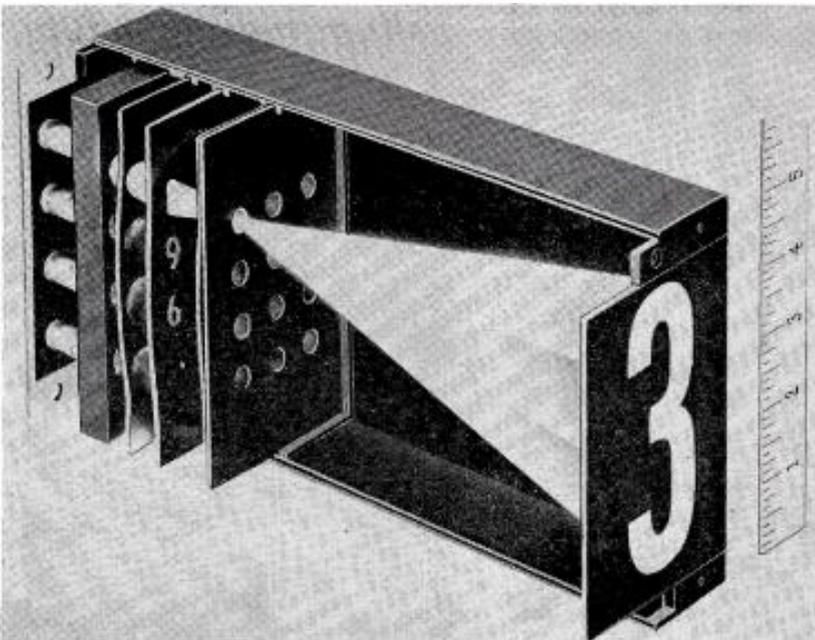
To report fast changing information visually in a way that is easy both for the operator to handle and for the viewer to read, electronic "readouts" are rapidly gaining favor

with tv producers. Whether it's as simple as keeping track of the progress of contestants in a studio game show or as complex as following state and city balloting in a national

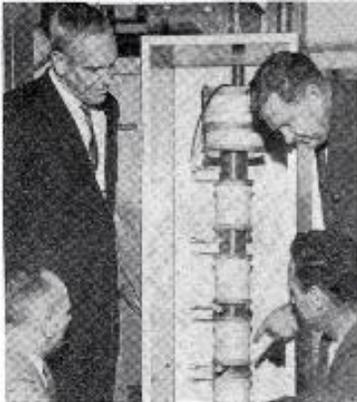
election, electronic readouts can do the job rapidly, clearly and economically.

The cutaway illustration shows a typical readout, capable of displaying 12 different images, which may be letters, numerals or symbols, individually or in combination, in monochrome or in color. The individual items of information are registered on photographic film, which is inserted into a rear projection device to show the desired information on the face of the unit.

The unit most used by tv stations, according to Industrial Electronic Engineers, North Hollywood, Calif., maker of the device, is Series 80000, which shows the numbers or letters with a maximum height of 3 3/4 inches and costs \$33 a unit. The setup used by KTLA (TV) Los Angeles for *By the Numbers* (also pic-



Cutaway view of typical readout can display 12 different images, individually or in combination. Color can be included as a part of the images or as background.



### A boon for uhf

*Eitel-McCullough Inc.*, San Carlo, Calif., has designed a new high-power, low-cost, long-life Klystron tube specifically for uhf stations, and the first installation was made at WWLP (TV) Springfield, Mass. Looking it over are (at left) Daniel H. Smith (standing) and Leonard Lavendol (squatting) of Capital Cities Broadcasting Corp., and (at right) Hal Yokela (standing) of Eitel-McCullough and William L. Putnam (squatting) of WWLP.

use, contrast resolution and high cost. The principal new ingredient of the

Harries circuitry is a "Sunflower" corrector. This is said to overcome registration distortions inherent in color projection systems. The inventor claims that color receivers made with his system should be able to sell for about \$31 more than black and white receivers if produced on a mass basis. The Harries receiver uses the compatible National Television Systems Committee standards.

### Technical topics...

**Eastman tv film change** ■ Film for use in recording television images is now being produced with a gray rather than a clear base by Eastman Kodak Co., Rochester, N. Y. The new base protects against halation (light spread) and simplifies processing because it has the same density as other negative materials, Eastman reports. The new base is available on types 7374 (16 mm) and 5374 (35 mm). Clear base may be obtained on special order only, Eastman said.

**Made for Moviolas** ■ The Camera Mart Inc., New York, is supplying a newly designed Camart Tv Matte for Moviola film editing machines. Prices range from \$6.50-\$8.

**New TPT plant** ■ TelePrompTer Corp., New York, will open a new plant at Cherry Hill, N. J., early in 1963 to

consolidate its Weathers division (hi-fi and stereo components) and corporate manufacturing, engineering and technical operations. The company will maintain its executive offices in New York.

**New "striping" device** ■ Reeves Soundcraft Corp., Danbury, Conn., has introduced a precision portable "striping" machine for 16 mm film. It will allow production teams in remote areas to stripe film with magnetic oxide suitable for sound recording, the company said. According to the company, the "P-16," as it is called, meets all specifications of the Society of Motion Picture & TV Engineers and the American Standards Assn.

**Audimax converter** ■ Two kits designed to convert Audimax level control units I and II to the new Audimax II RZ level control system have been made available by CBS Labs., Stamford Conn. The converted unit maintains constant gain during an extensive pause or stand-by condition but when "certain" the program has ended, it slowly drops the gain to normal if gain was being increased during the program. The new feature makes the older models more useful in controlling audio levels in recording, telecasting, monophonic and (with an adapter) stereophonic fm broadcasting and am broadcasting.

ured) utilizes six readout units at a total cost which Hal Dasback, production manager, says is less than the station used to pay for a month's rental of a stadium-type scoreboard. The readouts are easier to handle and more effective in showing the scores of the competing teams, he says, adding "we couldn't be happier about it."

The figures or letters are controlled by simple manual switches which may be operated individually or preset for group showing as complete numbers or words. To show letters against colored backgrounds, figures with asterisks or similar dual simultaneous showings, double controls are used.

Fully automatic switching, with all information pre-programmed and displayed according to a planned sequence without any manual oper-

Jay Stewart, emcee of "By the Numbers," is flanked by Wanda Hendryx (l) and Barry Sullivan and their teammates from the KTLA (TV) Los Angeles studio audience, with the readouts in front of each team showing their scores.

ation, is practical only if the program can keep close pace with a timing schedule. Therefore, automatic switching is usually designed so that manual control can interrupt it, delay it, speed it up or go back to repeat it in whole or part.

Another common use of readouts at broadcast stations is in timing devices. One central timing system can drive any number of digital clocks needed for studios and control rooms and all will be in precise synchronization.



## REACTION TO WHITE PAPER

ATV head says it shows 'appalling ignorance' and 'open hostility' to commercial television

Failure of the British government's second white paper on the role of Independent Television Authority to authorize a second commercial network shows "appalling ignorance" of television facts, according to Sir Robert Renwick, chairman of Associated Television Ltd., a major tv program contractor.

Commenting on the paper (BROADCASTING, Dec. 24), Sir Robert said it showed "open hostility" to commercial tv. BBC would be given a second network to increase the range of its programs.

He described the levy on commercial tv profits as "an extra-ordinary proposal to come from a conservative government" and called the proposal to hand over to ITA the control of networking "academic nonsense." He added, "The government must decide whether it believes in the future of television or whether it wants to clamp down with the dead hand of bureaucracy."

Sir Harry Pilkington, chairman of the committee that produced the report bearing his name (BROADCASTING, July 2, 9), said the government's plan was "better than expected but not good enough." He voiced disappointment because there is no real action to prevent newspaper groups having controlling interest in tv companies; no second commercial network; support for pay tv, which his committee opposed.

The second white paper felt press

participation in commercial tv has given "little cause for anxiety." The government was against a ban on such participation but felt there should be safeguards against the possible effects of "undue concentration of shareholdings" by newspapers. It contended regulation of a maximum percentage of press-held voting shares would be too complicated, suggesting ITA be given power to suspend or cancel a company's contract if newspaper holdings give rise to abuse. Further, the postmaster-general would have power to suspend or cancel a contract for similar reasons.

As to advertising standards, the white paper would strengthen the ITA advertising advisory committee in general consumer representation. In addition, ITA will assume more formal and direct control of executive decisions on advertisements. "The authority rightly recognizes that in television, standards need to be more exacting," the paper stated, adding, "The onus of proof of claims made in advertisements must always rest on the advertiser, and if there is any reasonable doubt the viewers' interests must come first."

The bill would give ITA authority "to regulate practices with regard to advertising and—natural breaks," avoiding "stridency and undue repetitiveness in advertisements."

### BBG cuts off filings for second tv outlets

The Board of Broadcast Governors will not entertain applications for second television stations in Canadian cities, except for those already filed, the board said at Ottawa Dec. 21.

The board said second stations in Canada's eight major markets have had more trouble getting established than expected. In most cases capital costs exceeded estimates, operating costs were higher than expected, and revenues less buoyant than predicted. National advertisers were buying both stations in two-station cities but reducing their expenditures in remaining single station markets.

The board will hear applications for second stations in mid-January for Quebec City, and St. John's, Nfld. It has postponed public hearings till June 4 for Canadian Broadcasting Corp. to decide whether to apply for stations in

### Canadian spending up

National advertising on radio and television in Canada increased in the first nine months of 1962, according to a report by Elliott-Haynes Ltd., Toronto, Ont., in the weekly *Toronto Marketing*, an advertising paper. Radio advertising was up 11.14% to \$14,641,192 as compared with the first nine months of 1961, and national television advertising was up 19.97% to \$37,185,421.

The major broadcast advertising group was food and food products with \$4,057,318 in radio and \$9,553,907 in television. Drugs and toilet goods followed in second place in both media, \$2,002,580 on radio and \$7,905,063 on television.

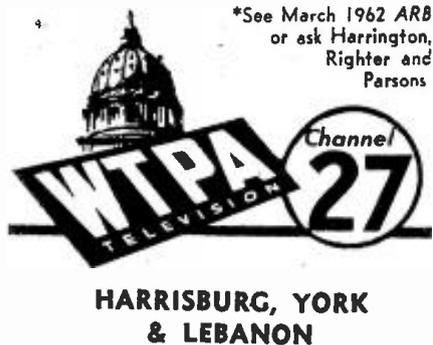
There's Only  
**ONE -**



AND IT'S A  
**GOOD ONE\***

NOW THERE IS ONLY ONE STATION IN ALL OF CENTRAL PENNSYLVANIA WHICH CARRIES THE COMPLETE LINEUP OF ABC NETWORK PROGRAMS. Only on Channel 27 can the people in Harrisburg, York and Lebanon see **BEN CASEY, MC-HALE'S NAVY, STONEY BURKE, COMBAT, LAWRENCE WELK**, and all the other top audience producers. And they can see them better from our new, taller tower (500' high) and more powerful antenna. Just watch us—everybody does!

\*See March 1962 ARB or ask Harrington, Righter and Parsons



Fredericton or St. John, N. B., Saskatoon, Sask., Sudbury, Ont., and Charlottetown, P. E. I. The board will not hear applications for second stations in other cities at present, as it feels these could not be economically operated. The BBG also opposes furthering alternative program service to such smaller cities through use of satellite stations from nearby cities. The board said it feels a second station in any city should provide local service as well as network programs, and this could not be done through a satellite station. Since the original tv station in a city must provide local programs, the board feels second stations should also transmit local programs.

### British set tax relief asked

Members of Parliament are urging a temporary suspension of the 45% purchase tax on television and radio equipment because of low sales and unemployment in the industry.

About 15 members have signed two resolutions. The first presses the government for temporary removal of the tax, which they say is much higher than the tax on all other goods but cosmetics. The second asks the government to present television sets to schools over the next 16 months in areas of the Commonwealth and British colonies where educational programs are broadcast.

## SETH QUILTS TVB OF CANADA POST

Failure to get executive committee support cited as reason

William R. Seth Jr. has resigned as executive vice president of TvB of Canada Inc. as result of what he called "basic disagreements on the manage-



Mr. Seth

## JFK 'Conversation' gets overseas play

Foreign distribution of *A Conversation With the President*, the precedent-setting news interview of Mr. Kennedy by the three networks (BROADCASTING, Dec. 17, 24), has been carried out or is planned on an independent basis by each of the tv networks.

The show, seen in the U. S. on Dec. 17 was serviced by CBS Films Inc. for distribution in 10 countries. Portions of the taped broadcast were carried by the British Broadcasting Corp. and by commercial tv facilities the following day.

NBC reported distribution of the show to its affiliates in Australia and Japan as a part of its regular service to these outlets and on a cost-plus basis to outlets in Holland, Norway and the Philippines.

ABC reported it offered the show to all of its foreign affiliates but that the list of those accepting the program is not yet available.

### Bureau has 350 members

The Bureau of Broadcast Measurement, Toronto, Ont., an industry-wide co-operative organization, now has 350 members, the most in history. They include 207 radio and television stations, of which one radio and two television stations are in the U. S.

ment of the bureau," which is based in Toronto.

"Despite careful planning, tremendous physical and mental efforts on my part to build the bureau into a successful representative of the television industry," he said, "I now feel severely frustrated by not having the confidence of the executive committee.

"This is in stark contrast to the prestige we enjoy within the tv industry. It would be needless to recite my many efforts toward building this degree of recognition and prestige, often under very severe handicaps. Not only have I felt the full burden of developing membership for the bureau, but I have been expected to handle all the creative, sales and administrative tasks as well."

Mr. Seth, who has headed the bureau since its formation in August 1961, was made executive vice president in an appointment announced about a month ago (BROADCASTING, Dec. 3). He said last week, however, that his board of directors had refused to give him a long-term contract on which he and the

GOING UP!  
Daytona Beach  
Orlando

NOW  
FLORIDA'S  
THIRD  
MARKET

AND  
SPACE AGE  
CENTER  
OF THE WORLD



WESH-TV

FLORIDA'S  
CHANNEL 2

for Orlando  
Daytona Beach  
Cape Canaveral

board had already come to terms.

**Thin Spread?** ■ Other sources meanwhile reported that need of more financial support for the Canada TvB had made it necessary for Mr. Seth to "spread himself too thin" in trying to cover membership solicitation and service along with new business promotion and other areas of bureau activity.

They suggested that, possibly because of his preoccupation with such a wide range of affairs, there had developed a breakdown of communications between Mr. Seth and his board members and that this contributed to what he called loss of the confidence of the executive committee.

Canada TvB authorities were reported last week to be actively seeking a successor to Mr. Seth. He has returned to his home at Pearl River, N. Y.

Before he joined the Canada TvB he was with Lennen & Newell, and before that with MacManus, John & Adams; Lewin, Williams & Saylor; and Needham & Grohmann.

TvB of Canada is separate from the U. S. -TvB but receives assistance from the latter.

### Canadian unions squabble

Canadian unions and Canadian locals of international unions in the broadcast field are waging a battle for membership of some 2,300 employees of the Canadian Broadcasting Corp. The Canadian Labor Congress has refused to recognize the right of the National Union of Public Service Employees (NUPSE), a Canadian affiliated union,

to merge with the Assn. of Radio & Television Employees of Canada (ARTEC), also a purely Canadian unaffiliated union. The National Assn. of Broadcast Employees & Technicians (NABET), affiliated with the labor congress and the AFL-CIO, has contested the merger of ARTEC with NUPSE, since the former had at one time been affiliated with NABET. ARTEC represents CBC announcers, office employees and production staff. NUPSE has some 30,000 members in 116 locals across Canada.

### Abroad in brief...

**Fully sold in Philippines** ■ With the sale of nine tv film series, NBC International has completed sales of its entire library to the Philippines. The latest sale, to the Bolinao Broadcasting Co., includes *Bonanza*, *Dr. Kildare*, *Don't Call Me Charlie*, *National Velvet*, *Pony Express*, *The Jim Backus Show*, *Blue Angels*, *Bob Hope Specials* and *It's A Man's World*.

**Rep appointment** ■ CJLR Quebec City, Que., has appointed Radio & Television Sales Inc., Toronto and Montreal, as exclusive representative.

**Venezuelan equipment buys** ■ RCA has announced that Radio Caracas Television has signed a \$750,000 contract for additional transmitters, microwave relays and other equipment required in the expansion of an interconnected tv network that will place 97.5% of Venezuela's population within range of tv signals (BROADCASTING,

Dec. 10). RCA said shipments to Venezuela will begin shortly, with the program scheduled for completion in mid-1963.

**New Canadian am** ■ KCKN Seven Islands, Que., a new 5 kw station on 560 kc will start broadcasting in March. The station has a coverage area of 60,000 persons. Ben Roberge, formerly of CKRB St. Georges de Beauce, Que., and CKLD Thetford Mines, Que., is general sales manager. Radio & Television Sales Inc., Toronto and Montreal, is exclusive station representative.

### Ghana starts tv plans

Ghana is to have television. The first step has been initiated by the government in awarding an \$8,400,000 contract to the British Marconi Co. to construct three transmitting stations in Accra, Kumasi, and in the Sekondi-Takoradi area. The contract also covers a new radio station which will expand home and foreign radio broadcasts by the Ghana Broadcasting Corp.

### ABC International rep named

ABC International Television Inc. last week appointed a sales representative for the United Kingdom.

The naming of Richard Job Ltd., London, as representation for the AB-PT subsidiary is a move to expedite negotiations with international advertisers in England and on the European continent, according to Donald W. Coyle, president of ABC International.

## PROGRAMMING

### NEW GORDON FIRM PLANS TWO SERIES

#### Company also will finance independent production

A new production company has started preparations for two series to be offered for network tv placement next season.

Clancy Gordon Productions Inc., New York, a fortnight ago announced production plans that include a one-hour series, tentatively titled *Rhapsody*, and a half-hour series with the working title *The Hellers*. The former program will be a showcase for folk music, song and dance acts, and the latter series is to be a filmed family situation comedy. Both are aimed for the 1963-64 network season.

The new firm, with offices at 545 Fifth Ave. (telephone Yukon 6-2370) has been formed by Russell Clancy and Jules M. Gordon. Mr. Clancy, who started in radio in 1936 as an announcer and performer, has also served in various capacities with NBC-TV, Television Programs of America, Independ-

ent Television Corp. and the former Ziv Television Programs Inc. Mr. Gordon is a financier and former manufacturer.

The company's objectives are program sales and distribution, production of its own tv properties and financing shows of independent producers.

### Milwaukee broadcaster cautions on 'Emmys'

A Milwaukee broadcaster has cautioned the National Academy of Television Arts and Sciences that a newly-created Emmy Award might encourage local stations seeking it to concentrate on one public service project at the cost of ignoring overall community obligations.

How about an award for "overall community service"? asked George Comte, general manager, WTMJ-AM-

FM-TV Milwaukee.

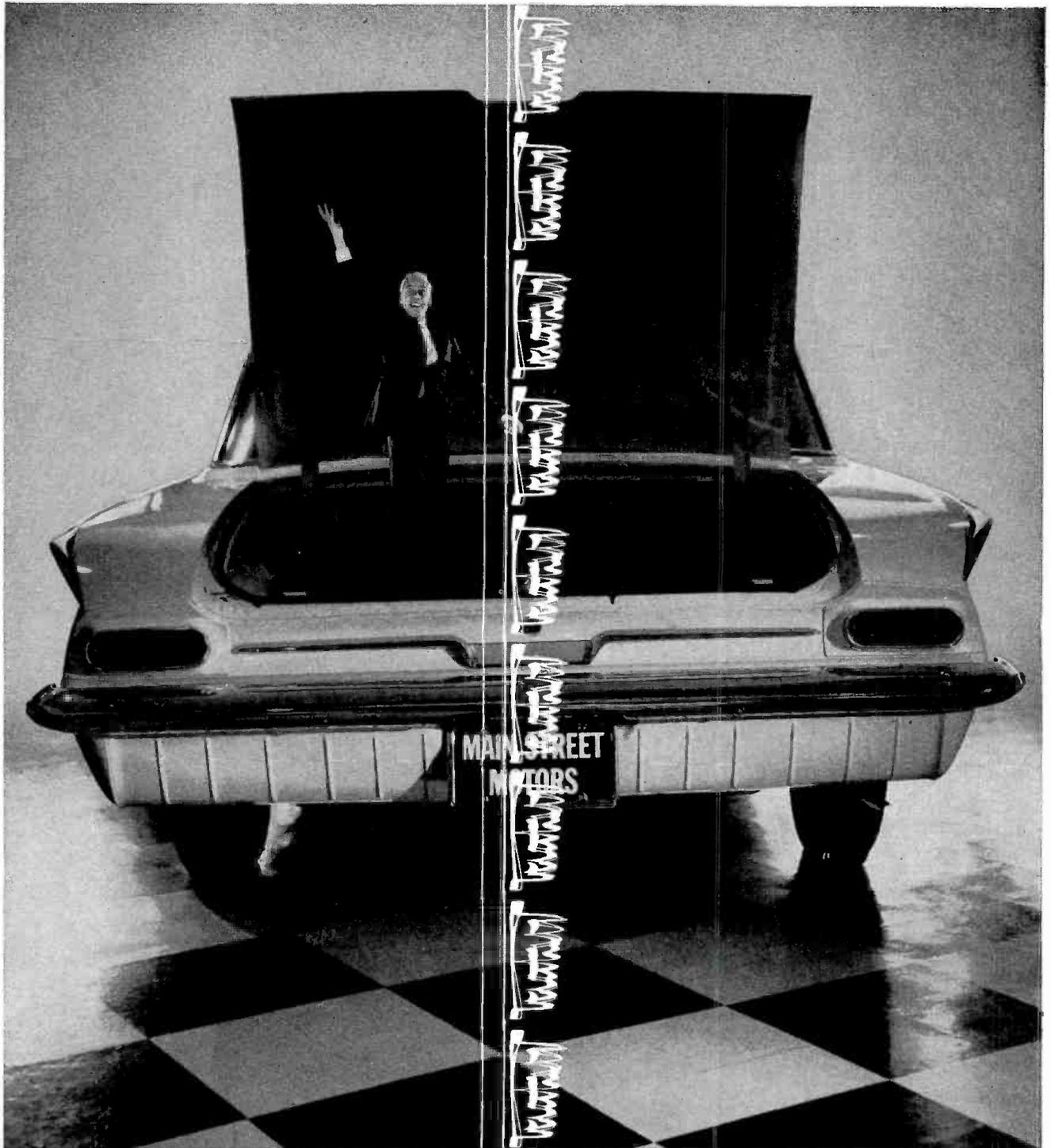
In a letter to Robert F. Lewine, president of the academy, Mr. Comte warned that standards for a new Emmy category make it conceivable that it could be won by a station which throws its "entire emphasis and resources in a program or program series in one field and ignores all other fields of community service." Meanwhile, Mr. Comte said, a station "which accomplished an outstanding job in the entire field of community service would not be considered."

The Milwaukee executive suggested another Emmy category to honor a station's overall, year-long service to its community.

### Clark radio show sales

Mars Broadcasting Inc. reports that the new two-hour *Dick Clark Show* has been sold in 16 markets and will make its debut on 13 stations tomorrow (Jan. 1).

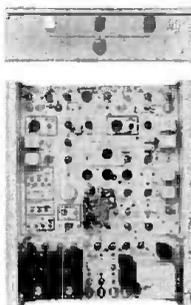
The outlets with a Jan. 1 start are WOLF Syracuse; WSGN Birmingham;



Who helps you put superior spots before your sponsors' eyes?

**AMPEX**

Better local spots mean more money for you. And now you can produce them with your VTR. It's possible with the Ampex Electronic Editor operating with Ampex Inter-Sync. The Electronic Editor allows you to assemble, insert, add effects or make changes electronically until you get just what you want to see—all without cutting an inch of tape. Add a Special Effects Generator and you have every conceivable transitional effect at finger-tip control. There's no



need for specially trained film crews. Your own staff can handle every job. Another Ampex accessory for better programming: Amtec—an automatic time element compensator that gives you geometrically perfect pictures. For more information write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter Street, Redwood City, California. Sales, service throughout the world.

**AMPEX**

WKGN Knoxville; WQXI Atlanta; WWDC Washington; WABB Mobile, Ala.; WTOB Winston-Salem, N. C.; WITH Baltimore; WHOT Youngstown; WHK Cleveland; WCPO Cincinnati; WLAN Lancaster, Pa., and WLEE Richmond. The program will begin on Feb. 1 on KKIS Pittsburg, Calif.; WAAT Trenton, N. J., and WMID Atlantic City, N. J.

## Roach Studios brings \$1.32 million in sale

Sale of Hal Roach Studios, seven sound stages on 14 acres at Culver City, Calif., for \$1,326,000 to the Ponty-Fenmore Realty Fund, has been revealed, subject to approval by U. S. District Court in Scranton, Pa.

The property is owned by Scranton Corp., and was acquired by Scranton along with the Mutual Broadcasting System as part of financial maneuverings which ended with bankruptcy of Scranton Corp. and the sentencing of its head man, Alexander Guterman, to federal prison (BROADCASTING, Feb. 1, 1960). The purchaser, a Beverly Hills real estate developer, has had no previous connection with movie studios and has not decided yet what to do with the property. Mutual now is owned by Minnesota Mining & Manufacturing Corp.

## Radio-tv plans for Pasadena's Rose Parade

As usual, the Rose Parade from Pasadena, Calif., which kicks off the 1963 list of special events for radio and tv audiences, will be one of the best covered features of the entire year.

Two tv networks, CBS-TV and NBC-TV (which will broadcast the two-hour parade in color), will be joined by Los Angeles stations KTLA (TV), KTTV (TV), KHJ-TV, KMEX-TV (all-Spanish language uhf station) and KUSC-TV (U. of Southern California's campus closed-circuit tv station, as well as KOVR (TV) Sacramento-Stockton,

Calif., for the video coverage. In radio, the parade will be broadcast by KRLA and KWKW Pasadena, KALI San Gabriel, KHJ and KMLA (FM) Los Angeles, and KPPC (Pasadena College station). The Armed Forces radio and tv service will take the parade to American troops around the world.

An interesting sidelight is the competition for the Spanish-speaking audience between KWKW and KALI, all-Spanish radio stations, and KMEX-TV and KTTV (TV), which is sponsoring the KWKW broadcast and advising that station's listeners tune their tv sets to KTTV with the sound turned down so they can hear the floats described in Spanish on KWKW as they watch them on KTTV.

## Transatlantic cable to be leased by AP

The first transatlantic cable photo circuit to be leased by a news service will undergo testing for the Associated Press beginning Jan. 2, according to Wes Gallagher, AP general manager.

The circuit when turned over to AP, will be available for 24-hour-a-day operation and will permit simultaneous two-way picture transmissions to and from Europe. The cable is being leased by AP from Press Wireless Inc., and should be ready for regular use by the wire service in mid-January.

Mr. Gallagher said the effect of the cable would be to link AP's two wire-photo networks in Europe and North America. These networks serve hundreds of newspapers and tv stations.

Picture traffic between the U. S. and Europe in the past has been mainly by radio, although in recent months AP has been using commercial cable facilities on a per-picture toll basis because of the higher quality of cable transmissions.

## Stations salute California

Nine California affiliates of the CBS Television Network are jointly producing a special one-hour program saluting

California's growth to the most populous state in the union.

Each is broadcasting it at a time of its own selection. KNXT (TV) Los Angeles (a CBS-owned station) aired it Dec. 28 at 9:30-10:30, pre-empting *Fair Exchange* on CBS-TV. Other stations are: KFMB-TV San Diego, KPIX (TV) San Francisco, KXTV (TV) Sacramento, KFRE-TV Fresno, KSBW-TV Salinas, KIEM-TV Eureka, KBAK-TV Bakersfield, and KSHL-TV Chico. California Gov. Edmund G. Brown will appear in a segment taped by KXTV.

## NBC-TV planning one-hour Bishop show

Program plans for NBC-TV's 1963-64 season include a new hour-long weekly comedy-variety show with Joey Bishop as star and host, it was announced two weeks ago by Mort Werner, NBC-TV program vice president.

The series will be produced by Mr. Bishop's packaging company, Joslar Inc., and will originate live or on tape in NBC's New York studios. The current *New Joey Bishop Show* viewed at 8:30-9 p.m., Saturdays, is filmed.

A premiere date and time for the new show is yet to be announced.

## Program notes...

**Program switch** ■ NBC-TV's Sunday afternoon newscast, *This Is NBC News*, will move to a new time starting Sunday, Jan. 6. The program, currently telecast in the 4:30-5 p.m. EST period, moves to 3-3:30 p.m. Two specials are scheduled for the first two weeks following the switch; *New Faces of Congress*, Jan. 6, 4-5 p.m., and the National Football League's Pro Bowl Game Jan. 13, starting at 4 p.m. Beginning Jan. 20 the Sunday 4-5 p.m. period will be filled by a new series, *Shell's Wonderful World of Golf*.

**Linkletter at night** ■ A new audience participation weekly variety program based on the foibles and fortes of people in all walks of life, *The Art Linkletter Show*, will start Feb. 18 on NBC-TV, Mon., 9:30-10 p.m. Art Linkletter will host the program, to be produced live or taped in Hollywood. Series will be produced by Artel Productions in association with NBC. Wilbur Stark will be executive producer, Irvin Atkins producer and Hal Cooper director. It will replace *The Price Is Right* which moves Feb. 1 to Fridays, 9:30-10 p.m.

**Linkletter in the morning, too** ■ Jack Linkletter will begin his own *Jack Linkletter Show*, an interview program aimed at a young adult audience, on ABC Radio West, the western regional hookup of ABC Radio. The program, featuring "fascinating people of the West who are making news," will be

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heard on 116 ABC Radio West stations Mon.-Fri., 11:15-11:30 a.m.

**Hope tour films** ■ Bob Hope and other Hollywood entertainers are on an 18,000 mile USO tour through the Far East and South Pacific to perform before GIs at more than a dozen military posts during the Christmas season. Film footage of performances at the bases will be included in *The Bob Hope Christmas Show* scheduled on NBC-TV Wednesday, Jan. 16, 9-10 p.m. EST.

**New WCBS show** ■ WCBS New York has announced the addition of the Ted Steele *At Your Service* program to its daily afternoon schedule beginning today (Dec. 31). Mr. Steele, personality of the new woman's appeal show, was previously vice president and general manager of WINS New York and general manager of the former WNTA-AM-FM Newark, N. J. From 1950-54 he was executive producer for WPIX (TV) New York.

**Daytime CBS-TV changes** ■ In a move to "make even stronger" its daytime schedule, CBS-TV has announced a switch in its present afternoon programming to become effective today. *The Millionaire*, previously shown 3-3:30 p.m., moves to 3:30-4 p.m. EST and *To Tell the Truth* moves to 3-3:25 p.m. The five-minute gap created by the exchange will be filled by *CBS News with Douglas Edwards*, previously shown at 3:55 p.m.

**Overseas business** ■ Screen Gems reports it has acquired the international distribution rights to the *Mahalia Jackson Sings* and the *Laffs* comedy skits series from Television Enterprises Corp., of Great Britain. TEC distributes the programs in this country.

**Day-long review** ■ WFUV (FM) New York, Fordham U.'s educational outlet, aired a program schedule Dec. 30 titled *WFUV in Profile* in celebration of its 15th anniversary of broadcasting. The day of specials was meant to reflect the range and variety of the station's talk and music programming.

**Special citation** ■ Corinthian Broadcasting Corp., New York, has awarded a special citation to one of its stations, KHOU-TV Houston, for "outstanding public service programming, 1961-1962." A series called *The Magic Room*, a book program for younger viewers, is now in its second year of production on all five Corinthian outlets—KXTV (TV) Sacramento, Calif.; KOTV (TV) Tulsa; WANE-TV Fort Wayne; WISH-TV Indianapolis, and the Houston station.

**FAA story** ■ The functions of the Federal Aviation Agency are described in a 30-minute 16mm film available to tv



## WOR-TV buys 33 Embassy Pictures productions

Ivan Reiner (c), program manager of WOR-TV New York, signs for 33 motion pictures, including 17 in color, from Embassy Pictures, of which Joseph E. Levine (r) is president and Leonard Lightstone (l) is executive vice president.

An unusual aspect of the contract is that several of the motion pictures

involved have not gone into production as yet. Included in the package are "Hercules," "Hercules Unchained," "Attila the Hun," "The Fabulous World of Jules Verne" and several of director Ingmar Bergman's films. WOR-TV will schedule the films on a once-a-month basis, starting with "Hercules" on Jan. 4.

stations on a free-loan basis from Sterling Movies U. S. A. Inc., New York.

**Producer signs** ■ NRB Assoc. Ltd., New York management firm, has signed Bill Hobin, tv producer-director, to an exclusive personal management contract. Mr. Hobin is currently producer

and director of NBC-TV's *Sing Along With Mitch*.

**Martha to Jacqueline** ■ Events in the lives of many of America's First Ladies, from Martha Washington to Jacqueline Kennedy, will be recalled in a production by the public affairs department of CBS News. Entitled "The First Lady,"



# Tele-Tape takes video tape 'on the road'

Tele-Tape Productions, Ridgely, N. J., one of the few video-tape outfits specializing in on-location recording, travelled more than 50,000 miles in 1962, to complete a production schedule with stops as far north as St. Paul, Minn., and as far south as Cuba.

Tele-Tape recently moved to the East Coast from Chicago, underwent a staff and facilities expansion and added a new unit. It also was named the basic supplier of on-location material for Videotape Productions of New York last summer. As a result,

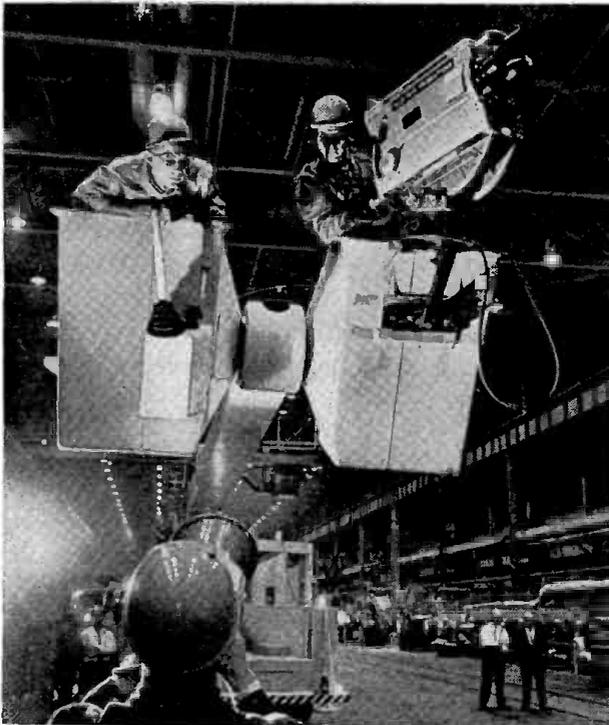
the firm expects to tackle an even heavier travel schedule in 1963.

For the major part of this year, the company worked out of a mobile unit converted from an old Greyhound bus. Now it has introduced a new and modern tape cruiser. It was shown at the Assn. of National Advertisers' convention last month.

Known as Mobile Unit One, the new cruiser includes four Marconi Mark IV cameras and two Ampex intersync and Amtec equipped videotape recorders. Its special features are a custom built control room, a

specially designed audio console to handle up to 22 microphones, 10 tons of air conditioning and a 40 kw power generator. The equipment is completely housed in a tractor-trailer with storage compartments and camera platforms on the roof.

The unit's first assignments included the New York segment of the closed circuit fund-raising telecast for Washington's National Cultural Center, and the Dec. 12 production of the *Perry Como Show*. For the latter, the cruiser was sent to Guantanamo Bay, Cuba, for the show's



Tele-Tape Productions went to Portage, Ind., to record commercial featuring new General Electric "annealing furnace." In picture, cameramen are given last instructions before "booming up" for shot of entire 175-foot GE furnace.



A 45-foot, 18-ton tractor trailer unit, Tele-Tape Productions' Mobile Unit One, is shown ready to board an Army plane headed for Guantanamo Bay, Cuba, where the "Perry Como Show" was taped for showing on NBC-TV a few days later.

the program will be shown on CBS-TV Jan. 2, 1963 (Wed. 7:30-8 p.m.). Actresses Colleen Dewhurst, Ann Harding and Nancy Wickwire will portray the presidents' wives or hostesses through readings and dramatic vignettes. Harry Reasoner, CBS News correspondent, will be narrator.

**Free film directory** ■ Modern Talking Pictures Service Inc. is offering a directory to tv stations entitled *Free Films From Modern Tv*. The directory lists over 350 films which are offered free to stations by Modern Tv, a division of Modern Talking Pictures.

**Michigan news** ■ On-the-spot tv film coverage of news is available to Michigan stations from Arnold Enterprises, Lansing. Dick Arnold, recently with WXYZ-TV Detroit, has opened the news bureau at 116 W. Lapeer St.

**Government Shorts** ■ "Justice," NBC Radio's new *Monitor* information series produced by the network in cooperation with the Federal Bar Assn., begins next Sunday (Jan. 6) within the 3-3:30 p.m. EST period. The first two of the 10-minute programs will feature Supreme Court Justice Tom C. Clark. Subsequent shows in the series will be

interviews covering activities of various government agencies.

**Railroading** ■ The legends and folklore of the railroads—and a strong plea against railroad mergers—are included in *Working on the Railroads*, a new 26-week, recorded five-minute radio series, available without charge from the Railway Labor Executives' Assn., 400 First St., N. W., Washington 1, D. C. Recorded promotional material comes with the package.

**Ready** ■ *Hollywood: The Fabulous Era*,

taping for NBC-TV.

**Goes East** ■ With its appointment as supplier of on-location material for Videotape Productions and with about 60% of its business coming from New York, Tele-Tape decided that it would move its operation from Chicago to the East Coast. The company set up permanent headquarters last summer in Ridgefield, N. J., to house its mobile fleet, engineering offices and maintenance shops and opened a sales and production office in New York.

While Tele-Tape devoted 75% of its production this year to programs, the company expects to expand its tv commercial business in 1963, when it will introduce a new and smaller mobile unit, designed specifically for taping commercials.

According to James E. Witte, Tele-Tape's general manager, the smaller unit will enable the company to complete a week's assignment of commercial taping at the same cost as two days shooting with the larger unit.

If Mr. Witte is optimistic about the future of on-location tape production, he is also realistic in his assessment. He points out tape producers have not developed techniques necessary to shoot a variety of special location shots such as underwater, aerial and motorboat scenes.

When video tape was introduced, Mr. Witte says, it was oversold by producers anxious to get a quick foothold in the market. He continues: Unable to live up to its advance notices, tape fell into disfavor with many producers and advertisers. Tape producers returned to their workbenches to learn more about their product and to develop new techniques for using tape more advantageously. Now, with a more flexible product, producers are involved in the "long tedious business of reselling tape to the industry."

produced by Wolper Productions, Hollywood, has been completed and scheduled for showing on ABC-TV Jan. 23, the firm has announced. Produced and directed by Jack Haley Jr., the hour special is narrated by Henry Fonda with a musical score by Elmer Bernstein.

**How they do it** ■ World distribution rights for *Doctors At Work*, a series of 52 half-hour filmed medical programs, have been acquired by Desilu Productions Inc., Hollywood. Filmed portions of each episode run 18 minutes; suggested scripts and questions for live

doctor panels are provided. The package was produced by the California Medical Assn.

**More from Lone Star** ■ The Lone Star Brewery, San Antonio, has signed a second one-year contract for the production of *The Lone Star Sportsman*, an outdoor television feature which ran on 14 southwest stations during 1962. The brewery, through Glenn Adv. Agency, Dallas, its agency, also sends Jim Thomas, featured in the series, to make public appearances at hunting and fishing events.

**New CBS Radio shows** ■ Two new Mon.-Fri. programs begin today (Dec. 31) on CBS Radio. *David Schoenbrun Reports*, a five-minute newscast on national and foreign affairs features CBS News' chief Washington correspondent at 8:30-8:35 a.m. EST. Abigail Van Buren, whose column of advice has been read in newspapers for eight years, will air a *Dear Abby* show at 10:30-10:35 a.m. EST.

**'Ranger' radio sales** ■ Telesynd Div. of Wrather Corp., New York, reports sales totalling \$100,000 for its 30-minute radio series, *The Lone Ranger*. The series was bought by KOMO Seattle; KATU Portland, Ore.; KXLY Spokane, Wash., and WMAL Washington, D. C. A 90-minute "Lone Ranger" program was sold to WOOD Grand Rapids, Mich. In addition, Telesynd announced the sale of its Programatic radio service to WMSR Manchester, Tenn.

**'Virginians' extended** ■ Revue Studios has received a second extension for *The Virginians*, 90-minute western colorcast by NBC-TV, boosting the total number of episodes for the 1962-63 season to 30. Series was originally scheduled for 13 programs, extended to 26 in October and now to 30.

**'Ethics' series** ■ KNBC (TV) Los Angeles on Jan. 13 will start a series of programs titled *Ethics*, which will attempt to relate abstract ethical concepts to specific problems of modern life. Three guests will appear on each program, two with definite and opposing opinions of the program's topic, one in between. Dr. Simon Greenberg is host of the Sunday series (1-1:30 p.m.). Opening program will deal with the ethical responsibilities of the entertainment business to its audience.

**Spots with a twist** ■ One-minute spots with a news twist have been offered for sale by Creative Radio Productions, 521 Moraga St., San Francisco. The \$25 monthly spot package features daily news stories—from exactly 30 years prior to the airing. Called "The News-30-Commercial," local sponsors have four categories of news to choose from:

international report, Washington report, newscast and sportscast.

**Monkeys and men** ■ Westinghouse Broadcasting Co. has announced production of the fifth in a series of WBC television specials. The show titled *People and Other Animals* features Jane Fonda and Robert Morse who "appear as mammals." It will be seen on the five WBC television stations and on other outlets via syndication.

**Tourists at sea** ■ Sterling Movies U.S.A. announces its distribution on a free loan basis of a new half-hour color film, "The Timid Tourist," produced by Regency Productions. The movie, recently released by the French Line, features actor Claude Dauphin aboard the new ship S. S. France and examines the results of mixing varied cultures and personalities on a trans-Atlantic crossing.

**Documentaries abroad** ■ Screen Gems Inc. has announced plans for international distribution of a group of 53 filmed television documentaries produced by Documentary Programs Inc., Washington, D. C. The half-hour segments, produced by Peter Von Zahn, German broadcast and film producer, cover the subjects of music of the old and new world, world governments, and world religions. Present plans do not call for U. S. distribution of the series.

**Winner before mike** ■ Looking ahead to Radio Month (next May), KNUJ New Ulm, Minn., is conducting a "Speak for a Scholarship" campaign which will end with the award of a \$500 college scholarship to the winning student and the presentation of a tape recorder to his high school. Participants prepare and deliver quarter-hour broadcasts which include music and news delivered on KNUJ. Twenty local schools are cooperating with the KNUJ program.

**Cancer society film** ■ The American Cancer Society has announced completion of a half-hour film with the dual purpose of familiarizing the public with the society's volunteers and training volunteers themselves. Produced by Harry Olesker, chief of the society's tv and film operation, the show will be available for network and local tv in April.

## Film sales . . .

*Films of the 50's, Volumes 4 and 5* (Seven Arts): Sold to KTVH (TV) Wichita, Kan.; WFBM-TV Indianapolis; KBTW (TV) Denver, and KOCO-TV Enid, Okla. Now in 44 markets. KBTW also signed for 41 features in *Volume 3*; KGO-TV San Francisco bought three special features; KTVU (TV) San Francisco and WGN-TV

Chicago each bought five special features.

**Broadway Goes Latin** (ITC): Sold to WICS (TV) Springfield, Ill.; WTTV (TV) Indianapolis; WROC-TV Rochester, N. Y.; KBMT (TV) Beaumont, Tex.; WAFG-TV Huntsville, Ala.; WBRZ (TV) Baton Rouge, La.; WUHF (TV) Milwaukee. Now in 42 markets.

**South America: The Awakening Giant** (ITC): A one-hour documentary sold to WBNS-TV Columbus, Ohio; WHIO-TV Dayton, Ohio; KEPL-TV

El Paso, Tex.; WFBM-TV Indianapolis, and WKYT (TV) Lexington, Ky. Now in 34 markets.

**Brave Stallion** (ITC): Sold to WPIX (TV) New York (fourth year renewal); WDAM-TV Laurel-Hattiesburg, Miss.; WSB-TV Atlanta; WBZ-TV Boston; WIMA-TV Lima, Ohio. Now in 215 markets.

**Supercar** (ITC): Sold to WCOV-TV Montgomery, Ala.; WJBF (TV) Augusta, Ga. Now in 140 markets.

**Whiplash** (ITC): Sold to WWL-TV

New Orleans; WUHF (TV) Milwaukee. Now in 70 markets.

**Jeff's Collie** (ITC): Sold to KVAL-TV Eugene, Ore. Now in 118 markets.

**Sea War** (ITC): Sold to WUHF (TV) Milwaukee. Now in 55 markets.

**Danger Man** (ITC): Sold to WUHF (TV) Milwaukee. Now in 64 markets.

**March of the Wooden Soldiers** (ITC): Laurel and Hardy feature film sold to KATC-TV Lafayette, La., and WPBN-TV Traverse City, Mich. Now in 68 markets.

## FINANCIAL REPORTS

# RCA sales, earnings hit alltime high

### \$1.7 BILLION REVENUE, \$50 MILLION PROFIT NOTED BY GEN. SARNOFF

RCA in 1962 sold and earned more than ever before in its 43 years, surpassing not only its own corporate records but also the national averages for all industry, Brig. Gen. David Sarnoff, board chairman, reported last week.

His year-end report estimated that RCA's sales for the year will approach \$1.7 billion, or about 10% more than the 1961 record. He said operating profit after taxes will exceed \$50 million, a 40% increase over 1961 and surpassing the all-time high of \$47.5 million set in 1955.

Gen. Sarnoff said NBC, a division of RCA, contributed "record sales and profits" while color tv receiver sales more than doubled and profits on color equipment and related services increased five-fold.

**Color Tv** ■ "Color television," he said, "has clearly entered an era of major growth and profitability." He estimated that color set sales will total 750,000 to one million in 1963 if picture tube production can keep up.

Overall, he said, RCA in 1962 got into position to "advance to even higher levels of sales and earnings in 1963, conditioned upon the strength of the national economy as a whole."

He thought the economy would maintain "a relatively high level of activity," and that the electronics field "can anticipate continuation through 1963 of the upward trend in sales and earnings which has placed the industry ahead of all others in dynamic growth in recent years."

**NBC's Year** ■ Gen. Sarnoff said NBC "had its most successful year"; that NBC-TV attracted 262 advertisers, more than any other network and a new high for NBC; and that NBC Radio "maintained its position as the leading network in sponsored time, with billings and profits higher than in 1961."

He said that one-fourth of NBC-



Gen. Sarnoff

TV's 1962 programming was on news and public affairs, "with the largest audiences among all networks consistently attracted to these NBC presentations." NBC's 1962 color programming totaled almost 2,000 hours, including 68% of its nighttime schedule.

Gen. Sarnoff said that RCA had become firmly established in electronic data-processing, sale and rental revenues more than doubling during 1962. He also reported "continued advances in space and defense electronics," dramatized by "the unprecedented 100% effectiveness" of the six RCA-developed Tiros weather satellites launched thus far.

An intensive company-wide program to increase operating efficiencies and reduce costs also contributed to RCA's profit improvement in 1962, Gen. Sarnoff said.

Other highlights included:

■ Sales of RCA Victor home instruments increased by 30% and surpassed the previous record, set in 1956. Biggest gains were in radio sets, Victrola phonographs, tape recorders and color television.

■ Unit sales of tv sets "were well in excess of one million" and exceeded in dollar volume the all-time peak reached in 1950.

■ RCA was "hard pressed to meet the demand for color television sets" in 1962. To help meet 1963's anticipated demand, color picture tube production facilities were expanded at Marion, Ind., and Lancaster, Pa.

■ A tripling of sales of color film cameras for local color tv originations spearheaded a "substantial" increase in sales of color broadcast equipment.

■ RCA Victor Records reached a new high sales volume and again led in the list of the top 20 best-selling singles.

■ Sales of RCA electron tubes for broadcast, industrial and military equipment reached a new high, and "important new business development programs were launched in electronic power devices such as thermoelectrics and solar cells."

■ Almost a score of major space packages (in addition to the Tiros satellites) were delivered or nearing completion by RCA at the end of 1962, including the complex tv payloads slated to be carried to the moon in 1963 in the RANGER program.

■ International sales and income set a new record.

Gen. Sarnoff said RCA's 1962 record makes the company "an industrial pacesetter." He said its 10% sales gain will exceed the 1962 average for all U. S. manufacturers and that its 40% increase in operating profits will at least double the industrial average.

In addition to RCA's operating profit,

he noted, a capital gain of \$7 million was realized in 1962 from the sale of 991,816 shares of common stock of Whirlpool Corp. This non-recurring income, he said, will add 41 cents per share of common stock to the operating earnings in 1962.

## IRS RETREATS

### Entertainment deductions boosted to over \$25

Mortimer M. Caplin, commissioner of Internal Revenue Service, announced last Thursday that the new regulations for travel and entertainment deductions would be hiked to require documentation only for \$25 and up. This is a change from the tentative \$10 limitation included in the original rules announced last month (BROADCASTING, Dec. 10, 3).

In announcing the change, Mr. Caplin stressed that receipts still would be required for transportation and lodging, but expressed the belief that this would not be onerous since such substantiation is common practice.

In other changes, Mr. Caplin announced:

- Instead of requiring documentation for a host of individual expenses (breakfast, lunch, dinner, tips, taxis, oil and gas, etc.), a taxpayer may lump these sums into "reasonable" categories. Thus, meals may cover all eating; taxi fares, all such transportation, etc.

- Where employees travel on a *per diem* allowance of not more than \$25, no documentation will be required if the substantiation satisfies employers.

- Businessmen will be allowed 30 days to familiarize themselves with the new rules, which become effective Jan. 1. Where mechanical bookkeeping is involved, a period of 90 days is allowed.

"We believe the final regulation to be both reasonable and practicable," Mr. Caplin said. He said he expects that the new regulations will go far to eliminate "expense account abuses," and it may, he estimated, bring in \$100 million in additional tax revenue.

The new rules put into effect that

### New IRS definition

The media base of Internal Revenue Service's definition of local advertising in connection with the manufacturers excise tax exemption for charges made will be broadened effective Jan. 1, 1963. In the past manufacturers, producers and importers could exclude from sale price the charges made for local advertising if broadcast over a radio-tv station or carried in a newspaper. A new law now includes magazines and outdoor advertising signs in the definition of local advertising.

portion of the 1962 tax law which attempted to tighten up tax deductions for travel and entertainment, both of which are large items in broadcasting and advertising.

The law requires substantiation if more than \$25 is spent on gifts for the same individual in one year. It also requires substantiation if a promotional gift (bearing the donor's name or business) cost the giver more than \$4.

### Income drop reported by management firm

Television Shares Management Corp. has announced a drop in its net income after taxes for the fiscal year ended Oct. 31—from \$804,333 (79 cents per common share) in 1961 to \$569,752 (56 cents per common share) in 1962. Total revenues in 1962 were \$2,386,051 compared to 1961's \$2,995,968.

The reduced income was due to the reduced sales of shares of Television-Electronics Fund Inc. and a lower level of the Fund's average net assets, the management company said.

Television Shares Management Corp. is the investment manager and principal underwriter of the fund. Chester D. Tripp is chairman and John Howkinson, president. A 40% interest has been bought by Kansas City Southern Industries, a firm organized by the management of Kansas City Southern Railway to permit diversification outside the railroad industry.

### Outlet Co. net up 1.6%

Net earnings after taxes of the Outlet Co., Providence, R. I., department store which owns WJAR-AM-FM-TV there, moved up 1.6%, from \$552,404 to \$561,583 for the nine months ended Oct. 27, the company announced last week in an interim statement to stockholders.

Retail sales for the 1962 period were \$11,252,452 compared to last year's

\$11,251,152. Revenues from broadcasting (less expenses) and from service charges and other miscellaneous income moved up 16%—from \$1,430,402 in the 1961 period to \$1,656,078 in the 1962 period.

The board of directors at a meeting Dec. 20 declared a dividend of 45 cents per share of common stock, payable Feb. 1, 1963, to stockholders of record Jan. 21, 1963.

### St. Louis etv station ends year with surplus

KETC (TV) St. Louis has reported that at the end of its fiscal year June 30 it had taken in a total of \$317,835 and spent \$296,919—leaving a surplus of \$20,915.

Trustees of the St. Louis Educational Television Commission, licensee of KETC, added Joseph P. Cosand, president of the newly organized junior college district of St. Louis, to the board *ex officio*, and elected four new members for three year terms. They are John L. Gillis, Monsanto Chemical Co.; John I. Rollings, Missouri State Labor Council (AFL-CIO); Edwin J. Spiegel Jr., Crown Zellerbach Corp., and Raymond H. Wittcoff, Transurban Investment Co.

KETC is on ch. 9 and operates with 229 kw.

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**MEAN BUSINESS**

In the Radio-TV Publishing Field only BROADCASTING is a member of the Associated Business Publications

## Basketball fans take matters in own hands

### MAKE ALL ARRANGEMENTS FOR BROADCASTS OF GAMES

A group of about 100 young doctors and medical students in the Richmond, Va., area are afflicted with what they diagnose as "Mountaineer Madness."

The new "disease" is described as a rabid interest in the activities of the basketball team of the U. of West Virginia and its primary symptom is extreme disappointment when its victims are faced with the fact that they are not able to hear broadcasts of the West Virginia Mountaineers' games.

The afflicted took the only cure for such a situation. They purchased the broadcast rights to the games, paid the telephone line costs, interested a station in carrying 17 games and finally found a sponsor for the series.

As a result, the first game was to be

broadcast on WRVA Richmond, on Dec. 31, with the series scheduled to continue until March 2, under the sponsorship of the Old Dominion Candy Co. of Salem, Va.

The West Virginia basketball fans all began their medical training at the U. of West Virginia's Medical School, which is a two-year program. They complete their medical training in Richmond, at the Medical College of Virginia.

Commenting on the unusual route the broadcasts took in getting on his station, John B. Tansey, WRVA general manager stated, "It's not often that a beautiful bit of programming and a beautiful sale fall into our lap, just out of the blue."

### Start your own army

Steve Allen has offered the perfect gift for the man who has everything—a 12-foot Finnish Army cannon.

Mr. Allen plans to give away the 1,000-pound gun after using it as a prop on his tv show tonight (Mon.). To enter the contest all one need do is drop a postcard to Cannon, P. O. Box 3200, Hollywood 28. Cubans are presumably eligible, although the instruction manual is written in Finnish.

The winner of the World War II souvenir will receive a free trip to Hollywood to appear on Mr. Allen's show and claim the prize.

## CBS-TV viewers brighten Christmas in Hazard, Ky.

A hard-hitting news report on CBS-TV of the plight of Hazard, Ky., residents, particularly its children, turned into an old-style Christmas story last week as money and gifts poured into the depressed coal-mining area.

Hazard was selected by CBS News as a locale that typifies the hardships people in depressed areas are undergoing. Reports were placed in two newscasts, Dec. 9 (Eric Sevareid's news summary) and Dec. 10 (Walter Cronkite's program). On Dec. 14, CBS-TV did additional reporting on the situation on its *Eyewitness* program.

In the follow-up reporting, a mention was made on the air that should viewers wish to contribute (though no actual appeal was being made) they could do so by sending their contribution to the *Hazard Herald*.

On Christmas Eve, the paper's managing editor reported that \$14,000 in cash had been received along with 20 tons of clothes, food and toys, and that 3,000 children in Hazard could look forward to Christmas presents.

## NAB album promotes radio's sounds of U.S.

A new record album described by NAB as "capturing the exciting sounds of America" is being supplied free to radio member stations of the association. The album was produced by NAB's public relations service and is designed to acquaint radio's listeners with the varied daily services provided by individual radio stations.

Sixteen announcements on such varied radio topics as advertising, local



## Objections meet NBC-TV plans to drop show

There's an undercurrent of revolt in the wide area between Madison Avenue and Sunset Boulevard. The issue is not "taxation without representation" but "cancellation without representation."

The cancellation in question: *It's a Man's World*, which NBC-TV intends to drop from its Monday night schedule effective Feb. 4 (BROADCASTING, Dec. 3).

Students at Marietta College, Marietta, Ohio, led by *Man's World* stars Ted Bessell and Randy Boone (in front in picture), staged a dem-

onstration at WTAP-TV Parkersburg, W. Va., protesting NBC-TV's cancellation plans. Marietta College has been used as the scenic background for the series, and was just one stop on a reported nationwide tour of the program's stars to muster public support for the show.

As of Friday (Dec. 28), NBC had received an estimated 20,000 letters protesting the cancellation. This was considered no more than average even for programs on which there have been no organized letter writing campaigns.

news, farm programming and community development are contained on each record, introduced by different sound effects and voiced by a top-flight radio personality. The reverse side repeats the same sounds without voice narration so stations can create their own announcements.

Other features of the album include the latest authorized version of the U. S. Army Band's recording of the national anthem plus a standardized sign-off featuring the music of "America the Beautiful."

## WHAS-AM-TV telethon raises \$256,000

WHAS-AM-TV Louisville, Ky., raised a total of \$256,649.90 in its ninth annual Crusade for Children telethon. Grants from the funds collected were made on a special program to seven Indiana organizations and 38 Kentucky groups for handicapped children.

The Indiana organizations received grants totalling \$37,458.44 and the Kentucky groups received \$199,499.23. The funds are allocated to the two states in direct proportion to the contributions received from them.

Expenses for the 1962 crusade amounted to \$17,555.29, only 6.8% of the funds collected.

Agencies and amounts of grants are determined by a panel of four clergymen who appear on WHAS' *Moral Side of the News* radio program.

## Billboard giveaway

KABC-TV Los Angeles is giving away 30-sheet billboards in a campaign to fight the problem of high school students who drop out of school before graduation.

A contest conducted on *The Soupy Sales Show* has weekly winners picked from students who write letters with their ideas on how the drop-out problem can be cured. A billboard near the winning student's school states that "Soupy takes his hat off to (name of winner and school) for outstanding service in the KABC-TV campaign against high school drop out." The winning student also receives a \$25 savings bond.

## Drumbeats . . .

**New York profile** ■ WABC New York has released qualitative research data gathered by Trendex in the 18-county New York radio market. An eight-page brochure entitled "New York Radio Close-Up," which is based on 2,472 telephone interviews, presents data for 10 stations in the market. The study includes detailed information concerning auto ownership by make, manu-

facturer, model year and by prospective purchasers.

**Reading-listening reminders** ■ Philadelphia book sellers are cooperating with WCAU's *The Talk of Philadelphia*, a book review, author interview program, by displaying posters in their windows which promote the show and each day's author-guest.

**Tri-Cities market** ■ WCYB-TV Bristol, Va.-Tenn., has issued a new brochure with market and coverage data for the metropolitan area which includes three counties in Tennessee and one in Virginia.

**Lecture circuit** ■ NBC Merchandising has arranged for off-the-screen exposure of an NBC-TV special. A 75-minute film version of the Sept. 17 telecast of the one-hour *America's Cup* special will be shown on a worldwide lecture tour by Sven Botved, a leading Danish authority on yachts and boat-building. He will tour yacht clubs in the U. S., Europe and elsewhere with the film, on behalf of the distributor, Illustra Films Inc. NBC News produced the telecast.

**WLIB survey** ■ A survey made for WLIB New York by The Pulse Inc. details listening by Negroes in the New York area to WLIB and other stations. The study was made during the period Oct. 17-31 and provides average quarter-hour rating reports of all stations in the area.

**'Sportsman' winners** ■ WFAA-TV Dallas has won an all-expense-paid five-day deep-sea fishing trip in Mexico, first prize in Lone Star Brewing Co.'s "Lone Star Sportsman" merchandising contest. KXII-TV Sherman, Tex., won second prize and KGNC-TV Amarillo came in third. Glenn Advertising Inc. of Dallas supervised the station contest intended to create competition among stations carrying the "Sportsman."

**Funny faces** ■ There are two kinds of radio listeners, according to the broadcast advertising strategy of WMCA New York. Pictures of the smiling "WMCA listener" and the sour-faced "other station" listener are shown side by side in a new campaign to promote WMCA's image as a "fun" station. Subway posters and billboards in the New



## Apartment dweller takes bond instead of dog

After getting a look at a full-grown basset hound, two timebuyers came to a mutual agreement as to who would take a basset pup offered as the prize in a sales contest for timebuyers. Two New York agency timebuyers had tied in the national contest sponsored by KRON-TV San Francisco.

Harold P. See (standing behind the dog) KRON-TV general manager, flew to New York after the tie became known and showed a basset

to winners Joan Shelt (l.) Frey Adv., and Stuart Kaufman (r.) associate media supervisor, Donahue & Coe. Given a choice between a pup and an alternate prize of a U. S. savings bond, Miss Shelt, an apartment dweller, decided a bond would suit her better. Shown watching the decision-making were Roy Terz (second from l.), tv account executive, Peters, Griffin, Woodward Inc., national rep for KRON-TV, and Lloyd Griffin, president-television, PGW.



### ABC-TV takes agency people on cold outing

ABC-TV entertained agency guests at a continental breakfast at the Plaza Hotel before escorting them to the ice skating rink in New York's Central Park to watch the taping of a program shown later that day on *Discovery '62* (Mon.-Fri. 4:30-4:55 p.m. EST).

The breakfast and taping afforded an opportunity for the guests to meet people associated with the series, as well as to watch closeup Ice Capades star Sandy Culbertson and a group

of leading young amateur figure skaters who appeared in the "Fun on Ice" segment. The program's crew began working at 2 a.m. in 16 degree weather to be ready for the taping at 9:30 a.m. Among those pictured at rinkside (l. to r.): Jules Power, executive producer of the series; host Frank Buxton; Edward Bleier, ABC vice president in charge of tv daytime sales; hostess Virginia Gibson and Milton E. Stanson, the Zlowe Co.

York area are currently carrying the ads which also are planned eventually for five daily newspapers, now shut down by a strike. The "for-the-fun-of-it" theme also will be transferred to sales promotion and a new trade ad campaign.

Fm boosts fm • WPBS (FM) Phila-

delphia promoted sales of fm sets with five-inch ads in the *Evening and Sunday Bulletin* and air promos. Copy said, "Perfect Christmas gifts . . . fm radios! 'Hi-fi' driving . . . Buying a new car? Drive the hi-fi way . . . have an fm radio installed. For Christmas give an fm car radio."

**Petry campaign** • The Television Div. of Edward Petry & Co., New York station representatives, claims to be the first advertiser to use the 1964-65 New York World's Fair as the theme of an advertising campaign. First ad in the campaign is a four-color illustration of the fair's Unisphere, central theme building of the fair. Subsequent advertisements of the Petry tv division will feature other modernistic buildings of the fair, tied in with the campaign's theme—"Modern Selling in Modern America."

### KHJ-TV turns viewers into television critics

To give the viewer at home a chance to join the critics' circle and express his views on what he has seen, KHJ-TV Los Angeles asked its audience to send in written reviews of 100 words or less of "The Death Around Us," the Nov. 28 program of the *First Night* anthology series, produced and taped by the Canadian Broadcasting Corp. Schools and colleges were notified and entire classes wrote reviews as an assigned project. The majority of reviews, more than 1,500, came from individuals, however.

Winner of the competition, and of a silver Revere bowl presented by KHJ-TV was a graduate student of journalism at the U. of California at Los Angeles.

### NBC-TV's color story now in booklet form

The results of its special survey of color television audiences in Omaha, conducted last February-March, have been published by NBC in a booklet, "The Omaha Color Study."

The findings, disclosed earlier, show not only that color programs out-rate black-and-white programs, but that even the black-and-white programming of a station that carries color programs also rates "significantly higher" in color homes than in non-color homes.

The study was conducted for NBC by the American Research Bureau. NBC spokesmen said copies of the 53-page booklet may be obtained by writing to Paul Klemper, NBC, 30 Rockefeller Plaza, New York.

### KXOL's original art

KXOL-AM-FM Fort Worth had the benefit of original art work on its Christmas cards this year, featuring drawings by 1,000 moppets from seven Fort Worth children's homes.

The crayon and pencil drawings, labeled "Christmas as seen through the eyes of a child," represented each youngsters' conception of any subject appropriate to the season and were mailed out by KXOL in a four-page folder.

## SUBSCRIPTION APPLICATION

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1735 DeSales Street, N.W., Washington 6, D. C.

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Send to home address—

\* Occupation Required

BROADCAST ADVERTISING



Mr. Carroll

**Dudley D. Carroll Jr.** and **John H. Miller**, account supervisors at BBDO, New York, elected vps. Mr. Carroll joined agency in 1961 after serving as creative director of *Fortune* and *Life* magazines. He also has been account executive with N. W. Ayer & Son and Young & Rubicam. Mr. Miller, former vp and management supervisor of Lloyd Mansfield Co., Buffalo, N. Y., came to BBDO as account executive in 1957.



Mr. Miller

**Carroll L. Cheverie** elected vp and director of finance for Clinton E. Frank Inc., Chicago-based advertising agency. Mr. Cheverie, who joined Frank as treasurer and member of executive committee in 1959, was formerly with H. B. Humphrey, Alley & Richards, Boston and New York (now Reach, McClinton & Humphrey), which he joined as treasurer in 1951.



Mr. Graves

**Donald C. Graves** elected executive vp, and **Donald M. Mullen**, vp and account supervisor, of Zimmer, Keller & Calvert, Detroit advertising agency. Mr. Graves has been vp and account supervisor of company for past two years as well as member of agency's executive committee and plans board. He joined ZK&C in 1955. Mr. Mullen has been with ZK&C for past two years as account executive.

**Edward F. Ritz**, vp in charge of media - international marketing, and **William G. McMackin**, vp in charge of pr, Klau-Van Pietersom-Dunlap Inc., Milwaukee-Chicago, elected to firm's board of directors. Mr. Ritz joined KVPD in 1948 after association with Allis-Chalmers Mfg. Co. He was elected vp in 1957. Mr. McMackin, who came to agency earlier this year from Elgin National Watch Co., Elgin, Ill., was formerly with United Press International.

**G. L. (Bud) Watts**, **J. J. (Jack) Burton** and **Wade C. Campbell** elected vps of Liller, Neal, Battle & Lindsey, Atlanta, Ga.-based advertising and pr agency. Mr. Watts is general manager of firm's Tampa, Fla., office; Messrs. Burton and

Outstanding young man



Mr. Bergman

**Jules Bergman**, 33, ABC News science editor, is among the nation's Ten Outstanding Young Men for 1962 as selected by the U. S. Junior Chamber of Commerce. The winners will be hosted by a two-day TOYM Congress in Little Rock, Ark., Jan. 18-19, 1963. During the award ceremonies, each man receives the TOYM Trophy—a silver statuette.

TOYM is designed "to honor ten young men of Jaycee age (21 to 36) whose exceptional achievements exemplify the opportunities available in the free enterprise system." Past winners include John F. Kennedy (29), Nelson Rockefeller (33), Richard M. Nixon (34), Leonard Bernstein (25), and Newton N. Minow (35).

Campbell are account executives in Atlanta headquarters.

**Guy Cunningham**, director of new business and sales development for Television Bureau of Advertising, New York, named creative director.

**Al Abrams**, former sales promotion manager of Detroit office of Cosnat Distributors, joins Diamond Enterprises Inc., Detroit advertising agency, as director of creative radio-tv projects.

**George M. Perry**, national sales manager for Jell-O Div. of General Foods Corp., White Plains, N. Y., appointed manager for new business development of that division. **George Blake**, western regional sales manager for Jell-O, succeeds Mr. Perry.

**Michael Kelly**, former copywriter and in production department of KRNT-TV Des Moines, Iowa, joins Knox Reeves Adv., Minneapolis, as copywriter. **Ron Anderson** to Knox Reeves as art director.

**William R. Miller**, formerly with Keyes, Madden & Jones, Chicago, joins Earle Ludgin & Co., that city, as art director.

**Russell G. Koester**, former assistant art director of Advertising Art Studios, Milwaukee, appointed art director of Howard H. Monk & Assoc., Rockford, Ill., advertising agency.

THE MEDIA

**Morton S. Cohn**, station manager of WLOS-AM-FM-TV Asheville, N. C., since July 1962, elected vp and general manager of Wometco Enterprise-owned stations. Mr. Cohn joined WLOS-TV in November 1959 as program-production manager. Prior to that time he served as program manager of WCHS-TV Charleston, W. Va., position he held from time of station's construction in 1954. **Lloyd B. Leonard**, WLOS-TV local sales manager since 1957, named retail sales manager for Asheville-Greenville-Spartanburg area. **Herb Holzworth**, tv account executive, and **Ross Holmes**, regional sales manager, promoted to assistant retail sales manager and sales service manager, respectively.



Mr. Cohn

**Tracy Thrumston**, former general manager of KMAK Fresno, Calif., named local sales manager of KONA (TV) Honolulu, Hawaii.

**Frank Roth**, former program director and announcer with WRAW Read-

CONTINENTAL'S 50 KW SOUND OF QUALITY



- PART 1—PERFORMANCE** comparable to FM
- PART 2—DRIVER STAGE** power increase capabilities from 5 kw to 10 kw to 50 kw
- PART 3—AMPLIFIER** Weldon Grounded Grid Circuit (Pat.)
- PART 4—COMPACT DESIGN** requires just 72 square feet
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**Electronics**  
 MANUFACTURING COMPANY  
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 Subsidiary of Ling-Temco-Vought, Inc.

ing, Pa., named general manager of WRFY-FM, that city. Other new WRFY-FM appointments: **Anthony B. Battaglieri**, sales promotion director, and **Rod Borkert** and **John Frankhouser**, staff announcers.

**Thomas A. DeMuth**, commercial representative of WAVE Louisville, Ky., promoted to local commercial manager.

**James Eshleman**, former radio division sales manager of Edward Petry & Co., New York, appointed local sales manager of WGBS-AM-FM Miami.



Mr. Thompson

**Lamont L. (Tommy) Thompson**, vp and director of Chicago office of Television Advertising Representatives (TvAR), appointed sales manager of KPIX (TV) San Francisco, Westinghouse Broadcasting Co.-owned station. Both organizations (WBC and TvAR) are subsidiaries of Westinghouse Electric Corp. Prior to joining TvAR in July 1959, Mr. Thompson served as director of client relations for CBS-TV Spot Sales in New York.

**Charles J. (Chuck) Lipton**, former vp and local sales manager of WTOG-TV Savannah, Ga., joins sales staff of WAGA-TV Atlanta, Ga., as account executive.

**Colson Mills** joins staff of WINZ Miami, Fla., as account executive.

**F. Brady Louis**, account executive with WLW Cincinnati since January 1961, promoted to sales manager of Crosley Broadcasting Corp.-owned outlet. Mr. Louis joined Crosley organization with WLWT (TV) Cincinnati program production department in June 1954, and transferred to station's sales service in 1958. He was appointed account executive on WLWT's sales staff in April 1959, and moved to WLW sales department in his present capacity.

**Dave Shocklee**, account executive with KCFM (FM) St. Louis, joins sales department of KPLR-TV, that city.

**James Ward** appointed advertising and promotion manager of WMT Cedar Rapids, Iowa, replacing **James Bowermaster**, who moves to station's sales staff as account executive. **Jim Loyd** named to WMT's air personality staff.

**Thomas C. McCray**, vp of NBC and general manager of KNBC-TV; **Robert P. Sutton**, vp of CBS Radio and general manager of KNX-AM-FM, and **George R. Hearst Jr.**, publisher of

## Media Club's '63 lineup



Mr. Hyland

**Robert Hyland**, vp of CBS Radio and general manager of KMOX - AM - FM St. Louis, elected board chairman of The Media Club of St. Louis for 1963. **Fred F. Rowden**, vp and business manager of St. Louis *Post-Dispatch*, will serve as honorary chairman, and **Alfred Fleishman**, senior partner in the public relations firm of Fleishman-Hillard, was elected The Media Club president. Other officers elected: **Harry W. Chesley Jr.**, president of D'Arcy Adv. Agency, vp; **John C. Naylor Jr.**, vp of Gardner Adv. Agency, treasurer, and **Raymond E. Krings**, advertising manager of Anheuser-Busch Inc., secretary. Also elected to board for 1963 was **William L. Sanborn**, president of Winus-Brandon Co.

*Herald-Examiner*, all Los Angeles, accept posts as Southern California regional representatives on national media committee of National Conference of Christians & Jews Inc. for Brotherhood Week (Feb. 17-24, 1963).

**Worth Kramer**, president of Goodwill Stations (WJR Detroit; WJRT [TV] Flint, Mich.; WSAZ-AM-TV Huntington, W. Va.), elected to board of governors of The Recess, Detroit business club.

**Robert S. Yaeger**, former public affairs director of KYW-AM-FM Cleveland, named program director of WHEC Rochester, N. Y.

**Willard R. Jeffrey Jr.** named assistant production manager of WTTG (TV) Washington, D. C. Prior to joining WTTG (TV), Mr. Jeffrey was tv producer for U. S. Army Interagency Communications.

**Larry McHale Jr.**, former operations and program manager of KALB-TV Alexandria, La., appointed program director of WSAV-TV Savannah.

**Edith Johnson**, commercial coordinator and director with ABC-TV network for past four years, joins WLWC (TV) Columbus, Ohio, as production coordinator. Other new WLWC (TV) staff members: **Donald K. Dunkel**, reporter-photographer; **Dick Winn**, continuity



Mr. McHale

director; **Rod Warner**, publicity director; **Jim Lackey**, sales service director. **Betty Shepard** named assistant director of special broadcast services, and **Ron Klayman**, promotion writer, promoted to floor director.

**Bill Hafford**, writer and narrator of industrial audio-visual programs for Hughes Aircraft, Tucson, Ariz., joins KGUN-TV, that city, as sportscaster on station's *Panorama 9* news program.

**Bill Jackson** joins WLWI (TV) Indianapolis as host of *The Mickey Mouse Club*.

**Jerry Jerome**, formerly with WICE-AM-FM Providence, R. I., joins WALE Fall River, Mass., as news director. Other WALE appointments: **Ed Horne**, program manager; **Art Lang**, production director; **Rick Phillips**, air personality, and **Brian Herlihy**, engineering staff.

**Bud Park** joins announcing staff of WLWD (TV) Dayton, Ohio.

**Stan Street**, formerly with WCKY Cincinnati, joins WKDA Nashville, Tenn., as air personality.

## EQUIPMENT & ENGINEERING

**George H. Metcalf** appointed manager of manufacturing for General Electric Co.'s technical products operation in Syracuse, N. Y. Mr. Metcalf will have overall responsibility for all manufacturing activities of technical products operation, product lines of tv systems for broadcast and closed circuit applications, special video and radio frequency equipment, and electronic display equipment. He joined General Electric in 1940.



Mr. Metcalf

**John T. Thompson**, vp and general manager of distributor products division of Raytheon Co., joins International Telephone & Telegraph Corp., New York, as vp and director of components marketing. Before joining Raytheon, Mr. Thompson was manager of distributor sales for electronics division of General Electric Co.

**Keith C. Harding**, field engineer for electron tube division of RCA, New York, appointed western division industrial sales manager. Mr. Harding will be headquartered in Washington.

**C. Donald Price** named promotion manager for electronic components group of Sylvania Electric Products, New York. In newly created position, he is responsible for promotional activities of Sylvania's electronic tube, semiconductor and microwave device divisions. Mr. Price joined Sylvania in 1960 as advertising and sales promotion

# PROFESSIONAL CARDS

<p><b>JANSKY &amp; BAILEY</b> Offices and Laboratories 1339 Wisconsin Ave., N.W. Washington 7, D.C. Federal 3-4800 <i>Member AFOEB</i></p>	<p><b>JAMES C. McNARY</b> Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 <i>Member AFOEB</i></p>	<p>—Established 1926— <b>PAUL GODLEY CO.</b> Upper Montclair, N. J. Pilgrim 6-3000 Laboratories, Great Notch, N. J. <i>Member AFOEB</i></p>	<p><b>GEORGE C. DAVIS</b> CONSULTING ENGINEERS RADIO &amp; TELEVISION 527 Munsey Bldg. Sterling 3-0111 Washington 4, D. C. <i>Member AFOEB</i></p>
<p><b>COMMERCIAL RADIO EQUIPMENT CO.</b> Everett L. Dillard, Gen. Mgr. Edward F. Lorentz, Chief Engr. INTERNATIONAL BLDG. DI 7-1319 WASHINGTON 4, D. C. <i>Member AFOEB</i></p>	<p><b>A. D. Ring &amp; Associates</b> 41 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. <i>Member AFOEB</i></p>	<p><b>GAUTNEY &amp; JONES</b> CONSULTING RADIO ENGINEERS 930 Warner Bldg. National 8-7757 Washington 4, D. C. <i>Member AFOEB</i></p>	<p><b>Lohnes &amp; Culver</b> Munsey Building District 7-8215 Washington 4, D. C. <i>Member AFOEB</i></p>
<p><b>RUSSELL P. MAY</b> 711 14th St., N.W. Sheraton Bldg. Washington 5, D. C. REpublic 7-3984 <i>Member AFOEB</i></p>	<p><b>L. H. Carr &amp; Associates</b> Consulting Radio &amp; Television Engineers Washington 6, D. C. Fort Evans 1000 Conn. Ave. Leesburg, Va. <i>Member AFOEB</i></p>	<p><b>KEAR &amp; KENNEDY</b> 1302 18th St., N.W. Hudson 3-9000 WASHINGTON 6, D. C. <i>Member AFOEB</i></p>	<p><b>A. EARL CULLUM, JR.</b> CONSULTING ENGINEERS INWOOD POST OFFICE DALLAS 9, TEXAS MElrose 1-8840 <i>Member AFOEB</i></p>
<p><b>GUY C. HUTCHESON</b> P.O. Box 32 CRestview 4-8721 1100 W. Abram ARLINGTON, TEXAS</p>	<p><b>SILLIMAN, MOFFET &amp; KOWALSKI</b> 1405 G St., N.W. Republic 7-6646 Washington 5, D. C. <i>Member AFOEB</i></p>	<p><b>GEO. P. ADAIR ENG. CO.</b> CONSULTING ENGINEERS Radio-Television Communications-Electronics 1610 Eye St., N. W. Washington, D. C. Executive 3-1230 Executive 3-5851 <i>Member AFOEB</i></p>	<p><b>WALTER F. KEAN</b> CONSULTING RADIO ENGINEERS Associate George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) <i>Member AFOEB</i></p>
<p><b>HAMMETT &amp; EDISON</b> CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5200 <i>Member AFOEB</i></p>	<p><b>JOHN B. HEFFELFINGER</b> 9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</p>	<p><b>JULES COHEN</b> Consulting Electronic Engineer 617 Albee Bldg. Executive 3-4616 1426 G St., N.W. Washington 5, D. C. <i>Member AFOEB</i></p>	<p><b>CARL E. SMITH</b> CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 <i>Member AFOEB</i></p>
<p><b>J. G. ROUNTREE</b> CONSULTING ENGINEER P.O. Box 9044 Austin 56, Texas Glendale 2-3073</p>	<p><b>VIR N. JAMES</b> CONSULTING RADIO ENGINEERS Applications and Field Engineering 232 S. Jasmine St. Phone: (Area Code 303) 333-5562 DENVER 22, COLORADO <i>Member AFOEB</i></p>	<p><b>JOHN H. MULLANEY and ASSOCIATES</b> A Division of Multronics, Inc. 2000 P St., N.W. Washington 6, D. C. Columbia 5-4666 <i>Member AFOEB</i></p>	<p><b>A. E. Towne Assocs., Inc.</b> TELEVISION and RADIO ENGINEERING CONSULTANTS 420 Taylor St. San Francisco 2, Calif. PR 5-3100</p>
<p><b>PETE JOHNSON</b> Consulting am-fm-tv Engineers Applications—Field Engineering Suite 601 Kanawha Hotel Bldg. Charleston, W.Va. Dickens 2-6281</p>	<p><b>MERL SAXON</b> CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas NEptune 4-4242 NEptune 4-9558</p>	<p><b>WILLIAM B. CARR</b> Consulting Engineer AM—FM—TV Microwave P. O. Box 13287 Fort Worth 18, Texas BUtler 1-1551</p>	<p><b>ERNEST E. HARPER</b> ENGINEERING CONSULTANT AM FM TV 2414 Chuckanut Shore Rd. Bellingham, Washington Telephone: Regent 3-4198</p>
<p><b>RAYMOND E. ROHRER &amp; Associates</b> Consulting Radio Engineers 436 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 <i>Member AFOEB</i></p>	<p><b>E. HAROLD MUNN, JR.</b> BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan Phone: BRoadway 8-6733</p>	<p><b>PAUL DEAN FORD</b> Broadcast Engineering Consultant 4341 South 8th Street Terre Haute, Indiana Wabash 2643</p>	<p><b>BARKLEY &amp; DEXTER LABS., INC.</b> Donald P. Wise James M. Moran Consulting, Research &amp; Development for Broadcasting, Industry &amp; Government 50 Frankfort St. Diamond 3-3716 Fitchburg, Massachusetts</p>

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for availabilities  
Phone: ME 8-1022

manager of Sylvania Home Electronics Corp.

**Roger A. Swanson** appointed product manager-transistors for semiconductor division of Sylvania Electric Products, Woburn, Mass. Mr. Swanson, who joined Sylvania in 1956, most recently served as western regional sales manager for semiconductors.

**Jack Harvey**, former regional manager for audio products of Ampex Corp. in Southeastern United States, named regional sales manager for Altec Lansing Corp.'s product line of stereo high fidelity sound components, commercial and industrial sound system equipment, telephone communication products, microphone and broadcast equipment. Mr. Harvey's territory covers New England states and metropolitan New York City.

## PROGRAMMING

**Lehman Engel** elected first vp; **Henry Sylvern**, third vp, and **Winston S. Sharples**, assistant secretary-treasurer, of Composers & Lyricists Guild of America. Previously elected for current term of office were **David Raksin**, pres-

ident, **Jeff Alexander**, second vp, and **Jerry Livingston**, secretary-treasurer.

**Harold Mann**, superintendent of film lab of Pacific Title & Art Studio, Hollywood, Calif., joins United Film Labs, that city, as lab production manager.

**Edwin W. Buckalew**, vp and general manager of Signal Productions, Hollywood, elected president of corporation. Mr. Buckalew, former executive of CBS Radio in sales and affiliate station relations, has been associated with Signal and its predecessor company, Wayne Steffner Productions, for past nine years. Signal Productions specializes in syndication of 5-minute radio features, including *Point of Law*, *Doctor's House Call*, and *The World of Money*.



Mr. Buckalew

## ALLIED FIELDS

**Don Cahalan**, former president of ARB Surveys, joins market research firm of Nowland & Co., Greenwich, Conn., as executive vp. Mr. Cahalan

also served with W. R. Simmons & Assoc., New York, and National Opinion Research Center at U. of Chicago.

**James M. Ward**, general manager of radio-tv at U. of Colorado, Denver, resigns to accept three-year appointment as executive secretary of newly formed Colorado ETV Commission. The 20-member Commission, which grew out of etv planning conference sponsored by North Central Assn. of Colleges & Secondary Schools last Jan. 15, is charged with developing integrated, statewide etv program.

## INTERNATIONAL

**Dennis Barkman**, station manager of CFAM Altona, Man., appointed general manager of CFMW-FM Winnipeg, Man. **George Hellman**, manager of Winnipeg office of Stovin-Byles Ltd., station rep firm, named CFMW-FM station manager.

**Stuart C. Brandy**, executive vp of CJSP Leamington, Ont., named general sales manager of CKEY Toronto.

**H. Burkart**, sales manager of KVOS-TV (B. C.) Ltd., Vancouver, B. C.,

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 20 through Dec. 26 and based on filings, authorizations and other actions of the FCC in that period.

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

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. \*—educational. Ann.—Announced.

#### New tv station

##### ACTION BY FCC

**Durango, Colo.**—Jeter Telecasting. Granted cp for new tv to operate on ch. 6; ERP 0.19 kw vis., 0.097 kw aur.; ant. height above average terrain minus 720 ft., above ground 130 ft. Estimated construction cost \$2,778; first year operating cost \$40,000; revenue \$60,000. P. O. address Box 592, Walsenburg, Colo. Studio and trans. location both Durango. Geographic coordinates 37° 17' 13" N. Lat., 107° 52' 52" W. Long. Type trans. RCA TTL-100AL; type ant. RCA TF-2BM. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Principals: Floyd & Ljeslotte Jeter. Mr. Jeter also owns KFLJ Walsenburg, Colo. Action Dec. 19.

#### Existing am stations

##### APPLICATIONS

**WHAZ Troy, N. Y.**—Mod. of license to change hours of operation from share-time (WEVD & WPOW) to daytime hours and share-time night (WEVD & WPOW). Requests waiver Sec. 3.71 and paragraphs (a)

and (b) of note to Sec. 1.354, if necessary. Ann. Dec. 20.

**WIRO Ironton, Ohio**—Cp to increase daytime power to 1 kw from 250 w and install new trans. Ann. Dec. 26.

#### New fm stations

##### ACTION BY FCC

\***Northern Michigan College, Marquette, Mich.**—Granted cp for new fm to operate on 90.1 mc, ch. 211, 336 w. Ant. height above average terrain minus 36.6 ft. P.O. address Marquette. Estimated construction cost \$7,038; first year operating cost \$4,050. Action Dec. 21.

##### APPLICATIONS

\***Durham, N. H.**—U. of New Hampshire. 88.1 mc, ch. 201, 10 kw. Ant. height above average terrain 142 ft. Estimated construction cost \$2,049; first year operating cost \$3,900. Principals: board of trustees. Applicant owns \*WENH Durham. Ann. Dec. 26.

**Ripon, Wis.**—Greycote Inc. 105.7 mc, ch. 289, 17.8 kw. Ant. height above average terrain 305 ft. P. O. address Box 64, Ripon. Estimated construction cost \$27,720; first year operating cost \$18,696; revenue \$18,000. Principals: Arlow D. & Ralph D. Bice (each 50%). Applicant owns WCWC Ripon. Ann. Dec. 26.

#### Existing fm station

##### APPLICATION

\***KSPC-FM Claremont, Calif.**—Cp to change frequency from 88.9 mc, ch. 205, to 88.7 mc, ch. 204 and increase ERP from 750 w to 3 kw and install new trans. Ann. Dec. 20.

#### Ownership changes

##### ACTIONS BY FCC

**KAJI Little Rock, Ark.**—Granted assignment of license from Glen A. Harmon (99 plus %), Mrs. Glen A. Harmon & Harold L. King (each 1 share), d/b as Glen Harmon Corp. No financial consideration. Mr. Harmon is part owner of WINN Louisville, Ky. Action Dec. 21.

**WMMB Melbourne, Fla.**—Granted transfer of control of licensee corporation from Harlan G. Murrelle, John T. Stethers, Howard L. Green, Albert E. Theetge, Donald M. Simmons and Myron W. LaBarr, d/b as Indian River Radio Inc., to Franklin A. Hardy & John C. Palmer (each 33 1/3%), Robert E. Haskins, Thomas F. Fitzpatrick, & Wilson M. Meeks (each 11 1/9%). Consideration \$220,000. Mr. Hardy is auto dealer; Mr. Palmer is in real estate; Messrs. Haskins & Fitzpatrick are lawyers; Mr.

# EDWIN TORNBURG

## & COMPANY, INC.



**Negotiators For The Purchase And Sale Of  
Radio And TV Stations  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

named vice chairman of Advertising & Sales Bureau, that city.

**Don Cole** appointed manager of Montreal office of BBDO Inc., Canada.

**Dick Thibodeau**, national sales and promotion manager of CHRC Quebec, appointed commercial manager of CHRC-AM-FM.

**Alfred H. Tiefenbrunner**, senior marketing executive with Kenyon & Eckhardt, appointed manager of Frankfurt, Germany, office of BBDO, effective Jan. 1. Mr. Tiefenbrunner replaces **Fritz Kieschke**, who continues with BBDO as consultant.



Mr. Tiefenbrunner

**Ronald J. Kahn**, in Europe since 1960 on various tv production assignments, appointed associate producer of *The Human Jungle* series, being produced for ABC-TV (England) by Independent Artists (Television) Ltd.

**G. F. Brickenden**, regional program director of Canadian Broadcasting

Corp. for Atlantic provinces division, loaned to government of Malaya for 18 months to two years to help that country organize tv broadcasting.

**Jack Boitson**, promotion manager of CKRM Regina, Sask., to CKSO-TV Sudbury, Ont., in similar capacity.

**Vincent Tilsley** appointed to new post of BBC-TV drama script supervisor.

## DEATHS

**Alice Keith**, 72, pioneer in educational broadcasting and founder and president of National Academy of Broadcasting, died Dec. 24 of cancer at Sibley Memorial Hospital, Washington, D. C. Miss Keith is former director of educational activities for RCA and formed National Advisory Council for Damrosch school concerts.

**Lawrence Langner**, 72, co-founder and director of Theatre Guild, died Dec. 26. Mr. Langner, with Theresa Helburn, in 1919 founded Guild, which produced 214 Broadway shows. In association with U. S. Steel, Mr. Langner brought Theatre Guild to radio in Sep-

tember 1945 by producing *Theatre Guild of the Air*. Program continued on radio through 1953 when it was succeeded on tv by *U. S. Steel Hour* (now on CBS-TV) and produced by Theatre Guild.

**Myron P. (Mike)**

**Kirk**, 62, advertising executive and pioneer in developing network tv entertainment, died Dec. 19 of heart attack while shopping in New York City. Mr. Kirk was with NBC in 1930 and 1932, then entered advertising field. While with Kudner Agency, he was instrumental in placing many entertainment personalities before tv cameras. Among them was Milton Berle, whose *Texaco Star Theatre* was biggest hit on tv in late 40's.



Mr. Kirk

**Joseph V. Devlin**, 26, account executive with radio division of Edward Petry & Co., New York, died in accident Dec. 19 when he apparently fell from train. Mr. Devlin previously worked for Dancer-Fitzgerald-Sample.

**MEEKS** is sociologist. Action Dec. 21.  
WCKR-AM-FM Miami, Fla.—Granted assignment of am license and fm cp and license from Niles Trammell (15%), John S. Knight (17.5%), James M. Cox Jr. (29%) and others, d/b as Biscayne Tv Corp., to Miami Valley Bestg. Corp. large corporation partly owned by Mr. Cox. Consideration \$500,000. Miami Valley owns WHIO-AM-FM-TV Dayton, Ohio. Action Dec. 21.

WPOM Pompano Beach, Fla.—Granted assignment of license from Albert J., Donald J. and Marion M. Owler (100% as family), d/b as Almond Inc., to same persons tr/as Almond Inc. of Florida. No financial consideration involved. Action Dec. 21.

WSMA Smyrna, Ga.—Granted assignment of license and cp from Mitchell Melof (100%) to Mr. Melof (100%), d/b as Don Mitchell's WLAQ Inc. No financial consideration involved. Mr. Melof also owns WLAQ Rome and WDJK (FM) Smyrna, both Georgia. Action Dec. 19.

WARK-AM-FM Hagerstown, Md.—Granted acquisition of positive control of licensee corporation, WARK Inc., by Henry & Helen L. Rau (55% as family group, 45% before transfer) from Robert Rau (10%). Consideration \$12,000. Mr. Rau is stockholder in WOL-AM-FM Washington, D. C., WNAV-AM-FM Annapolis, Md., and WDOV-AM-FM Dover, Del. Action Dec. 19.

KHUB Fremont, Neb.—Granted assignment of license from H. C. and Leroy L. Snyder (each 50%), d/b as Snyder Enterprises, to H. C. Snyder (100%), tr/as KHUB Inc. Consideration \$17,788. Action Dec. 20.

WTKO Ithaca, N. Y.—Granted transfer of control of licensee corporation from Ellis E. Erdman (78.5%), George and Janice B. Abbott (each 11.75%) to Ellis E. and Phebe Erdman (each 25%) and George and Janice Abbott (each 25%), d/b as Ivy Bestg. Inc. Consideration of 235,900 shares no par common stock to Mr. Erdman, and 32,050 each to Mr. and Mrs. Abbott, Ivy plans to recapitalize with issuance of 1,500,000 shares no par common and recall of current outstanding shares. Ivy owns WOLF Syracuse, WMIV (FM) South Bristol, WOIV (FM) De Ruyter, WJIV (FM) Cherry Valley, WBIV (FM) Wethersfield, and WEIV (FM) Ithaca, and is applicant for new tv station on ch. 9 Syracuse, all New York. Action Dec. 20.

WJIV-FM Cherry Valley Township, N. Y.—Granted acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO Ithaca, N. Y., to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization; George and Janice B. Ab-

bott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zateoff (each 2.5%). See WTKO Ithaca for other ownership. Ann. Nov. 2.

WOIV-FM De Ruyter Township, N. Y.—Granted acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization; George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zateoff (each 2.5%). See WTKO Ithaca for other ownership. Action Dec. 20.

WEIV-FM Ithaca, N. Y.—Granted acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization; George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zateoff (each 2.5%). See WTKO Ithaca for other ownership. Action Dec. 20.

WMIV-FM South Bristol Township, N. Y.—Granted acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization; George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zateoff (each 2.5%). See WTKO Ithaca for other ownership. Action Dec. 20.

WOLF Syracuse, N. Y.—Granted acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization; George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zateoff (each 2.5%). See WTKO Ithaca for other ownership. Action Dec. 20.

WBIV-FM Wethersfield Township, N. Y.—Granted acquisition of positive control of licensee corporation by Ellis E. and Phebe W. Erdman, as family group (51.1%), through purchase of unissued stock by

transfer of control of WTKO to Ivy Bestg. Inc. (See application of WTKO). Other stockholders in Ivy after recapitalization; George and Janice B. Abbott (each 15%), Robert Davidson, William A. Dillon Jr., David B. Slohmm (each 3.8%), Joel Fleming, Nayte Shoonover, and Samuel Zateoff (each 2.5%). See reference for other ownership. Action Dec. 20.

WKET-FM Kettering, Ohio—Granted assignment of license from Joe Speidel III (90%) and Thomas D. & Catherine B. Johnson (each 5%), d/b as Speidel Bestg. Corp. of Ohio, to Mr. Speidel (83.333%), Russell George-Busdicker (16.666%) and Jean W. Speidel (.001%), tr/as Speidel Bestg. Corp. No financial consideration involved. Speidel Corp. owns WOIC Columbia, S. C.; Mr. Speidel is majority owner of WPAL Charleston & WYNN Florence, both South Carolina; Mr. George-Busdicker has minority interest in WJOT Lake City, S. C. Action Dec. 21.

WDOD-AM-FM Chattanooga, Tenn.—Granted assignment of licenses from Cy N. Bahakel (100%), d/b as Bowling Green Bestrs. Inc. to same person tr/as WDOD of Chattanooga Inc. No financial consideration involved, as assignment is for corporate reasons. Mr. Bahakel is sole owner of WABG-AM-TV Greenwood, Miss.; WKIN Kingsport, Tenn.; WWOD-AM-FM Lynchburg, Va.; WRIS Roanoke, Va.; WLBJ Bowling Green, Ky.; KXEL Waterloo, Iowa; and Roanoke weekly newspaper, *Roanoke Star*. Action Dec. 19.

WAGG Franklin, Tenn.—Granted acquisition of positive control of licensee corporation, Williamson County Bestg. Inc., from Ann R. Ormes (19% before transfer, 6.8% after) by William R. Ormes (50% before, 62.1% after). Consideration \$3,200. Action Dec. 19.

KPNG Port Neches, Tex.—Granted assignment of license from Joseph S. Trum, d/b as Mid-County Radio, to Mr. Trum (35.2%) and more than 15 others, tr/as Mid-County Radio Inc. Mr. Trum will hold all voting stock. Consideration is assumption of debt by corporation. Action Dec. 19.

WFRV (TV) Green Bay, Wis.—Granted assignment of license from George W. Norton Jr. (100%), d/b as Valley Telecasting Co., to Mr. Norton, tr/as Valley Bestg. Inc. No financial consideration involved. Mr. Norton also owns WAVE-AM-TV Louisville, Ky., and WFIE (TV) Evansville, Ind. Action Dec. 21.

## APPLICATIONS

KENL Arcata, Calif.—Seeks assignment of license from Melvin D. & Aldine T. Marshall (100% as joint tenants), d/b as Hum-

*Continued on page 66*

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE and WANTED TO BUY STATIONS advertising require display space.
- All other classifications, including Employment Agencies, etc., 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

5% net profit ownership, \$150.00 guaranteed weekly salary, hospitalization, car expenses, etc. For best combo manager-1st class ticket engineer in country. Limited air work, too. Better be tops in sales, promotion, engineering and complete management or don't bother replying. Box 32T, BROADCASTING.

Detroit . . . sales management, with proven record of sales, who loves the challenge of selling. Excellent opportunity with top independent. Complete resume please. Box 584R, BROADCASTING.

Experienced salesman or sales manager who would like to get into management. Small market, daytimer in upstate New York. Excellent opportunity. Good arrangements, good financial return in single station market in a group operation. Please send resume to Box 60T, BROADCASTING.

Wanted immediately experienced sales manager for Rochester, N. Y. area station. Excellent salary. Send photo and full particulars. Box 100T, BROADCASTING.

New ownership desires sales manager with drive and proven sales ability. Immediate opening with expanding organization. We're willing to pay for the right man. Write or call, Mr. Falen, WCNT, Centralia, Illinois.

Chicagoland opportunity for sales manager with proven record in sales and station management. Must be creative and able to organize and direct an experienced sales force. Lucrative incentive compensation plan. This opportunity available after January 1st for person willing to work for security and opportunity. Write immediately, giving complete resume and past performance. Manager, WJOB, Hammond, Indiana.

### Sales

Upper midwest, medium market multiple ownership operation is seeking experienced salesman. Excellent opportunity for the right man. Box 7T, BROADCASTING.

Competitive established adult appeal 1 kilowatt mid Atlantic major city. Guarantee in accordance experience and ability against 15% plus incentives. Realistic potential 15 to 20 thousand income per year. References will be checked. Box 76T, BROADCASTING.

Established Chicago station is expanding its sales staff. This is the opportunity of a lifetime if you are experienced in Chicago radio sales. We will guarantee 5 figure income, plus commissions, bonuses, hospitalization, etc. Write details. All replies held in strictest confidence. Box 86T, BROADCASTING.

Commercial manager needed by established newspaper owned station. Prefer a man with announcing experience and a desire to live in a small city. Salary open. Send resume, references and tape to James W. Poole, Manager, WFLS, Fredericksburg, Virginia.

Aggressive, 1000 watt daytimer music and news. WTID, Newport News, Virginia. Resume and tape. Immediate opening.

## Help Wanted—(Cont'd)

### Sales

Immediate opening for experienced radio salesman. Write or phone W. P. Gaspar, Sales Manager, at WBOF, P.O. Box 536, Virginia Beach, Virginia. Garden 8-3434. Good opportunity, permanent position.

I have three eager salesmen who are looking for someone to show them how they can increase their billings. If you want a permanent move and have a proven track record, contact Dick Oppenheimer, WALT Radio, Tampa, Florida.

### Announcers

Gather, write and broadcast local news. Midwest. \$5200. Send tape and resume. Box 46T, BROADCASTING.

Michigan regional radio station needs staff announcer immediately. Good modern sound, standards, albums, big band sound, the best of the top pops. Mature delivery, deep, voice wanted. Excellent employee benefits and advancement opportunities. Send resume and music, news, commercials tape to Box 5T, BROADCASTING. Interview in Michigan a must before position is filled.

Immediate opening top rated kilowatt operation in 1/2 million market. Seeking good middle of road announcer with first ticket. Suburban living, pleasant community near two large eastern cities. Rush tape, resume, salary expected. Box 24T, BROADCASTING.

Announcer . . . that can write some copy. 5000 watt station in eastern Carolina. Send resume, tape, picture immediately. Box 62T, BROADCASTING.

Staff opening in major southwestern market (Dallas-Ft. Worth), for experienced imaginative announcer. Basic top forty format. If your good and know it, send tapes and resume. Openings will be available for mid-day and afternoon drive times. Box 73T, BROADCASTING.

Midwest kilowatt has desirable opening for a showmanship announcer. Must be familiar with both modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create big sound for progressive established full time station. Excellent pay for a top notch man; straight time and temperature men need not apply. Box 85T, BROADCASTING.

Immeniate opening for fast moving announcer in Texas radio station. Send tape and background information first letter. Box 90T, BROADCASTING.

Experienced announcer wanted by Illinois kilowatt good music station for deejay work plus news gathering and writing. Excellent starting salary, many extra benefits for mature man with proved ability. Personal interview necessary. List age, experience, educational, family status, detailed experience. Box 94T, BROADCASTING.

## Help Wanted—(Cont'd)

### Announcers

Immediate opening (Jan. 14, 1963) for morning announcer with pleasant, mature voice and 1st class license. Good opportunity for man who can follow tight format on good music station located in major Michigan market. No rock and rollers or drifters. Rush tape and resume immediately. Box 103R, BROADCASTING.

Morning personality needed by established newspaper owned station. We desire a man with a pleasant voice and mature delivery. Sales experience helpful. Salary open. Send resume, references and tape to James W. Poole, WFLS, Fredericksburg, Virginia.

Announcer, 1st class ticket, 1000 watt daytimer music and news. WTID, Newport News, Virginia. Resume and tape. Immediate opening.

Leading radio-tv operation has opening for announcer of proven professional caliber. Some television if qualified. WSAV, Radio Television, Savannah, Ga.

Announcer, board operator. Strong on news. WVOS, Liberty, New York.

Green Mountain Radio Inc., now accepting applications for staff of revived station. Openings for two staff announcers, news man and copy writer announcer. Send tape and resume to Box 190, White River Jct., Vt.

Combination engineer, first class, and sports announcer. Great opportunity for right man. Send photo, tape, letter, age, education, experience and salary. James Deegan, 4602 Tioga, Duluth, Minn.

Wisconsin station going 5 kw needs announcer with first phone. Good music operation top station in market. Send tape, resume and photo to Don C. Writh, Manager, WNAM, Neenah, Wisconsin.

Morning man. Must have radio background. 1 kw wants adult sound for a booming market. State experience and salary needed in first reply. Would like applicants from midwest region. Contact Tim Spencer, P.D., KJCK, Junction City, Kansas.

Young, single announcer with restricted permit, capable news delivery. No "personalities." Daytime only KQVM, Showlow, Arizona. Broadcast school graduates also considered.

Announcer with first class ticket. WAMD, Aberdeen, Maryland.

Wanted: staff announcer for fast-paced good music, CBS affiliate. Send tape, picture and resume to WANE, Radio, Fort Wayne, Indiana. No phone calls please!

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**Help Wanted—(Cont'd)**

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**Announcers**

Expanding staff! Minimum \$100 per 40 hour week to start. Need good announcer with first ticket no maintenance. Big band, modern format. No. 1 in 2 station market area. Permanent. Good future with growing station. Drifters need not apply. Send tape, resume, WMHI, RT 5, Frederick, Maryland.

**Technical**

Chief engineer 1 kw southern New York state. Good salary. WVOS, Liberty, New York.

Need engineer-announcer. Start 1963 right. Leading 5 kw. Modified top format. First ticket not necessary. Engineering knowledge essential. Engineering knowledge essential. Must maintain new RCA equipment. Adult voice. No beginners. \$750 minimum. Air mail complete qualifications, references, tape. KHAR, Pouch 7-016, Anchorage, Alaska.

Quality network group a.m. needs chief. CP soon. Box 81T, BROADCASTING.

**Production—Programming, Others**

Experienced production manager for medium market midwest station. Excellent opportunity for man knowing production techniques and able to supervise staff. Interested in good, sharp sound. Send complete resume with photo together with minimum salary. Box 14T, BROADCASTING.

Production—copy man or woman, clever with tape, and strong copy, with good voice for California medium market. Complete details to Box 12T, BROADCASTING.

News director—single station market—mobile equipment. Midwest location. Must be experienced. Send resume. Qualified applicants will be contacted for personal interview. State starting salary expected. Box 13T, BROADCASTING.

Experienced newsman. Radio TV combination must do on air and won photo work. Rocky Mountain area. Salary open. Write Box 18T, BROADCASTING, giving a complete resume of your experience, picture, salary expectations, etc.

Newsman to take charge local news operation. No rip and run man. Must be competent writer and reporter with experience. \$125 per week. Permanent position with security at middle atlantic station. Box 29T, BROADCASTING.

Illinois. Up to \$110 for experienced local newsman. Rush resume and tape. Box 45T, BROADCASTING.

Experienced male tv copywriter to head continuity department. Must be top quality and hard worker. Progressive television station in heart of Minnesota's vacationland . . . wonderful place to live. Great opportunity for right man. Prefer resident of upper midwest. Write Box 57R, BROADCASTING.

Experienced newsman for gathering, delivering local news. Good voice and language mastery essential. Send tape, resume, writing samples, salary requirements. Position available about January 15th. WSOY, Decatur, Illinois.

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**Situations Wanted**

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**Announcers**

Veteran-country & western d.j. Twelve years in radio and television. Formerly with WCKY in Cincinnati, Ohio. Dependable, experienced personality. Married, two children, age 32. Will relocate to good operation. Write Jimmie Williams, Okeana, Ohio. Phone 736-3780 Hamilton, Ohio.

Versatile. First phone. 6 years experience. Newscaster, good music, jazz, classical, straight announcing. Tight board. Timing. Dependable family man. Box 16T, BROADCASTING.

Announcer—first phone. Announce English or Spanish. 25 years old with excellent potential. Box 63T, BROADCASTING.

First phone dj: Top 40 and/or c&w. Sober, family man, excellent audience rating, sales, news, farm, metropolitan, some maintenance. Also have \$10,000 to invest in station. Want to sell? Box 67T, BROADCASTING.

Whose that warm relaxed personable guy, looking for decent music station? Why that little ole announcer is me! Box 72R, BROADCASTING.

Young experienced d-j looking for permanent position in full time top forty station. Prefer medium market in west or southwest. \$80 per week minimum. Presently employed. Un-edited air check and resume on request. Box 74T, BROADCASTING.

Experienced announcer. Married. Trained voice, smooth delivery for quality station in Michigan, Ohio or Indiana. Box 75T, BROADCASTING.

Disc-jockey, first phone, experience, can swing sweet or solid, witty, young, presently employed, run tight show, air check available. Box 78T, BROADCASTING.

Bright happy dj. Announcer. Bright happy sound. Good newsman. Want to settle and will relocate. Air salesman and control board operator. Not a prima dona. Box 79T, BROADCASTING.

Air personality now working adult programmed formula operation major southwest market. Some TV. Versatile, dedicated. Excellent broadcast history, references. A real pro. Consider midwest only. Box 87T, BROADCASTING.

Announcer, dj, pleasant tight board, authoritative news, wants steady job. Box 92T, BROADCASTING.

Staff announcer, experienced, tight board. Pleasing personality, relocate southwest Rocky mountain area. Age 24, married. Box 96T, BROADCASTING.

Announcer with first phone desires midwest location if possible. News, commercials. dj, shows. Box 104T, BROADCASTING.

First phone, announcer, some sales and management experience. Willing to relocate . . . top earnings so far, \$100.00 per week. F. C. Morgan, 806½ West Second, Pratt, Kansas.

**Production—Programming, Others**

Audience development! Program director, fourteen years. Small, medium and major markets. Available now on consulting or permanent basis. 80% audience increase for Boston: References. Box 924R, BROADCASTING.

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**Situations Wanted—(Cont'd)**

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**Production—Programming, Others**

San Francisco—personality past commercial manager, and presently program director seeks change. 12 years experience in all phases including management. Will take \$600 per. But get me out of "Frantic Frisco." Box 39T, BROADCASTING.

Here's what the doctor ordered—a climate change seasoned announcer, music director wants quality position in southwest or far west. College graduate; 13 years experience with major market midwestern good music station. Box 88T, BROADCASTING.

Here! If you're a General Manager . . . Neither an Alice-sit-by-the-fire nor a Paul Pry, heed these words: We are two guys given to doing good stuff; taking a one-liner in a top 50 market by the throat, and wrenching the devil from sixth in a four-station lash-up to number one in jig-time. Mayhap can do same for you. Won't send tape, but will bring one, wrapped in plain brown paper, upon receipt of invitation to lunch, etc. Boss jerkin bulging with fat hoppers. Turning to hide wry smiles, we remain pretty quick little green bugs. Box 97T, BROADCASTING.

Radio journalist. Employed currently at top rated million market operation; writing, editing, airing news. Background includes editing publications; considered outstanding writer. University graduate; mature. Box 98T, BROADCASTING.

**TELEVISION****Help Wanted—Announcers**

Top announcer, with interest in directing, to take over varied duties as assistant production manager. An excellent opportunity in a top market for an experienced announcer with production abilities. Send resume, photo and tape, to R. H. Anderson, Operations Director, KVOS-TV, Bellingham, Washington.

Combination announcer-newsman-traffic for FM station. Opportunity to work into TV. Commercial radio or solid educational training prerequisite. Medium mid-west market. Please send tape, picture, references, expected salary. Box 918R, BROADCASTING.

**Technical**

Immediate opening for experienced engineer for tv studio operation and maintenance. Write or phone (423-2440) Roger Sawyer, KGLO-TV, Mason City, Iowa.

**Production—Programming, Others**

Promotion assistant with eastern medium market station, group owned. Some radio and TV experience preferred. Write in confidence. Box 21T, BROADCASTING.

Program manager needed in three station all V market in the North Central part of the country. The man needed must have production and programming experience, be community minded with a thorough understanding of the operations of a commercial television station. Starting salary \$8,000 to \$9,000. Please send complete resume to Box 27R, BROADCASTING.

Help wanted TV continuity writer, man or woman. Prefer radio, TV or agency experience. Opportunity for advancement, with southwest NBC TV affiliate. Box 33T, BROADCASTING.

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**Help Wanted—(Cont'd)**

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**Production—Programming, Others**

Largest southwest market VHF seeks male host for daily interview variety program. Must be personable, glib and have ability to conduct interesting, intelligent interview. We will build the right man into the top TV personality in the market. Rush full resume and VTR or SOF to Box 102T, BROADCASTING.

Graduate assistants for teaching and radio television station production. School of Speech, Ohio University, Athens, Ohio.

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**TELEVISION**

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**Situations Wanted—Management**

A TV Sales Manager should have a proven record in working with national reps and local sales staffs; should be a trained capable administrator, with top management background; should sell creatively and aggressively, inspiring others to do the same; should understand from inside experience how agency buys are made. I'm qualified; presently employed in major market; under 40. Outstanding references will verify successful broadcasting-advertising career. Mutual confidence imperative. Box 35T, BROADCASTING.

Presently general sales manager VHF station in top 30 market group. Eleven years experience in television covering national regional, local sales, broker contacts. Best industry references. Married. Mid-30's. I can build sales for you. Box 89T, BROADCASTING.

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**Technical**

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Capable supervisor seeking permanent position with a future. Nine years experience all phases tv. Excellent references, proven ability. Box 91T, BROADCASTING.

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**Production—Programming, Others**

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Versatile tv broadcaster, major market history in programming, production, announcing. Rich adult radio background also. Excellent references. Currently employed. Seek permanent position in tv, radio or combination in midwest. Box 93T, BROADCASTING.

Canadian: Ambitious, experienced tv producer-director seeks challenging opportunity with progressive tv station or ad agency. Good background in commercial production. Box 95T, BROADCASTING.

Childrens comedian: Interested in developing to children's show in major tv market. Highest professional and character references. Pics and brochure available. Box 105T, BROADCASTING.

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**For Sale**

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**Equipment**

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 3/4" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 30, California. Templebar 2-3527.

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**For Sale—(Cont'd)**

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**Equipment**

For Sale: One slightly used Seaburg 200 blond wood on metal stand with SBCU-1 broadcast control unit, \$400. One RCA type 73E professional disc recorder, make offer. Two slightly used Gates ST-101 spot tape machines, both for \$790. Frank C. Carman, KLUW, Salt Lake City, Utah.

One RCA BTF-10B 10 kilowatt fm transmitter. \$6500. Box 972R, BROADCASTING.

Gates MO 2639 modulation monitor NEW \$275. Jones-micromatch directional coupler 3 1/2" line, new \$100. Calbest multiplex monitor \$200. Frequency meter 85-1000 mc \$100. REL fm frequency modulation monitor \$450. 1 3/8" coax Andrew 561 \$1 per foot. Box 65T, BROADCASTING.

3 kw Western Electric 504B fm transmitter. Operating condition. Sacrifice. Make offer. Box 99T, BROADCASTING.

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**WANTED TO BUY**

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**Equipment**

Used RCA sideband analyzer model BW-5B or equivalent. Good condition. Contact Bob Ottmann, KBLT-TV, Helena, Montana.

Wanted: 400 foot tower for am. KZUN, Box 123, Spokane 66, Washington, Walnut 4-2400.

50 kw transmitter. Good condition. Other pertinent equipment considered. Box 50T, BROADCASTING.

Wanted, used UHF equipment, including transmitters and antennae, for Channels 16 and 27. Advise price and availabilities. Box 101T, BROADCASTING.

GE fm frequency modulation monitor. Box 64T, BROADCASTING.

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**Miscellaneous**

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Commercial productions. Top announcers. Satisfaction guaranteed. Special \$3.50, \$4 for \$10.00. 270 N. Crest Chattanooga, Tennessee.

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

"DeeJay file." Quotes, kickers, liners, record info, hints. Complete program package for deeJays and P.D.'s. \$10.50. Del Mar Radio Features, P. O. Box 61, Corona Del Mar, California.

Religious time now available. Reasonable, W-RIP, Chattanooga, Tennessee.

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**INSTRUCTIONS**

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FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

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**INSTRUCTIONS—(Cont'd)**

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FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 239 Geary St.

"Are you cold?" Do you need a first phone? Sunny Florida, gulf beaches and an F.C.C. first phone in (5) five weeks "Guaranteed." Next class January 9th in beautiful Sarasota, Florida. Living quarters provided. Latest teaching methods. Connected with modern 1000 watt commercial station. 958-5954 . . . 3044 Bay Street.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 9, April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and Television Arts & Sciences, 1653 North Cherokee, Hollywood, California.

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**Employment Service**

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**DO YOU NEED US?**  
ALL BROADCAST PERSONNEL PLACED  
ALL MAJOR U.S. MARKETS  
MIDWEST SATURATION

Write for application NOW

**BROADCAST  
EMPLOYMENT SERVICE**

4825 10th Ave. So.  
Minneapolis 17, Minn.

## RADIO

### Help Wanted—Technical

## PROJECT ENGINEER for NETWORK BROADCASTING

We have an opening in our Engineering Dept. for a professional engineer experienced in RF systems design. Candidate should possess an Electrical Engineering degree, have several years experience in broadcast engineering, be familiar with FCC procedures and have an interest in performing systems design work in NEW YORK CITY.

We Offer: Good starting salary, comprehensive benefits program including stock purchase plan, and an excellent opportunity to advance in this expanding operation.

Please submit resume in complete confidence to:

J. M. Carter, Personnel Dept.

# CBS

485 Madison Avenue  
New York 22, New York

### Sales

#### MOVE UP!!

We're a big station in a major market and what we say makes lots of dollar sense to a solid salesman. If you are interested, reach us fast with a resume.

Box 71T, BROADCASTING

### SITUATIONS WANTED

#### Production—Programming, Others

#### IN THE EAST SOONER THE WEST!!

Now heading own jingle production company in large Eastern city—many nationwide credits. Local & network TV-radio, recording personality. Art school-college graduates. Veteran (vocal soloist, Army Band, Washington, D.C. '53-'56) ASCAP member-cartoonist-strong on creative and media applications. To move west will reroute career to join TV or Radio station, Production Company or Broad Ad Agency offering best challenge to combine these valuable assets. Married, family man, age 30. Complete resume in confidence upon request.

Box 66T, BROADCASTING

### TELEVISION

#### Help Wanted—Sales

PRIME AVAILABILITY FOR EXPERIENCED, AGGRESSIVE, ENTHUSIASTIC TIME SALESMAN!!!!

Excellent opportunity for advancement in group operation. Major Midwest Market.

Box 70T, BROADCASTING

### Production—Programming, Others

#### OPPORTUNITY FOR EXPERIENCED ARTIST

opportunity for experienced creative television artist in major central east coast market. Must be accomplished two dimensional artist in all respects. Three dimensional design and construction experience desirable, but not essential. Job offers maximum artistic freedom.

Box 69T BROADCASTING

#### TELEVISION Situations Wanted

#### Production—Programming, Others

#### TOP TEN MARKET

Radio-TV sportscaster, desires sports directionship of major market radio-tv combination.

Randy Hall, Pittsburgh  
EMerson 1-3924

### INSTRUCTIONS

"Since 1947"  
RADIO-TV ANNOUNCING  
COURSES

ENGINEER & 1st FONE  
COURSES

Guaranteed Placement Service. Attention Managers: A few Outstanding Announcers now available for radio-tv.

KEEGAN TECHNICAL INSTITUTE

"Since 1947"

207 Madison, Memphis, Tenn.

## BUSINESS OPPORTUNITY

Unusual circumstances make majority interest in long-established fulltime Class IV network radio station located in growing city in midsouth state available for immediate investment of \$30,000 cash. Profits for November exceeded \$1900 and business is steadily increasing. Deal available only to experienced broadcasters and must provide for present owners to retain minority and operate, however, a competent time salesman can gain employment in addition to control. If interested write Box 68T, *Broadcasting*, give full details about yourself. Principals will contact you if you check out all right.

### For Sale Stations

#### FOR SALE

5 kw OAK DUMONT U.H.F. T.V.  
STATION CH. NO. 27  
WITH COMPLETE STUDIO EQUIP.

LESS CAMERAS.

WILL ENTERTAIN TERMS.

**MILEX ELECTRONICS**

460 Jericho Turnpike

Mineola, New York

Phone: Pioneer 7-3302

*For Best Results*

*You Can't Top A*

**CLASSIFIED AD**

*in*

**BROADCASTING**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 61

boldt Bcstrs. Inc., to Earl J. Madray and Robert P. Price (each 50%), tr/as M & P Radio Bcstg. Corp. Consideration \$95,000. Ann. Dec. 28.

KCHS Truth or Consequences, N. Mex.—Seeks assignment of license from William D. Hafer (100%) to Rex A. Tynes (100%). Consideration \$11,140; Mr. Hafer is selling to Mr. Tynes, from whom he bought station, because of inability to meet payments; above consideration is assumption of debt. Ann. Dec. 28.

KMO Tacoma, Wash.—Seeks assignment of license from Dana J. Hunter (37.5%), J. Archie & Clara H. Morton (each 25%) and Charles H. Hunter (12.5%), d/b as Tacoma Radio Corp., to Broadcast House Inc., wholly owned by Leonard V. Dayton (46.2%), Edward A. Wheeler (32%), Jane A. Dayton (17.4%) and Leslie H. Vogel & Marvin Metge (each 2.2%), tr/as North Shore Bcstg. Inc. Consideration \$254,000. Applicant owns WEAU-AM-FM Evanston, Ill. Ann. Dec. 20.

### Hearing cases

#### INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of Asbury Park Press Inc. (WJLK), Asbury Park, N. J., and City of Camden (WCAM), Camden, N. J., to increase daytime power of stations from 250 w to 1 kw, continued operation on 1310 kc, 250 w-N, with WJLK using DA-D; conditions and pre-sunrise operations with daytime facilities precluded pending final decision in Doc. 14419. Action Dec. 21.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Birch Bay Bcstg. Inc. to change facilities of KARI Blaine, Wash., on 550 kc from 500 w, D, to 1 kw-N, 5 kw-LS, DA-2; conditioned that pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Dec. 21.

### Routine roundup

#### ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in Largo, Fla., tv ch. 10 proceeding in Docs. 12445-12450, (1) denied motion by Florida Gulfcoast Bcstrs. Inc. to strike notice of appearance of Bay Area Telecasting Corp., (2) granted motion by WTSP-TV Inc. to extent of clarifying issues, and (3) denied Bay Area's petition for enlargement of issues. Action Dec. 20.

■ By memorandum opinion & order in proceeding on application of Avoyelles Bcstg. Corp. for new am in New Roads, La., granted petition by Avoyelles for partial waiver of Sec. 1.362 (b) (1) of rules to extent that publication of notice of designation was not accomplished immediately following release of commission's order specifying time and place of hearing. Action Dec. 19.

■ By memorandum opinion & order in consolidated am proceeding in Docs. 14617 et al., (1) granted petition by Radio Station WRSA Inc. for review of Examiner's ruling denying leave to amend its application to submit revised plan for financing its proposed new am in Troy, N. Y., and (2) reopened record, accepted amendment and gave applicant opportunity to offer proof in

accordance with amended application. Action Dec. 19.

#### ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Tidewater Tele-radio Inc. for dismissal of its application for assignment of licenses of WAVY AM-TV Portsmouth, Va., but dismissed application with prejudice and terminated proceeding. Action Dec. 19.

■ Granted petition by H & M Bcstg. Co. for dismissal of its application for new am in Lincoln, Nebr., but dismissed application with prejudice and retained in hearing status remaining applications in consolidated proceeding. Action Dec. 19.

By Hearing Examiner David I. Kraushaar

■ On own motion, reconsidered and reaffirmed earlier Dec. 18 action granting petition by Tri-City Bcstg. Co. for leave to amend its application for new am in Belpre, Ohio, to reflect current financial data, in light of opposition, which Examiner had inadvertently overlooked, by The Radiocasters, applicant for new am in Marietta, Ohio. Action Dec. 18.

#### BROADCAST ACTIONS

by Broadcast Bureau

Actions of Dec. 21

WCKR-FM Miami, Fla.—Granted license covering increase in ERP, change ant. height, installation new ant., change in studio and trans. location with remote control permitted.

WHEY Millington, Tenn.—Granted mod. of license to change studio location and remote control point; condition.

WUHF (TV) Milwaukee, Wis.—Granted cp to change ERP to 256 kw DA, vis., 128 kw DA, aur., and make change in ant. structure.

WOKS Columbus, Ga.—Granted cp to install old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site.

KLEA Lovington, N. Mex.—Granted cp to move ant.-trans. and studio location, and make changes in ground system.

WMSJ Sylva, N. C.—Granted cp to change ant.-trans. location; remote control permitted; condition.

KMVS Sierra Vista, Ariz.—Granted cp to replace expired permit for new am.

WWBD Bamberg, S. C.—Granted cp to make changes in ground system and change ant.-trans. and studio location.

WSAN Allentown, Pa.—Granted cp to install new trans.

KSVP Artesia, N. Mex.—Granted cp to install aux. ant. and trans.

KRGN Las Vegas, Nev.—Granted mod. of cp to change ant.-trans. and main studio locations and make changes in ant. system; antenna height 41 ft.

WVOR (FM) Rochester, N. Y.—Granted mod. of cp to increase ERP to 50 kw.

KWNS Pratt, Kans.—Granted mod. of cp to make changes in daytime DA pattern.

WHTC Holland, Mich.—Granted mod. of cp to make changes in ant. system; condition.

WCKR-AM-FM Miami, Fla.—Granted renewal of licenses.

■ Granted mod. of cps to change type trans. for following stations: KBLA Burbank, Calif.; WFAW Ft. Atkinson, Wis.; WTOD Toledo, Ohio, and change ant. system.

■ Following stations were granted extensions of completion dates as shown: KWNS Pratt, Kans., to April 3, 1963; WTOD Toledo, Ohio, to March 25, 1963; WVOR Rochester, N. Y., to May 1, 1963.

■ Following stations were granted authority to remain silent for periods shown: KCAL-FM Redlands, Calif., for period ending March 15, 1963; KMOD-FM Midland, Tex., for period ending February 28, 1963; and WZRH Zephyrhills, Fla., to operate sign-off 8 p.m. EST for period ending March 31, 1963.

Actions of Dec. 20

WGLD Chardon, Ohio—Granted license for am station and specify studio location.

WBLT Bedford, Va.—Granted cp to install new trans.

KAAB Hot Springs, Ark.—Granted cp to make changes in presently licensed aux. trans. and install as main trans.; condition.

WONN Lakeland, Fla.—Granted mod. of cp to change type trans.

■ Granted authority for following am stations to remain silent for periods shown: WRBB Tarpon Springs, Fla., for period ending March 3, 1963; WSRF Sanford, Fla., for period ending March 3, 1963; KENE Toppenish, Wash., for period ending March

### For Sale—(Cont'd)

#### Stations

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS**  
ESTABLISHED 1946

Negotiations Management  
Appraisals Financing

**HOWARD S. FRAZIER, INC.**

1736 Wisconsin Ave., N.W.  
Washington 7, D. C.

### STATIONS FOR SALE

**BEST HOLIDAY WISHES TO ALL!**

**JACK L. STOLL & ASSOCS.**  
Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

### For Sale—(Cont'd)

#### Stations

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 17, TEXAS

Fla.	single	daytime	\$28M	terms
Ariz.	small	fulltime	78M	29%
Fla.	medium	power	150M	29%
Fla.	medium	fulltime	185M	54M
N.C.	metro	daytime	125M	50%
Pa.	metro	daytime	200M	50M

**CHAPMAN COMPANY**  
1182 W. Peachtree St., Atlanta 9, Ga.

### Miscellaneous

#### 100 STATIONS WERE NOT FOOLED!!

"You can fool some of the people . . ." Almost 100 radio stations now subscribe to the QUICKES SERVICE, America's fastest growing joke service, exclusively for RADIO. Every "quickie" does not appeal to everybody, but MOST STATIONS report about 95% use (some services produce only about 5% useable material.) You receive 54 jokes per week, 234 jokes per month. EXCLUSIVE in your city. Mailed weekly . . . no contract commitment.

COST, \$6.50 per month

**QUICKES SERVICE**

285 Hillsboro

Orangeburg, South Carolina

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 26

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,742	59	123	551
FM	1,042	36	142	160
TV	511	65	76	124

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 26

	VHF	UHF	TOTAL TV
Commercial	486	90	576
Non-Commercial	47	21	68 <sup>1</sup>

## COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,741	1,038	512
Cps on air (new stations)	61	40	66
Cps not on air (new stations)	122	138	74
Total authorized stations	3,924	1,216	659
Applications from new stations (not in hearing)	295	148	49
Applications for new stations (in hearing)	204	13	59
Total applications for new stations	499	161	108
Applications for major changes (not in hearing)	331	97	43
Applications for major changes (in hearing)	57	3	9
Total applications for major changes	388	100	52
Licenses deleted	1	0	1
Cps deleted	1	4	1

<sup>1</sup> Includes 3 stations operating on unreserved channels.

K07AH, Rex M. Shirts, Hailey, Idaho; K11DV, Upper Rosebud Tv Club, Upper Rosebud, Mont.; K07AB, Bert B. Williamson, Belt, Mont.; K09DO, Jicarilla Apache Tribe, Dulce, N. Mex.; K13CW, Sharon Springs C. of C. Inc., Sharon Springs, Kans.; K07AA, Village of Center, Center, Nebr.; K13AQ, City of Atkinson, Nebr., Atkinson, Nebr.; K13CZ, Kenneth Marcy, Scott City, Kans.; K08CA, S. B. Tv Booster Station, Syracuse, Kans.; K07AE, Clyde Community Tv, Clyde, Kans.; K08AD, K11AJ, City of Clay Center, Clay Center, Kans.; K12AO, K07BF, City of Valentine, Valentine, Nebr.; K13CM, Village of Niobrara, Niobrara, Nebr.; K08CK, K02CC, City of Ord, Ord, Nebr.; K03AD, K13AD, W.N.F. Tv, Potter and Dix, Nebr.; K12AP, Venango Lions Club, Venango, Nebr.; K02AZ, Gordon T. V. Booster Club, Gordon, Nebr.; K07EO, Village of Taylor, Taylor, Nebr., and specify type trans.; K08DV, Village of Orchard, Orchard, Nebr.; K13EH, City of Ainsworth, Ainsworth, Nebr.

■ Granted cps to replace expired permits for following vhf tv translator stations: K08DO, K10DZ, K13DZ, Clifton City Corp., Clifton, Idaho; K11CN, K07CM, Lincoln County Tv District No. 1, Callente, Nev.; K13EE, Bison Commercial Club, Bison, S. Dak.

### Action of Dec. 18

Barton Tv Translators Inc., Barton, Md.—Granted cp for new vhf tv translator station on ch. 11 to translate programs of WTAE (ch. 4) Pittsburgh, Pa.

### Action of Dec. 17

WSER Elkton, Md.—Granted extension of completion date to June 1, 1963.

## Rulemaking

### PETITION FOR RULEMAKING FILED

Ohio Educational Tv Network Commission—Requests amendment of Sec. 3.606 of rules to provide additional uhf tv channels in Ohio by making following proposed changes in table of assignments: Ansonia from none to \*82; Ashtabula from 15 to \*15; Athens from \*20, 62— to \*20; Bellefontaine from 63 to \*63; Bryan from none to \*53; Cambridge from 28 to \*28; Chillicothe from 56— to \*56+; Cincinnati from 5—, 9, 12, \*48—, 74— to 5—, 9, 12, \*48—, \*74—; Columbus from 4—, 6+, 10+, \*34, 40— to 4—, 6+, 10+, \*34, \*40—; Coshocton from none to \*60—; Findlay from 53 to none; Hillsboro from none to \*75; Lima from 35—, 73 to 35—, \*41, 73; Mansfield from 36+ to 36—, \*81; Marietta from none to \*62—; Marion from 17— to \*17—; Newark from \*22—, 60— to \*28—; Portsmouth from 30 to \*30; Sandusky from 42— to 42—, \*75; Springfield from 52—, 76 to \*52—, 76; Steubenville from 51— to \*51—; Woodsfield from none to \*68; Youngstown from 21—, 27, 33, 73— to 21—, 27, 33, \*73—; Zanesville from 18—, 50+ to 18—, \*50+. Received Dec. 14.

## Processing line

■ In accordance with commission's action of Dec. 17, 1962, granting waiver of Sec. 1.354(c) allowing below-described application to be placed at top of processing line, notice is hereby given that on Jan. 28, 1963, following application: Bismarck-Mandan, N. D., Capital Bestg. Inc., Req. 1270K, 250w, 1kw-LS, unil. will be considered as ready and available for processing, and that pursuant to Sec. 1.106 (b) (1) and Sec. 1.361 (c) of commission's rules, application, in order to be considered with this application or with any other application on file by close of business on Jan. 25, 1963, which involves conflict necessitating hearing with this application, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on Jan. 25, 1963, or (b) earlier effective cut-off date which this application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Commission hereby waives provisions of interim criteria to govern acceptance of standard broadcast applications adopted May 10, 1962 to extent necessary to permit acceptance of other applications specifying substantially same facilities requested by Capital Broadcasting Inc. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sec. 309 (d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (1) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings. Adopted Dec. 17.

31, 1963; KNEL Brady, Tex., for period ending March 20, 1963.

■ Granted licenses for following vhf tv translator stations: K10CP, Quinault Tv Inc., Quinault, Wash.; K08DL, K10EK, K12DO, Translator Tv Unlimited Inc., Westport, Grayland, Oceota, Ocean Shores and Ocean City, Copalis, and Pacific Beach, Wash.; K08DZ, Keyes Tv Assn., Keyes, Sturgis Area and US Bureau of Mines Helium Plant, Okla.; K04CD, Adel Tv Inc., Adel, Oreg.; K05BQ, Wildhorse Farmers T. V. Assn., Athena, Weston and Adams, Oreg., and specify type trans.; K05AQ, K11CG, East Linn Community Telecasters Inc., Sweet Home, Oreg.; K12BK, Farmers T. V. Assn., Worland, Wyo., and specify type trans.; K13EM, City of Yuma, Yuma, Colo.; K07CV, K11DC, K13DA, Wells & Wade Fruit Co., Azwell, Wash.; K03BG, K07EF, Tunnel T. V. Assn. Farming community SSW of Chelan Butte, Wash.; K07DG, K08CY, K08CX, K09DG, K10DL, K10DM, K11DM, K12CV, K12CX, Omak and Okanogan and Tunk Valley and Pine Creek area, Riverside, Tonasket, Wash.; K09AJ, Pondosa Tv Club, Medical Springs, Oreg.; K07CZ, K09DA, K11DG, Laurier T.V. Club, Laurier, Wash.; K04BV, Kenneth O. Ray, Terral-Deb-Mar & Sandlake, Oreg.; K06BX, R.T.V. Repeater Assn., Round Valley, Ariz.; W07AD, Edward L. Hughes, Manchester, Ky.; K02BY, Minersville Tv Committee, Minersville, Utah; K09DI, K11DN, K13DH, Lyman T. V. Assn., Little America, Lyman and Mt. View, Lontree, Wyo.; K02AV, Washington County Tv Dept., St. George, Utah; K13BW, Utah Construction & Mining Co., Lucky McCampsite, Wyo.; K06CJ, K09EB, K11EH, K13DX, Juab County, Eureka and Mammoth, Utah; K08BN, K13CA, Washington County Tv Dept., St. George, Utah, and for uhf tv translator K74BP, Columbia Empire Bcstg. Corp., Prosser-Whitstran, Wash.

### Actions of Dec. 19

WNLC New London, Conn.—Granted increased daytime power on 1510 kc, DA-2, from 5 kw to 10 kw, continued nighttime operation with 5 kw, and make changes in DA pattern; conditions.

KAFA Raymond, Wash.—Granted increase in daytime power from 250 w to 1 kw and

install new trans., continued operation on 1340 kc, SH; conditions.

WEBJ Brewton, Ala.—Granted increase in daytime power from 250 w to 1 kw, continued operation on 1240 kc, SH; conditions. WSLM Salem, Ind.—Granted increased power on 1220 kc, D, from 1 kw to 5 kw; and install new trans. DA-D; conditions.

WMAY Springfield, Ill.—Granted licenses to use old main trans. at present main trans. site as alternate main trans.; and covering changes in DA-D pattern.

WMRN-FM Marion, Ohio—Granted cp to install new type trans. and make changes in ant.-system; conditions.

WMT-FM Cedar Rapids, Iowa—Granted mod. of cp to increase ERP to 32 kw and ant. height to 540 ft.

KSEK Pittsburg, Kan.—Granted mod. of cp to change type trans.

KYFM (FM) Oklahoma City, Okla.—Granted mod. of cp to change studio and remote control location; change type ant. and type trans.; remote control permitted from new site.

\*WAIQ (TV) Montgomery, Ala.—Granted extension of completion date to Feb. 15, 1963.

■ Granted licenses for following vhf tv translator stations: K10AT, K13BC, Circle Tv Booster Club Inc., Circle, Mont.; K07BM, Boulder Tv Assn., Boulder, Mont.; K10AS, K13BD, Sweetgrass Tv Club, Big Timber, Mont.; K11EK, Stacey Tv Club, Volborg, Mont.; K10AX, K13BE, Harlowton T. V. Assn., Harlowton, Mont.; K08BG, K10AF, Troy Non Profit Tv Assn., Troy, Mont.; K12BO, Glasgow T. V. Club Inc., Glasgow, Mont.; K09BG, Basin Tv Assn., Basin, Mont.; K06CU, K09EP, K11EV, Zuni Translator Co., Grants and Milan, N. Mex.; K09DF, K11DL, Juliaetta T. V. Assn., Juliaetta, Idaho; K12DE, White River Tv District, Lund and Preston, Nev.; K09EJ, Powderville Tv Assn., Powderville, Mont.; K05AH, Hot Springs Community Tv Inc., Hot Springs, Mont., and specify type trans.; K11EM, Pinkham Mountain T. V. Club, Glen Lake area, Mont.; K10AU, Garfield Tv Club, Jordan, Mont.; K07EK, Sheep Mountain Tv Club, Terry, Rock Springs, Cohagen, Mont.; K10DE, North Country Tv Club, Opheim and Glentana, Mont.; K10DX, Conrad T. V. Club, Conrad, Mont.; K08DU, K13EG, Riverside Tv Inc., Ahsokha, Idaho;

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BROADCASTING, December 31, 1962

## OUR RESPECTS to Charles Frederick Horne

### Education is good for the country—and business too

Charles F. Horne, the president of the Electronic Industries Assn., is an indefatigable businessman.

One of his aides recalls the time Mr. Horne spent a full week at Rochester, N. Y., learning about what is now the electronics division of General Dynamics Corp. Every day, after 12 hours on the job at the former Stromberg-Carlson plant and when everyone was ready to slide into a dry martini, Mr. Horne returned to his hotel room, picked up the phone and carried on for another two hours with the staff at the Pomona, Calif., division of General Dynamics. Then he called it a day.

For although it was 7 p.m. in Rochester, it was only 4 p.m. on the West Coast and Mr. Horne is not one to overlook a possibility of making time count.

This drive and tireless energy has brought to Mr. Horne a unique distinction: he's the only executive of the giant General Dynamics Corp. (\$2 billion sales in 1961) who wears three hats: vice president of the parent company and president of two divisions—General Dynamics/Pomona (guided missiles), and General Dynamics/Electronics, with plants at Rochester, N. Y., and San Diego, Calif.

There's one non-business activity that takes up a significant part of his time. Mr. Horne is a founder and chairman of the board of the Southern California Industry-Education Council. This group of businessmen and educators represent Mr. Horne's view that education is good for the country and good for business too.

His interest in education finds its pragmatic keenness in the search for more students in the sciences.

**Science Education** ■ To this end he is active in groups formed to encourage the study of the new technologies as well as increase the prestige of the sciences. He's a member of the advisory board of the Los Angeles Science Center, a member of the advisory committee of the Space Museum, a member of the education committee of the U. S. Chamber of Commerce, and a member of the board of councilors, School of Engineering, of the U. of Southern California.

This interest stems not only from business self-interest. Mr. Horne, who officially and formally is Admiral Horne, USN (Ret.), was one of the first Navy officers to be given an advanced course in communications and electronics. His interest in communications goes back to his Naval Academy days when he was one of the few midshipmen with a radio in his room.

In those days (he's class of 1926), a student could have a radio only if he

built a receiving set himself.

Because he could and did he was one of the most popular men on his "deck" as he installed lines to the rooms of other middies.

After being graduated from the Naval Academy in 1926, Mr. Horne attended the Navy's postgraduate school in communications and electronics at Annapolis. In 1935 he received a master of science degree in communications and electronics from Harvard.

His Navy career from pre-Pearl Harbor through World War II was all as a line officer: communications and radar officer, Battleships, Pacific Fleet; communications officer, Southern Pacific Area; communications and radar officer, Amphibious Forces, Pacific.

From 1946 to 1948, Admiral Horne was deputy chief, Naval Communications, in Washington. He was twice decorated with the combat Legion of Merit.

**Birthday Soon** ■ In three days, Charles Frederick Horne will celebrate his 57th birthday. He was born in New York City Jan. 3, 1906. His father was a professor of English at New York's City College.

While at the Academy, Mr. Horne was active in tennis and swimming. He still is active in those two sports. He's a regular participant in company-sponsored tennis tournaments, both in singles and doubles. And, when he's home in Pomona, he puts in 15-20 laps daily in his swimming pool.

He has one other major outside in-

terest. This is aviation. In 1949, he was loaned by the Navy to the Civil Aeronautics Administration, where he served as acting director of the Federal Airways Div. In 1951 President Truman asked him to become CAA administrator. He had to retire from the Navy to accept this position and served as head of the CAA until 1953.

When he became CAA administrator, Mr. Horne decided he ought to know more about his job. So he took flying lessons and became a licensed pilot. He still flies and is president of the Aero Club of Southern California.

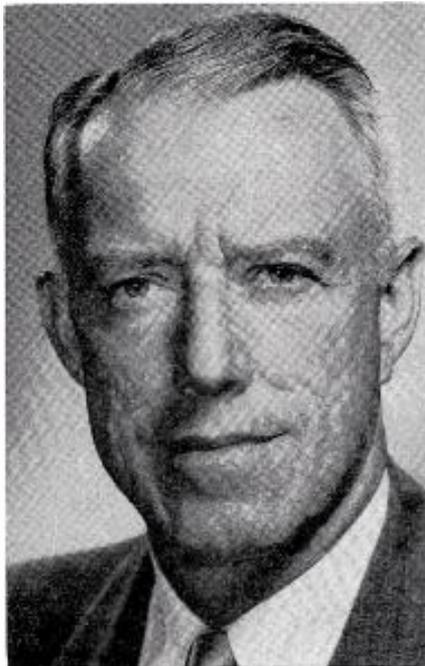
**Convair Chief** ■ Mr. Horne joined the Convair Div. of GDC in 1953 as manager of the Pomona plant. He became a vice president in 1957 and when GDC was reorganized in 1961 he was tapped for his present positions. Pomona is involved primarily in guided missile development and production for the Navy, the Army and the Marine Corps. At Rochester and San Diego, the electronics division is heavy in military electronics.

In his business dealings, and in his job as president of EIA to which he was elected last May, Mr. Horne is strong on getting the right man for the right job, and then giving him full responsibility. He has a strong sense of teamwork. This is reflected in his dealings with the 13 men who report directly to him. He runs what in Navy parlance is called a "taut ship," but he's no martinet. Business associates find him fairminded. His EIA associates find him an excellent chairman at board meetings because he keeps the meeting hewed to the agenda, and has a flair for genially summarizing the consensus of a meeting.

Mr. Horne is a devoted family man. At holiday seasons his Ganesha Hills home is full of grandchildren, and Mr. Horne plays the proper *pater familias*, including leading songfests which he conducts while plucking the strings of a guitar. He married the former Evelyn Tuttle in 1930. They have two children, Charles F., now a Navy lieutenant commander, and Anne, now Mrs. Frederick B. Warder Jr. and a teacher.

Professionally, Mr. Horne is a fellow of the Institute of Radio Engineers (soon to be Institute of Electric & Electronic Engineers) and on its board of directors. He is West Coast adviser to the Joint Technical Commission for Aeronautics, a director of the Armed Forces Communications & Electronics Assn. He's a member of a dozen business and social organizations.

Last year he was chosen Southern California's Management Man of the Year.



Mr. Horne  
Indefatigable businessman

Outlook: 1963

**B**USINESS forecasting is a risky trade, but the available evidence suggests that radio and television can both look to 1963 with more confidence than was justified in their approach to 1962.

If this sounds like praising with faint damns, think back. There was a general air of promise a year ago, but many stations were still running behind and not feeling very confident about anything. And yet in 1962 business firmed up and turned out considerably better than 1961's—better even than some optimists had expected.

Business in both broadcast media is winding up the old year on a sounder basis than existed a year ago and is entering 1963 on a firmer footing, with fewer hiatuses in national spot than was the case at the start of 1962. More than that, a BROADCASTING survey finds that national advertisers, as a group, expect to spend more in 1963 than in 1962 (BROADCASTING, Dec. 17).

One of the controlling factors, of course, is the national economy, whose outlook is regarded as satisfactory, at least. Probably the most controlling influences of all—and certainly much more within the control of those directly involved—are the initiative and skill of the broadcasters, the advertisers and the agencies.

Better selling, better programming, better campaign strategies, better commercials—these are basic ingredients for a happier and more prosperous 1963.

Equal space

**A**LTHOUGH competition between newspapers and broadcasters has been rigorous, even bitter, broadcasters should have compassion for the printed media in these days of crisis for many big city papers.

This should be so even though most newspapers have gloated over the regulatory squeeze on radio and television and have even egged on the regulators through stud-horse headlines and editorial support.

The crippling strikes that have beset newspapers in New York and Cleveland are only part of the story. Because of high labor costs, and the undeniable competition of both television and radio, the trend has been toward mergers and failures of big city newspapers so that today there are only 58 cities with competing dailies as against the 552 of 40 years ago. The burgeoning of suburban dailies also has taken toll.

Newspapers are being hit on another front too. They are not regarded as omnipotent by the Kennedy administration. Greater reliance is placed upon radio and television. The recent *Conversation with the President* hour is a manifestation of dependence upon broadcasting to get the whole story to the people. The live pick-ups of the President's news conferences opened the new era.

Broadcasters should be concerned because they are practitioners in journalism—a fact that many publishers still refuse to recognize. All mass media are in the same boat; what adversely affects one must have a bearing on the freedom of all others.

Many publishers have argued that broadcasters cannot justifiably claim the "freedom of the press" privilege because that are licensed. Publishers have parroted the "scarcity" arguments of the bureaucrats. The fact that there are three times as many radio and tv stations on the air (operating daily) as there are daily newspapers should effectively answer the "scarcity" shibboleth.

As for licensing, publishers might consider the bill intro-

duced recently in the Massachusetts Legislature by Rep. Martin H. Walsh, Democrat. It would prohibit publishers, officers, columnists and other newspaper employes from holding any interest in or engaging in any business "in conflict with the proper discharge of his obligations toward the public in supporting or commenting on the news." Among other things, it would require each newspaper to publish on Page 1 a list of advertisers who spend \$10,000 in a year and require a newspaper to post \$50,000 as a guarantee of payment of libel settlement before commenting adversely or criticizing decisions or motives of any appointed or elected official.

The kicker—borrowed from the FCC's "fairness" doctrine—would require newspapers to give "equal space" for expression of views, policies and comments that disagree with a newspaper's view.

Massachusetts newspapers shouted that the proposal is "too absurd to rate serious rebuttal." We agree. But where were these newspapers when the FCC told broadcast stations that they must seek out opposing viewpoints and that they must be "fair"?

As we have said many times, newspapers have been shortsighted in failing to recognize that broadcasters are their first line of defense in the fight to keep the mass media free.

The L in Y&R

**A**MONG agency people Young & Rubicam for many years has enjoyed an image of unusual warmth and friendliness in addition to the efficiency and effectiveness that distinguish all good agencies. This week the man largely responsible for the image and its safe-keeping, Sigurd Stanton Larmon, is retiring from day-to-day participation in agency affairs.

The entire advertising business, not Young & Rubicam alone, is lessened by Sig Larmon's departure. The whole profession has benefited from the quiet but commanding counsel and leadership and devotion which he has given to it over almost four decades.

If advertising is smaller from his leaving, it is much greater for his having been in it. As he begins his retirement this Jan. 1, he is owed the gratitude of his colleagues and their thankful wishes for a long succession of happy new years.



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