



BROADCASTING

THE

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COMMUNICATIONS AND RADIO

NEWSPAPER

JANUARY 7, 1963

The corps of specialists now selling most of the shows to tv networks 31

Major rating services agree to stop claims of 100% accuracy 66

\$9 million RCA-Philco settlement removes big roadblock to NBC-RKO swap 58

Complete rundown of tv network programs, sponsors in first quarter 77

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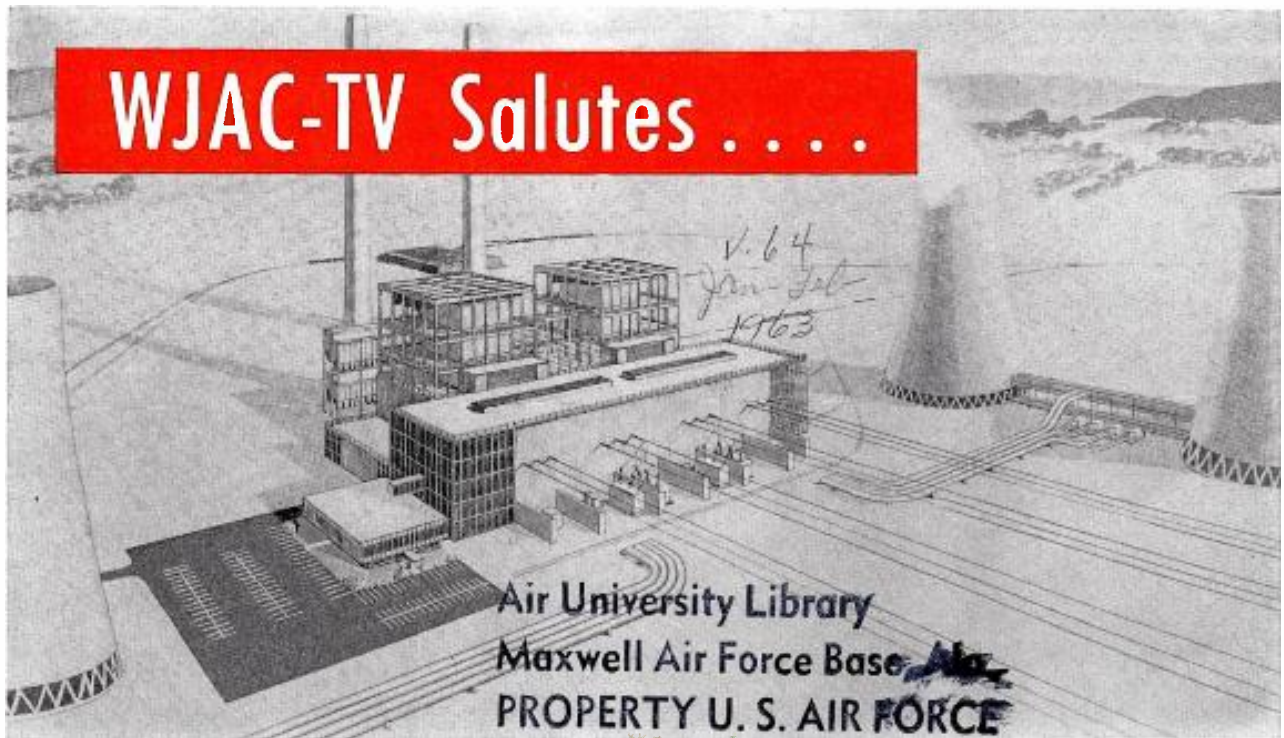
ADVERTISING
TIGERS

BUY

KPRC-TV

HOUSTON

WJAC-TV Salutes



The new Keystone Electric Generating Station, a 175 Million Dollar Investment in the Future

Through the cooperation of 3 utility companies, work is beginning on the largest power generating station ever built in Pennsylvania, and one of the biggest in the nation.

It will serve as the "keystone" of a \$350 million coordinated high-voltage-transmission and power plant construction program . . . one of the largest ever undertaken by the electric utility industry. Of equal importance to this area is the fact the plant will require up to 4.7 million tons of coal annually . . . to be produced within a 40-mile radius of the plant site . . . to be delivered by conveyor belts, truck and rail.

This multi-million dollar investment promises tremendous impact on the indus-

trial economy in Southwestern Pennsylvania . . . in making available ample supplies of low-cost power . . . in providing new jobs and business for the coal industry.

WJAC-TV salutes the participating companies, and this tangible proof of their confidence in the future . . . and is proud to serve an area so clearly and definitely "on the move" toward a busy and prosperous tomorrow.

*For market information on
the Johnstown-Altoona area
and WJAC-TV, contact*

Harrington, Righter and Parsons, Inc.



Affiliated with WJAC - AM - FM
The Johnstown Tribune-Democrat Stations

see what's on KTVI



St. Louis finds KTVI the happy medium for entertainment and information accenting vitality. A lively curiosity for the conversational and controversial is now served with programs selected to answer a native 'show me' interest. Blended with the balanced ABC line-up, we add a mix-

ture of the seasoned with the new — like:


Girl Talk
10:25 am Mon-Fri


The Steve Allen Show
10:15 pm Mon-Fri

... two programs the growing St. Louis audience looks for on Television 2. See what's on KTVI — it's selling!

KTVI
 **BLAIR-TV**
ST. LOUIS **2**



Steve Allen comes to CHANNEL 4...

On December 17, 1962, KRLD-TV opened a new era in late-night television viewing for the Dallas-Fort Worth market — "The Steve Allen Show," seen Monday through Friday from 10:30 p.m. to midnight, premiered.

Local critical acclaim was immediate and viewer response was most gratifying, providing KRLD-TV advertisers with an automatically favorable product exposure. Take advantage of this built-in opportunity. See your Advertising Time Sales representative.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*



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

Transfers in transit

New year began with four known negotiations involving television station transfers totalling around \$25 million. Three of stations are held by original licensees and fourth is outlet that changed hands five years ago. None has yet reached contract-signing, but handshake stage reportedly has been reached on two transactions.

Time, ABC-TV in news deal

In next fall's schedule ABC-TV has all but buttoned up Tuesday 10-11 p.m. period for weekly information program hour. Deal is near for showing on alternate Tuesdays of hour-long documentaries produced by Robert Drew for Time-Life Broadcast, subsidiary of Time Inc. Speculation is that on other Tuesdays expanded version of *Close-Up*, now weekly half-hour on Tuesdays at 10:30-11 p.m., will be scheduled.

Some 10 Drew documentaries are already in the can, produced with original intention of syndication by Time-Life Broadcast. Mr. Drew, now independent producer financed by Time-Life, attracted attention with several documentaries on ABC-TV Close-Up in 1960-61, among them "Yanqui, No!" study of anti-American developments in Venezuela and Cuba. Interesting footnote: Deal for new Drew series on ABC-TV is being worked out with Tom Moore, vp in charge of network, not with Jim Hagerly, boss of news.

External calm

"Don't rock the boat" approach to internal crisis precipitated last November by NAB President LeRoy Collins' anti-cigarette speech prevailed week before NAB board meets in Phoenix for its winter meeting (story page 53). Subject of Gov. Collins' contract extension is not on formal agenda, but will be handled by five-man negotiating committee. No one is happy about situation, but predominant pre-meeting view was that broadcasters should not air troubles publicly. Odds-on bet is that nothing will be resolved formally and that negotiating committee will still be negotiating when board adjourns its sessions Jan. 18.

Slow gestation

Special FCC "committee of commissioners" is trying to effect compromise on long-planned new tv program reporting forms. FCC is split several ways over latest recommendation of Broadcast Bureau Chief Kenneth Cox, soon to be commissioner himself, and it's reported newest product will have little resemblance to form released for comments year and

CLOSED CIRCUIT[®]

half ago. For this reason, FCC is expected to seek third round of industry comments since it first announced in July 1960 that new forms would be adopted "shortly." Working on compromise are Commissioners Newton Minow, Frederick W. Ford and Robert T. Bartley. There will be separate program forms for am stations which will not be considered until tv questions are settled.

Help from the Hill

Under consideration at FCC is legislative recommendation to Congress that would authorize commission to extend hours of operation of daytime radio stations without affording dominant stations on channels opportunity to oppose degradation of service at formal hearings, as now is required. Some members of Congress who have been pressured by daytimers have asked FCC to find solution, and proposal under consideration is designed to appease them.

All alike

Wholesale changes in copy themes of aspirin and other analgesic commercials may be in offing. Article in Dec. 29 *Journal of American Medical Assn.* reported that tests had found no significant differences in working speed, effectiveness and duration of Anacin, Bayer aspirin, Bufferin, Excedrin and St. Joseph's aspirin. Bayer, working from advance reports, was on air same day with copy plugging *Journal* article and stressing that for speed and gentleness on stomach Bayer is as good as any—including some that cost more and, incidentally, concentrate their copy on exactly those virtues. Bayer agency: Dancer-Fitzgerald-Sample, New York.

Power play in Britain

Commercial television interests in Britain are dismayed by television bill that goes before Parliament this month. They say it would give Independent Television Authority, ruling body of commercial tv, powers far more dictatorial than were suggested by government White Paper (BROADCASTING, Dec. 31, 24). If bill passes, ITA will be empowered to become as influential in commercial tv operations as BBC is in non-commercial, according to one informed view.

Here's how one London observer has sized up ITA's authority proposed in new legislation: "It's [ITA's] control over advertising will, if it chooses to make use of its powers, be as complete as if it were selling the advertis-

ing time itself. Its control over programs will be as complete, if it wishes, as if it were itself arranging them."

Cliffhanger continued

General Electric Co. will have to do more explaining to FCC in its bid for license renewals of WRGB (TV), WGY and WGFM (FM) Schenectady, N. Y., because of licensee's conviction of non-broadcast connected criminal antitrust violations. Renewal applications were argued at length at last week's meeting before FCC decided to require additional information from GE. Licensee already has been quizzed several times on applications that have been pending two years. Broadcast Bureau argued for renewal last week while general counsel's office felt hearing is necessary.

Westinghouse Electric Co. was convicted at same time as GE, but its stations were renewed nine months ago (BROADCASTING, March 5, 1962) because (1) licensee was Westinghouse subsidiary, not parent company; (2) programming on WBC stations was judged superior, and (3) Westinghouse showed what FCC spokesman described as "better attitude" at outset of investigation.

Counter-programming

Republicans are still kicking around ideas on best way to get broadcast exposure similar to that obtained by President Kennedy last month on all-network discussion program, *A Conversation with the President* (AT DEADLINE, Dec. 31, 24). Although GOP national committee isn't talking about "equal time" in legal sense, committee says top network news executives have said they would be "readily receptive" to program giving GOP viewpoint "offered in proper format." GOP considers offer "money in the bank," but is being cautious how to use it. Although discussion-interview format is cheapest, consideration of feature program such as films used at both parties' national conventions in 1960 is not ruled out.

Minow's choice

Sylvia Kessler, currently acting chief, is choice of FCC Chairman Newton N. Minow as chief of Renewal and Transfer Div. of Broadcast Bureau. Other commissioners, however, have own candidates for post and no action has been taken on chairman's recommendation. Miss Kessler, former head of Opinions and Reviews, has been division's acting chief since last August.

WFBC-TV SALUTES THE NEW "JET AGE"

GREENVILLE-SPARTANBURG

Airport

SERVING THE HEART OF ITS MARKET

AIRPORT FEATURES

- 7,600-ft. main runway
- First FAA-approved center-line and touch-down lighting
- \$1¼-Million Terminal Bldg., with every convenience for users
- 9-Story Control Tower has "jet-age" communications, radar, flight service and FAA training rooms
- Limousine service to Greenville & Spartanburg



\$10-MILLION AIRPORT . . . MOST MODERN IN THE SOUTHEAST

Served by Eastern Air Lines and Southern Airways, the Greenville-Spartanburg Airport now has 42 scheduled flights daily, including Eastern's non-stop flight to New York. Located in the heart of the industrial Western Carolina's area, it is new evidence of this region's present importance and future growth.



"The Giant of Southern Skies"

Channel 4
WFBC-TV

SERVING GREENVILLE-SPARTANBURG-ASHEVILLE
Nationally Represented by Avery-Knodel, Inc.

Affiliated with WBIR-TV, Knoxville, Tenn.

WFBC-TV DOMINATES* ITS RICH MARKET OF 2-MILLION PEOPLE WITH \$3-BILLION INCOMES

With Greenville, Spartanburg and Asheville as its metropolitan areas, this market embraces the industrial Western Carolinas, plus counties in Georgia and Tennessee. WFBC-TV's 61-county market ranks near Miami and Birmingham. It outranks Nashville, New Orleans and Richmond in population, incomes and retail sales.

*See latest Nielsen and A.R.B. surveys

WEEK IN BRIEF

How do tv productions finally get on the networks? In a substantial share of cases this is due to specialized sales representatives, according to an analysis of the subject as selling season opens. See lead story . . .

SPECIALISTS' PROGRAM SALES . . . 31

RCA and Philco have decided to stop their legal wrangling. Last week they agreed to cease suing each other on patent rights, lifting a barrier to exchange of Philadelphia and Boston NBC and RKO stations. See . . .

RCA AND PHILCO PEACE . . . 58

The top rating services have come to an agreement with the FTC: their findings aren't 100% accurate. Consent orders were signed but research people say they only involve routine explanatory notes. See . . .

RATINGS CONSENT DEGREE . . . 66

It's shirtsleeve time for radio at the FCC. Today (Jan. 7) the commission and NAB open a joint discussion of the problems of overcrowding in the am band. Chairman Minow proposed the shirtsleeves idea last year. See . . .

AM OVERCROWDING TALKS . . . 68

Spot television is a boon to new products, according to a presentation by The Katz Agency. This well-documented project shows how successful advertisers are able to reduce the odds against success for new products. See . . .

TV AIDS NEW PRODUCTS . . . 36

Commissioner Lee of the FCC has fired another salvo on behalf of uhf. He disagreed with the view that the New York uhf experiments showed vast superiority for vhf, on the basis of a survey of home viewers. See . . .

LEE HITS VHF CLAIMS . . . 70

NAB's board, meeting next week in Phoenix, Ariz., has a major problem that doesn't appear on its agenda. It centers around renewal of Gov. Collins's contract and impact of his views on cigarette commercials. See . . .

BOARD TO DISCUSS COLLINS . . . 53

Radio networks are expanding their affiliate lists, with 76 more stations added to their rolls last year. MBS added 40 and ABC 35, a review of affiliation situation shows. CBS gained one but NBC didn't expand. See . . .

RADIO NETWORKS EXPAND . . . 42

Obviously satellites have their temperamental moments. Last week the Relay satellite built by RCA came to life finally. It was launched Dec. 17. And now Telstar has stopped pouting and is working normally. See . . .

SATELLITES OFF, ON AGAIN . . . 71

It seems the problem of news censorship may be getting more serious. Now Piers Anderton, of NBC News, charges that State Dept. and military are intimidating reporters and censoring the news in West Germany. See . . .

OVERSEAS CENSORSHIP . . . 44

DEPARTMENTS

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This here Valley is Heaven on Earth!

HAVE you ever been to Fargo, on business or to hunt them squawk-voiced pheasants?

If you haven't, you've no idea about how rich we live. The Encyclopaedia Britannica says that the Red River Valley, with its deep, alluvial soil, is one of the richest areas *anywhere*. Look up

"Red River Valley" and see for yourself.

That's doubtless why WDAY Radio is one of the nation's most fabulous producers for radio advertisers — often outranking big clear-channel stations. If you've never heard the full story from PGW, you ain't hardly never heard nothing yet. Get it!

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

BAR announces 75-market monitoring plan SERVICE STARTS IN 10 CITIES, TO EXPAND MONTHLY

Continuous, year-round monitoring of tv stations was started by Broadcast Advertisers Reports on Jan. 1 and will encompass all stations in top 75 markets by next January, BAR is announcing today (Jan. 7).

Fulltime program now covers tv stations in top 10 markets; list will be expanded by about six markets per month, starting in March. In past BAR has monitored stations for week at a time, four or six times per year, and this pace will continue until all 75 markets are on fulltime basis. Monitored hours will rise from current 160,000 per year to more than 1.5 million.

In fulltime program BAR will issue weekly reports showing, by product category, all tv commercials broadcast. Thus, BAR said, advertisers and stations can get complete reports on competitive activity, stations will have "automatic logging" facilities to meet new FCC requirements and, for first time, advertisers will have independently audited proof-of-performance in markets where 85% of tv money is spent.

Next year BAR expects to present competitive activity report in terms of estimated dollars spent as well as number and length of commercials.

Cost to Vary ■ Officials said new service's cost to advertisers will vary according to size of their tv investments and number of product categories involved. They estimated average company buying multi-category reports would pay in \$3,000 range per category per year. Cost to stations will depend on market size and number of reports bought. In top 25 markets, it was estimated, station ordering 52 reports would pay about \$260 apiece; for 12 reports, about \$300 apiece. In smaller markets rates will be scaled down.

Stations in New York, Los Angeles, Chicago, Detroit, Philadelphia, Baltimore, Washington, San Francisco, Pittsburgh and Minneapolis are now monitored fulltime. Atlanta, Boston, Cincinnati, Cleveland, Dallas-Ft. Worth and St. Louis are to be added in March.

Market Schedule ■ Other additions scheduled as follows:

April: Miami, Tampa, Birmingham, Houston, Columbus and Indianapolis.

May: Seattle-Tacoma, San Diego, Sacramento, Fresno, Buffalo and Providence.

June: Milwaukee, Richmond, Memphis, Syracuse, Charlotte and Louisville.

July: Kansas City, New Orleans,

Charleston-Huntington, Toledo, Ft. Wayne and Youngstown.

August: Peoria, Altoona-Johnstown, Portland (Me.)-Mt. Washington, Harrisburg-Lancaster-Lebanon, Albany-Schenectady-Troy, N. Y., and Hartford-New Haven, Conn.

September: Denver, Grand Rapids, Kalamazoo, South Bend-Elkhart, Green Bay, Wichita and Rochester.

October: Dayton, Roanoke-Lynchburg, Wheeling-Steubenville, Salt Lake City, Spokane, and Greensboro-Winston Salem.

November: Nashville, Little Rock, Tulsa, San Antonio, Oklahoma City and Norfolk-Portsmouth.

December: Cedar Rapids-Waterloo, Jacksonville, Omaha, Amarillo, Lansing-Jackson and Greenville-Spartanburg-Asheville.

January 1964: Shreveport, Des Moines, Portland (Ore.), Phoenix and Flint-Bay City.

Scott Broadcasting buys WTTM-AM-FM

Sale of WTTM-AM-FM Trenton, N. J., by Peoples Broadcasting Co. to Scott Broadcasting Co. for \$375,000 was announced Friday.

Scott Broadcasting, principally owned by Herbert Scott, owns WPAZ Potts-

town, Pa., and WJWL Georgetown, Del.

Peoples, subsidiary of Nationwide Insurance Co., said it intends to concentrate its station ownership in larger markets.

Peoples owns WRFD-AM-FM Columbus-Worthington, Ohio; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland, Ohio; WNAX Yankton, S. D., and KVTV (TV) Sioux City, Iowa.

WTTM operates on 920 kc with 1 kw fulltime; WTTM-FM, under construction, will operate on 94.5 mc with 20 kw. Broker was Blackburn & Co.

Pulse says it's happy to make FTC changes

The Pulse Inc. issued statement on Friday in connection with Federal Trade Commission consent orders and complaints issue earlier (see page 66).

"Pulse has always made, and will continue to make, a conscientious effort to insure audience data of the highest possible accuracy, and to represent that data for what it is. While we do not necessarily agree that all of the points made by the FTC have an essential bearing upon the basic accuracy and utility of our research, we are happy to make the detailed changes requested in the interest of avoiding prolonged and harmful misunderstanding of audience research in general. In fact, we believe we have already made all the changes necessary to comply with the commission's order. Pulse will continue through experimentation and validation to make our technology and our reporting as accurate, and as accurately-represented as it can be."

Pacifica heads, guests subpoenaed by Senate

Senate Internal Security subcommittee had subpoenaed by Friday at least five persons connected with or who had appeared on Pacifica Foundation stations for appearances at executive session in Washington, D. C., on Thursday (Jan. 10).

Pacifica is non-commercial, listener-supported licensee of three fm stations: KPFA (FM) Berkeley, KPFK (FM) Los Angeles, both California, and WBAI (FM) New York. Outlets offer cultural, off-beat programming and have presented communists and other political extremists. Trevor Thomas, Pacifica president, warned that "any legislative pressures to curtail broadcasting content are dangerous and unwarranted."

Subcommittee refused any comment.

Export interviews

U. S. Information Agency Director Edward R. Murrow is seeking to have some televised interviews of top U. S. officials made available to government for overseas use.

According to USIA spokesman, Mr. Murrow has suggested to chief news officers at several departments that such interviews, "having to do with policy of world-wide concern should be made available to USIA for use of its overseas media, regardless of their ability to pay."

Mr. Murrow is said to feel that such interviews as those of Secretary of State Dean Rusk, which appeared on CBS-TV, and President Kennedy, which was shown on all three networks, should be available for government's use overseas.

FCC asks court backing in Orlando ch. 9 grant

FCC this week will ask court of appeals in Washington to approve agency plans to reaffirm 1957 grant of ch. 9 (WLOF-TV) Orlando, Fla., to Mid-Florida Inc. (CLOSED CIRCUIT, Nov. 5, 1962).

Case had been remanded to FCC by court, which retained jurisdiction, because of off-record contacts with former Commissioner Richard A. Mack.

By 4-1 vote last Thursday, FCC decided that Mid-Florida principals did not ask attorney William Dial to seek out Mr. Mack and, in fact, did not even know that such contacts had been made. Action reverses earlier initial decision which had recommended disqualification of WLOF-TV (BROADCASTING, Sept. 25, 1961). Chairman Newton N. Minow dissented with Commissioners E. William Henry and T. A. M. Craven not participating.

Druggists get warning on tv commercials

Proprietary Assn., trade group for drug industry, has alerted members about proposed NAB tv ban on use of doctors or dentists in drug or medical commercials. Proposal comes before NAB Tv Board at Phoenix, Ariz., Jan. 16 (story page 53). NAB's code now bans white-coat appearances by actors. Doctor-dentist ban was proposed by Tv Code Board last December.

WQXR bows to listeners

Listener response to announced plan to cancel weekly jazz program on WQXR-AM-FM New York and QXR Network conducted by John Wilson, brought reinstatement without missing single show.

Announcement of demise of *The World of Jazz* by WQXR, whose reputation rests on classical music format, came at end of Dec. 26 show, and immediate "unsolicited interest" caused return of 8½-year-old program following week.

Paperwork

Scott Paper and Upjohn Co. will sponsor NBC-TV's White Paper programs "The Death of Stalin" on Jan. 27 and "The Rise of Khrushchev" on Feb. 3. Upjohn has also purchased one-half sponsorship of two more documentaries on Soviet Union—"Who Goes There" on March 1 and "Encyclopedia of Communism" on April 10. Agencies: J. Walter Thompson (Scott), McCann-Marschalk (Upjohn).

WEEK'S HEADLINERS



Mr. Headley



Mr. Reed



Mr. Pellegrin



Mr. Shurick

Frank M. Headley, president and treasurer of H-R Representatives and H-R Television, elected board chairman, chief executive officer and continues as treasurer, in new alignment of titles and executive staff of New York-based station representative firm. **Dwight S. Reed** and **Frank E. Pellegrin**, former executive vps and also founding partners with Mr. Headley, promoted, and **Edward P. Shurick**, former executive vp of Blair-Tv and at one time CBS vp, joins H-R Television as vp and senior executive, as part of newly announced expansion (see story, page 34).



Mr. Bess

Jerome Bess elected executive vp of RKO General Broadcasting, new division of RKO General Inc. (WEEK'S HEADLINERS, Dec. 24, 1962). Mr. Bess joined RKO General in July 1961 as executive assistant to Hathaway Watson, former vp in charge of broadcasting for RKO General and now president of new division. Mr. Bess, in past year, has also served as division director of CKLW-AM-TV Windsor, Ont.-Detroit, Mich. In new capacity, he will be responsible for broadcast operations of division's sta-

tions: WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO (FM) Boston; KHJ-AM-FM-TV Los Angeles; KFRC-AM-FM San Francisco; WHBQ-AM-TV Memphis; WGMS-AM-FM Washington, D. C.; KWTU (TV) Oklahoma City; CKLW-AM-TV Windsor-Detroit.

James M. LeGate, one-time general manager of WHIO Dayton, and WIOD (now WCKR) Miami, and in recent years promotion manager of *Miami (Fla.) News*, a James M. Cox newspaper, appointed station director of WCKR-AM-FM Miami, effective Feb. 11. Milton Komito will continue as general manager of WCKR, licensee of which is Miami Valley Broadcasting Corp. headed by James M. Cox. Other Cox Stations are: WHIO-AM-FM-TV Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C., and WSB-AM-FM-TV Atlanta, Ga.



Mr. LeGate



Mr. Gribbin



Mr. Bond

George H. Gribbin, president of Young & Rubicam, New York, since 1958, elected board chairman and continues as chief executive officer. **Edward L. Bond Jr.**, executive vp and general manager, elected agency's president. Mr. Gribbin succeeds **Sigurd S. Larmon** as board chairman; Mr. Larmon having retired on Dec. 31, 1962. Mr. Gribbin joined Y&R in 1935 and rose through creative ranks (copy department). Mr. Bond joined Y&R's contact department in 1946 and was elected vp and contact supervisor in 1953. He was made director of contact department in 1958, senior vp in 1959 and executive vp and general manager in February 1962.

For other personnel changes of the week see FATES & FORTUNES

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

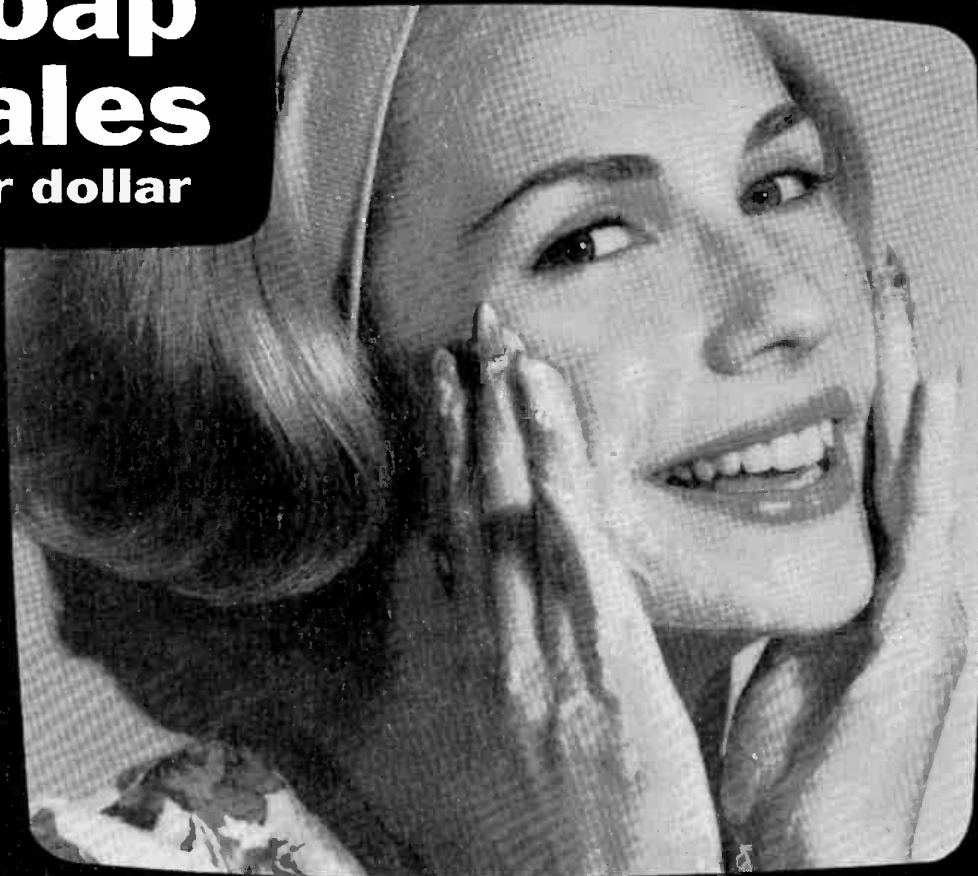
Channel 8

Lancaster, Pa.

NBC-CBS
Programs

STEINMAN STATION • Clair McCollough, Pres.

more
**soap
sales**
per dollar



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

RCA
TR-22

TRANSISTORIZED



TR-22
SOLID-STATE
TV TAPE
RECORDER



The Most Trusted Name
in Television

TV TAPE RECORDER

...for the ultimate in tape production

- DELUXE, PRECISION-BUILT, STRIKINGLY-STYLED
- BUILT-IN EXTRAS LIKE PIXLOCK AND AIR BEARINGS
- SPACE IN CONSOLE FOR ATC AND COLOR MODULES
- SIMPLIFIED, ERROR-PROOF OPERATION

For broadcasters and TV producers who require the very finest in tape equipment, the new TR-22 is the answer. Now going into stations and studios throughout the world, this deluxe, precision-built recorder includes many new features that lead to improvement in operating efficiency and picture quality. The compact design and the smartly styled console increase its usefulness, and will enhance the appearance, of any TV tape studio.

All-Transistor Design

The only tubes in the TR-22 are found in the monitor and oscilloscope. It is the only recorder that is totally transistorized in all recording and playback circuits. Among other things, the use of transistors reduces start-up time, requires less space, and increases reliability.

Five-Second Starting

Although the conservative specifications call for a warm-up period of five minutes, it has been repeatedly demonstrated that the TR-22 will playback an excellent picture in *less than 5 seconds* after it is turned on—from a cold start! This is especially important when a client suddenly appears.

Air-Bearing Headwheel

This is an exclusive RCA advantage which is standard equipment on the TR-22. Since the recording and playback heads ride on a cushion of air, there is an absolute minimum of jitter, improved SN ratio, and excellent frequency response. It all adds up to a better picture.

Built-In Pixlock

Also standard equipment on the TR-22, the Pixlock system provides for switching between tapes and other sources without roll-over, and enables you to create special effects. Other electronic editing aids include a tone oscillator for marking a cue channel. Result: A more professional production.

Finest Pictures

RCA transistor design, together with air-bearing headwheel, assures trouble-free recording and top quality reproduction of tapes. Self-adjusting circuits hold the high quality picture over long periods of time—without an operator constantly adjusting controls. This kind of performance can be duplicated day after day, enabling you to produce the finest of tapes.

Simplified Operation

Recording controls and playback controls are built on separate panels—one at either end of the tape deck—to reduce possibility of accidental erasings, etc. Signal lights tell the operator when to start, warn him when any trouble develops, and indicate the "mode" of operation. Eye-level monitors give visual checks on performance during recording and playback.

Designed for Color

There is room in the console for adding both Automatic Timing Correction and Color. These are plug-in, transistorized modules that simply slide into position. No external equipments are required.

Self-Contained Console

All the electronics, operating equipment, and accessories are neatly packaged in a single console. There are no external racks of equipment. The TR-22 can be easily set up in one spot requiring only 10 sq. ft. of space, and is also ideal for use in a mobile unit.

YOUR BEST SELLING TOOL



Because the TR-22 is so striking in appearance and is designed to set the highest standards of excellence in TV Tape Recording, you will find it attracts attention wherever it is in operation. Your studio can benefit from this symbol of the finest in TV Tape. It's a selling tool that radiates prestige. Your salesmen and customers will be convinced that you can produce top-quality tape productions when they see the TR-22 in your studio.

See your RCA representative or write: RCA Broadcast and Television Equipment, Bldg. 15-5, Camden 2, N.J.

bleat

The bleat of a lamb may soften the heart of man, but the bleat of a broadcaster carries no farther than his signal, for the stations that beseech, do not necessarily reach *people*. The success of television and radio stations lies in proportion, not distortion. People watch. People listen. People know.

POST • NEWSWEEK STATIONS
A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, WASHINGTON, D.C. 
WJXT, JACKSONVILLE, FLORIDA 
WTOP RADIO, WASHINGTON, D.C.

DATEBOOK

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

*Indicates first or revised listing

JANUARY

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

*Jan. 8—Philadelphia Club of Advertising Women dinner, Poor Richard Club. Mark Evans, vp and director of public affairs for Metromedia Inc. will be key speaker at the dinner affair highlighting "The Radio Broadcasting Industry in the Delaware Valley."

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

*Jan. 10—Luncheon meeting of Advertising Research Discussion Group, New York chapter, American Marketing Assn., Brass Rail, Park Ave. and 40th St., 12:15 p.m.. Dr. Thomas E. Coffin, research director, NBC, will deliver a talk entitled "Beyond Audience: The Measurement of Advertising Effectiveness."

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.

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

Jan. 17-19—Sixteenth annual winter convention of South Carolina Broadcasters Assn., Wade Hampton Hotel, Columbia, S. C. H. Moody McEiveen 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 air 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

BROADCASTING, January 7, 1963

The CALLMARK OF QUALITY RADIO IN CENTRAL NEW YORK

Ed Murphy
MUSIC

Fred Hillegas
NEWS

Carol Johnson
WOMEN

570
on the
dial

Joel Marciniss
NEWS

Elmer Gave
TIMEKEEPER

Richard Hoffman
BUSINESS NEWS

Bill O'Donnell
SPORTS

Alan Millar
MUSIC

Deacon Doubleday
FARM

John Gray
MUSIC

FIRST CHOICE IN A FIRST RATE MARKET

Top personalities, top programming, top facilities and top management combine to insure advertisers a really effective selling job in WSYR's 18-county service area. WSYR's big margin of superiority is confirmed by all recognized market coverage studies.

Represented Nationally by

THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

40TH
Anniversary
1922-1962


WSYR

NBC
In Central New York


5 KW • SYRACUSE, N. Y. • 570 KC

WCCO Radio delivers TOP ACCEPTANCE

68.1%



← *share of audience* →



*Twice as many listeners
as all other Minneapolis-
St. Paul stations combined!*

Powered by an enormous 68.1% share of audience, WCCO Radio provides a setting of outstanding acceptance for your advertising story. You get sales-sparking coverage of two markets in one: the 5-county Twin Cities metro area plus 119 non-metro counties. Big audiences, top acceptance and great coverage are yours at the lowest cost-per-thousand in the market—less than one-third the average of all other Minneapolis-St. Paul stations.

WCCO *radio*

MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000-Watt 1-A Clear Channel Station

REPRESENTED BY **CBS**  **RADIO
SPOT
SALES**

your key to more Virginia homes

WRVA-RADIO unlocks more homes at less cost than all other Richmond stations COMBINED*

*NCS '61 Radio—50% and over penetration

WRVA-RADIO
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia

NATIONAL REPRESENTATIVE:
PETERS, GRIFFIN, WOODWARD, INC.

mid-winter meeting, Mapes Hotel, Reno, Nev.

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

Jan. 21—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. AP assistant

general manager Lou Kramp will address the session. Members will firm up plans for a news clinic for radio and tv newsmen.

*Jan. 23-24—Nebraska Broadcasters Assn. convention. Hotel Cornhusker, Lincoln, Neb. NAB President LeRoy Collins will be 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—Annual banquet of the Federal Communications Bar Assn., Cotillion Room, Sheraton-Park Hotel, Washington, D. C.

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

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

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

OPEN MIKE ®

Strike coverage

EDITOR: I want to compliment you on your excellent roundup of radio and television activities during the newspaper strike in the Dec. 24 issue of BROADCASTING. Of all the articles I have seen on this subject yours was by far the most comprehensive and informative. . . .

There is just one minor point in your story that seems to give, or rather leave, a wrong impression, and that concerns the *Journal-American*. On page 33 where your writer refers to our efforts on WOR, he says, "Capsule versions of the program are being aired by other stations as well."

To me this sort of implies that all the other stations—and we have been fortunate in securing time segments gratis for 2-to-4 minute vignettes featuring the recorded voices of our top writers on a dozen or more stations through the efforts of the Rose-Martin agency—are being served "used" material.

Nothing could be farther from the case. All the other stations are receiving fresh, new material which is sent to them daily and which has not been used by WOR or any other station previously.—Fred N. Lowe, director of promotion, plans and public relations, New York Journal-American.

Heart of America

EDITOR: This is to request permission to reprint the "Topeka" section of your "Heart of America" story [SPECIAL REPORT, Sept. 24, 1962], at the request

of WIBW-TV Topeka, one of our stations. Needless to say, BROADCASTING will receive written and visual credit on the reprint.—Erwin Spiegel, sales promotion, Avery-Knodel Inc., New York. [Permission granted.]

Radio in Canada

EDITOR: . . . Dr. Roslow and The Pulse Inc. are names well known and respected in Canada, and we feel it significant that they should express the belief that the emphasis of future rating reports will be on "persons" rather than "homes" [BROADCAST ADVERTISING, Nov. 26, 1962].

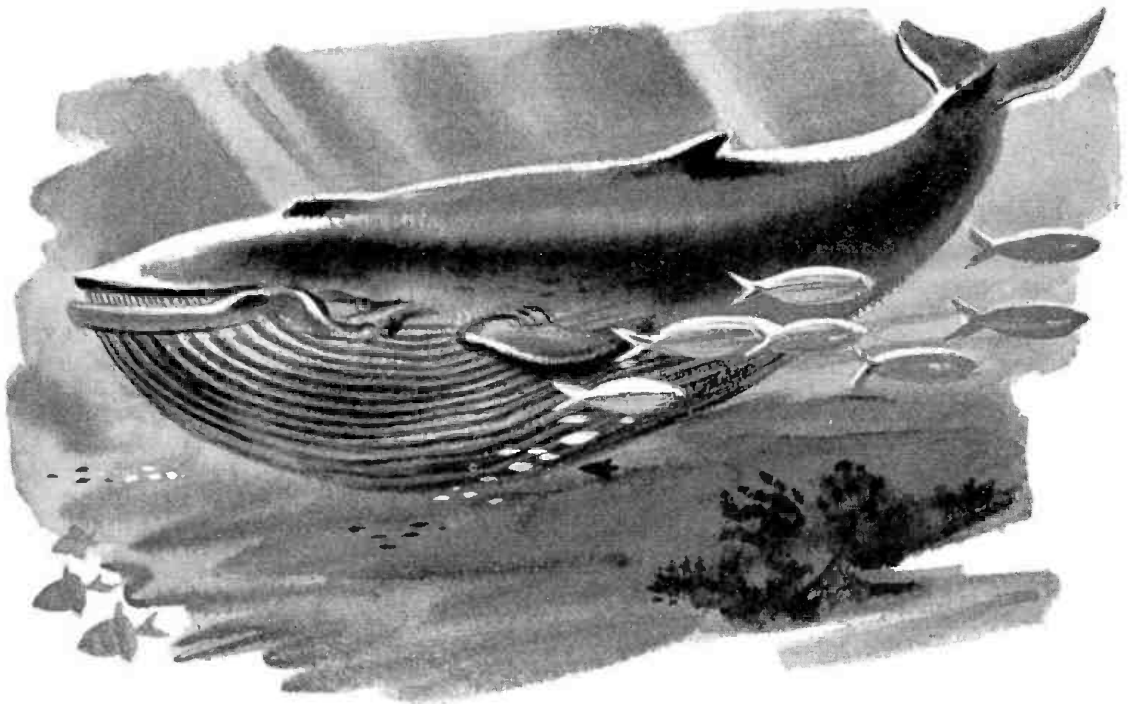
The Radio Sales Bureau is in complete agreement . . . so much so that we have just published a comprehensive study on the summer activities of individuals by sex and age groups (not including children), as related to their exposure to the radio medium. This includes in-home, out-of-home, in-home-away-from-home (i.e., on vacation) and out-of-home-away-from-home listening by half-hour time segments. . . .

In addition . . . the individual questionnaire logs contain a vast wealth of statistics. . . .—Charles C. Hoffman, president, Radio Sales Bureau, Toronto.

More than meets the ear

EDITOR: Your article, "And now (shh) a word from the sponsor" [GOVERNMENT, Dec. 24], brings to mind a problem I have faced many times as an engineer.

I sincerely agree that it is not a "sim-



YOU MAY NEVER SEE THE BIGGEST ANIMAL* —

BUT... WKZO-TV Will Give You Mammoth Coverage in Greater Western Michigan!

**WKZO-TV MARKET
COVERAGE AREA • NCS '61**

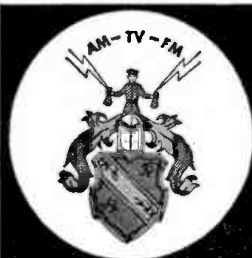


Every day, every night, every week—WKZO-TV reaches more homes than any other Michigan station outside Detroit. It's a whale of a station in a whale of a market!

See for yourself in NCS '61. WKZO-TV has weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. Prosperous homes, too! SRDS credits the area with retail sales of over two and one-half billion dollars annually.

Let Avery-Knodel give you the full story. *And if you want all the rest of outstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie to your WKZO-TV schedule.*

**The Blue Whale reaches a length of 108 feet and a weight of 131 tons.*



The Felzyer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTW-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTW/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



PRESENTING

30

FEB

M



G



M

GREATEST
POST '48
FEATURE
ENTERTAINMENT
EVER
OFFERED
TELEVISION
STATIONS

Last year the MGM 30/62 feature films were acknowledged the finest single offering of post '48 films yet released. Now we're topping those with the 30/63. It's a truly exciting array of entertainment values that will keep audiences and advertisers looking and buying.

Some of the titles from Metro-Goldwyn-Mayer Television's 30/63
"I'll Cry Tomorrow" • "Malaya"
"Silk Stockings" • "Pat and Mike"
"First Man Into Space" • "Ambush"
"Dream Wife" • "Blackboard Jungle"

Some of the stars:
Cary Grant • Elizabeth Taylor
Gregory Peck • Ava Gardner
Clark Gable • Grace Kelly
Spencer Tracy • Debbie Reynolds
Gene Kelly • Fred Astaire

**HIGHLY PROMOTABLE!
HIGHLY SALEABLE!**

Get individual prices and availabilities on the 30/63 from any MGM Television office. Presentation and film available right now.



DELTA
has a way
with women



Like mother, like daughter — both like the Delta Touch... famed Delta service that is always personal, quick and exceedingly thoughtful... be it Deluxe, Family Plan or Tourist. Next trip fly Delta.



DELTA
the air line with the **BIG JETS**

22 (OPEN MIKE)

ple" problem as you state in your article, since loudness is a function of not only the volume of the sound but also the frequency of the sound that is being transmitted. On top of this basic engineering concept is also the fact that the "average" radio receiver's loudspeaker has its best response in the mid-frequency range, and the average person's hearing is best in this range. Therefore, the net result is what appears to be, in some instances, excessive loudness.

This hearing response of the average person is often referred to as the "Fletcher and Munson" curve of equal loudness. It would appear to me that a possible solution of this problem would be to design a modulation monitor that would respond to the "Fletcher-Munson" curve rather than what is presently being used.

There is no doubt in my mind that use of this type of monitor would inject the problem of controlling levels, especially low frequencies, but this could be handled by the FCC changing the rules to allow greater attenuation of low frequencies.

Along this same line it might be wise to investigate the possible transmission of programs with equipment equalized to the "Fletcher-Munson" curve.—*Ralph T. Winquist, consulting engineer, Bridgeport, Conn.*

Separate functions

EDITOR: . . . Have been following your editorials and [am] glad to see you speak out for free broadcasting. . . . While I haven't cared particularly for various statements made by Collins, I must say I have some sympathy with his position on tobacco advertising and I can't quite agree that one should be prevented from speaking out merely because it might hurt revenues and profits. . . .

. . . If we are to maintain a free broadcasting structure, some organization should represent ownership and public service in the same breath; the head of it should be capable of industry self-criticism, and should also be able to tell the FCC to get lost. Collins, as head of that association, might well caution the industry on the excesses of advertising, tobacco included. . . . There are too many subordinate executives setting policies and practices and entirely too much influence by advertisers and agencies on broadcasting standards. No wonder the FCC moves into the vacuum.

The federation of broadcasting you propose [EDITORIALS, Dec. 10] should not be one of conflicting interests. I'd like to see the editorial function separated completely from the advertising sales functions . . . and I'd want the editorial group to be the boss. . . . —*Frank E. Mullen, Mullen-Buckley Corp., Los Angeles.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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*Reg. U. S. Patent Office

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BROADCASTING, January 7, 1963

JUST OFF THE PRESS

1963
BROADCASTING
YEARBOOK

50 directories indexing the business world of tv and radio

SIX reference works in ONE

"One-book library of television and radio information"

FACILITIES OF TELEVISION: Station profiles, call letters, channels, allocations, applications pending, catv, translators; group and news paper/magazine ownership, station sales.

FACILITIES OF AM/FM RADIO: Station directory includes executive personnel, speciality programs, reps, call letters, frequencies; Canada, Mexico, Caribbean stations.

BROADCAST EQUIPMENT/FCC RULES: Manufacturers & services, new Product Guide; awards & citations, tv network map.

CODES/PROGRAM SERVICES: Tv and radio codes; program producers, distributors, production services, news services, talent agents, foreign language and negro programming by stations; broadcast audience data.

REPRESENTATIVES, NETWORKS, TRADE GROUPS including regional reps and networks; attorneys, consultants, engineers, associations; U.S. govt. agencies; news and farm directors.

AGENCIES, ADVERTISERS, BILLINGS: Leading advertisers, agencies and their billings; books and reference works; schools, major trends, events, agency financial profile 1952-61.

Designed for your specialized "must know" references, the 1963 BROADCASTING Yearbook issue is the largest (632 pages) and most complete encyclopedia-type book ever published for the business of radio-tv broadcasting and the associated arts and services.

Compiled, written and edited by the same staff that produces BROADCASTING—The Business-weekly of Television and Radio—serving the business of broadcasting since 1931.

LIMITED EDITION
\$5.00 copy

-----USE THIS COUPON TO ORDER YOUR COPY NOW.-----



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

- 1963 Yearbook and the next
52 issues of BROADCASTING Businessweekly—\$12.00
- 52 issues of BROADCASTING Businessweekly—\$7.00
- 1963 BROADCASTING Yearbook only—\$5.00
- Payment Enclosed Please Bill

_____ name _____ title/position*

_____ company name _____

_____ address _____

_____ city _____ zone _____ state _____

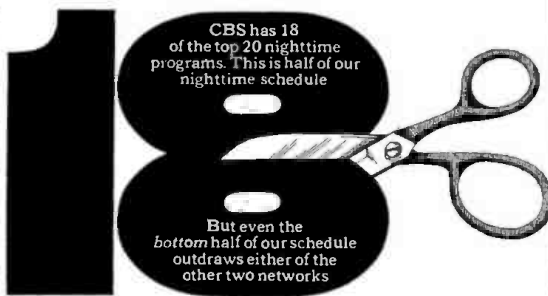
Please send to home address—

A Thing of Beauty

Some of the prettiest figures in television turn up in the National Nielsen Ratings. (A recent report was so handsome we had it decorated for the holidays.) Still, as every sponsor knows, one rating doesn't make a season. The significant point is that one network has consistently attracted the biggest audiences in television—for five straight years in the daytime and for eight straight years at night. This is the CBS Television Network “where (to quote Advertising Age) advertisers have a better than 50% chance to get their commercials into the top-rating shows.” With the odds given at 33% on the second network and 6% on the third, “...there has not been such a wide spread since 1956-57.”



CBS leads the other networks in size of audience seven nights of the week

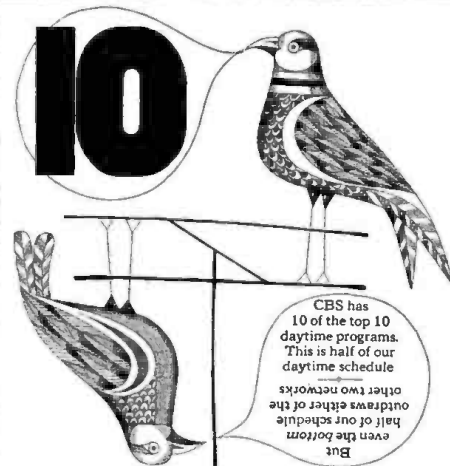


CBS has 18 of the top 20 nighttime programs. This is half of our nighttime schedule

But even the bottom half of our schedule outdraws either of the other two networks



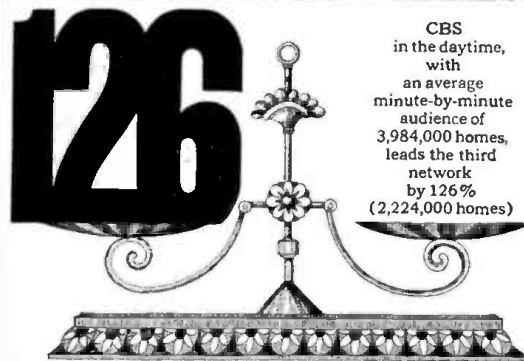
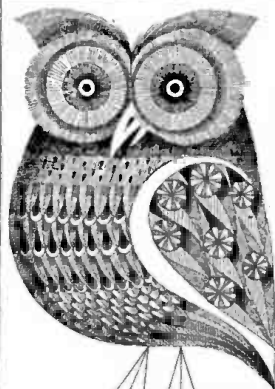
CBS at night leads the second network by 29% (that is, by 2,389,000 homes)



CBS has 10 of the top 10 daytime programs. This is half of our daytime schedule
But even the bottom half of our schedule outdraws either of the other two networks



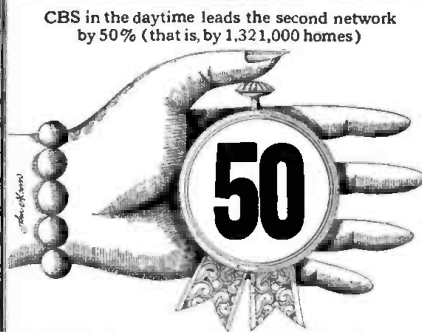
CBS in the daytime has the highest rated program 72% of the time



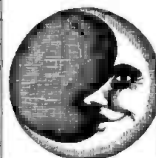
CBS in the daytime, with an average minute-by-minute audience of 3,984,000 homes, leads the third network by 126% (2,224,000 homes)



CBS at night, with an average minute-by-minute audience of 10,610,000 homes, leads the third network by 47% (3,378,000 homes)



CBS in the daytime leads the second network by 50% (that is, by 1,321,000 homes)



CBS at night has the highest rated program 69% of the time, twice as often as the other two networks combined



CBS Television Network



number 1 network at night for the 8th consecutive year and in the daytime for the 5th consecutive year

Source: NTI 2nd November report. Nighttime: 6-11 pm, 7 days; daytime, 7 am-6 pm, Monday-Friday, all regular programs.
(The very next—and latest—report was much the same: our lead over the second network was down one percentage point in average audiences at night, up one point in the daytime.)

A radio campaign that's still going strong after nine years

Bankers Life & Casualty Co.'s radio advertising is intended primarily to produce sales leads for our insurance agents, just like our advertising in other media.

Radio has done an excellent job for many direct-response advertisers, but usually they find that in a year or less they have worn out their audience and the lead costs climb sharply. This is why we feel Bankers has set a record that's absolutely unique in the history of response radio advertising.

We are now in our ninth consecutive year as sponsor of news commentator Paul Harvey on the ABC Radio network. No other direct response advertiser, to our knowledge, has ever sponsored a single broadcasting personality on a single radio network as long as nine years as part of an ad program where the effectiveness of the advertising is carefully and accurately measured by the number of quality leads it produces.

Successful Formula ■ There are a number of reasons why the combination has been successful and results have not fallen off. One is the fact that we continually vary our radio commercials from among the many types of insurance policies which Bankers offers the public.

For example, during one week, Paul Harvey might talk about our hospital-surgical insurance plan for the "senior citizen"—people 65 and over. The following week, our commercials may be devoted to Bankers' "Major Medical" policy. Next, our advertising might cover Bankers' unique medical insurance policy that pays money back to the policyholder if he stays well. Succeeding weeks may find us advertising some of our various life insurance policies—such as the "Family Plan," or our "Life Paid-up at 65" policy.

The result is that we are continually talking to different segments of the radio audience. Sooner or later, we offer something that will be of special interest and value to just about any and every person listening in. We also broaden the interest and appeal of our radio commercials even further by altering the basic "proposition." For example, one commercial may offer a free booklet on health insurance. Another may ask the listener to write for a quotation on how much a certain insurance policy would cost.

Radio's Unique Quality ■ This is the beauty of radio advertising. No other medium offers us the same degree of flexibility in making low-cost rapid and

continual changes. We can and often do change our approach virtually overnight if our day-by-day studies of the leads we receive show that a particular commercial is not bringing in a sufficient volume of postcards and letters. Thanks to radio's flexibility and the cooperation between our lead tabulation department and our advertising agency, Phillips & Cherbo, we can bolster any lead shortages almost before they start.

Another reason for our long association with ABC and Paul Harvey is Paul Harvey himself. He is a truly great radio salesman. Unlike many newscasters, he delivers his own commercials and injects into them an enthusiasm that's genuine. His delivery of every commercial is exciting and so smoothly integrated into the rest of the broadcast that the listener just doesn't think to "tune him out" when the commercial comes on.

We try to take advantage of this by giving him commercials that fit into his editorial style. His unique style prompted us, in 1954, to select him to deliver our commercials over WLS, the Chicago outlet for ABC. We felt there was a logical association between Paul Harvey the newscaster and Bankers Life & Casualty Co., the newsmaker in the insurance field. He did so well that we soon decided to sponsor him on the full ABC network. Our new contract calls for as much time as we've used in any of the last five years.

Track Record ■ While we naturally want to develop a good volume of leads with our radio advertising, the quality of these leads is also important to Bankers. So, we carefully "follow" each sales lead we send out to our agents in the field. We determine how many leads are actually turned into sales. We find out how much each sale amounts to in terms of

monthly or annual premiums. But we don't stop there. Sales from leads are "tracked" to find out their "persistence"—how long the insurance policies continue to be renewed by customers.

The net result is that we know to the penny how many dollars are brought in by the radio advertising dollars we invest and we know it for each individual advertising effort we make. This system has worked well for us. Right now, we're one of the largest companies in the insurance field. In the past five years, for example, Bankers' sales volume has increased an average of 20% each year. And certainly, radio and Paul Harvey have played an important role in this growth.

Because Paul Harvey has become so well identified as the radio spokesman for Bankers, we try to weave him into our total advertising and marketing programs in various ways. We often use his name and pictures in our print advertising and merchandising tie-ins. He frequently will be the feature speaker at our sales and agent meetings.

Radio Keystone ■ Our radio advertising program complements the rest of our advertising program. For many years, Bankers has been one of the largest users of direct mail in the world. We will often use radio to back up a mailing by having Paul Harvey tell listeners in a certain area to watch for our letters. We also have a heavy schedule of national magazine advertising and have been among the top three or four largest users of transit advertising. We use television, newspaper and theatre advertising tactically too.

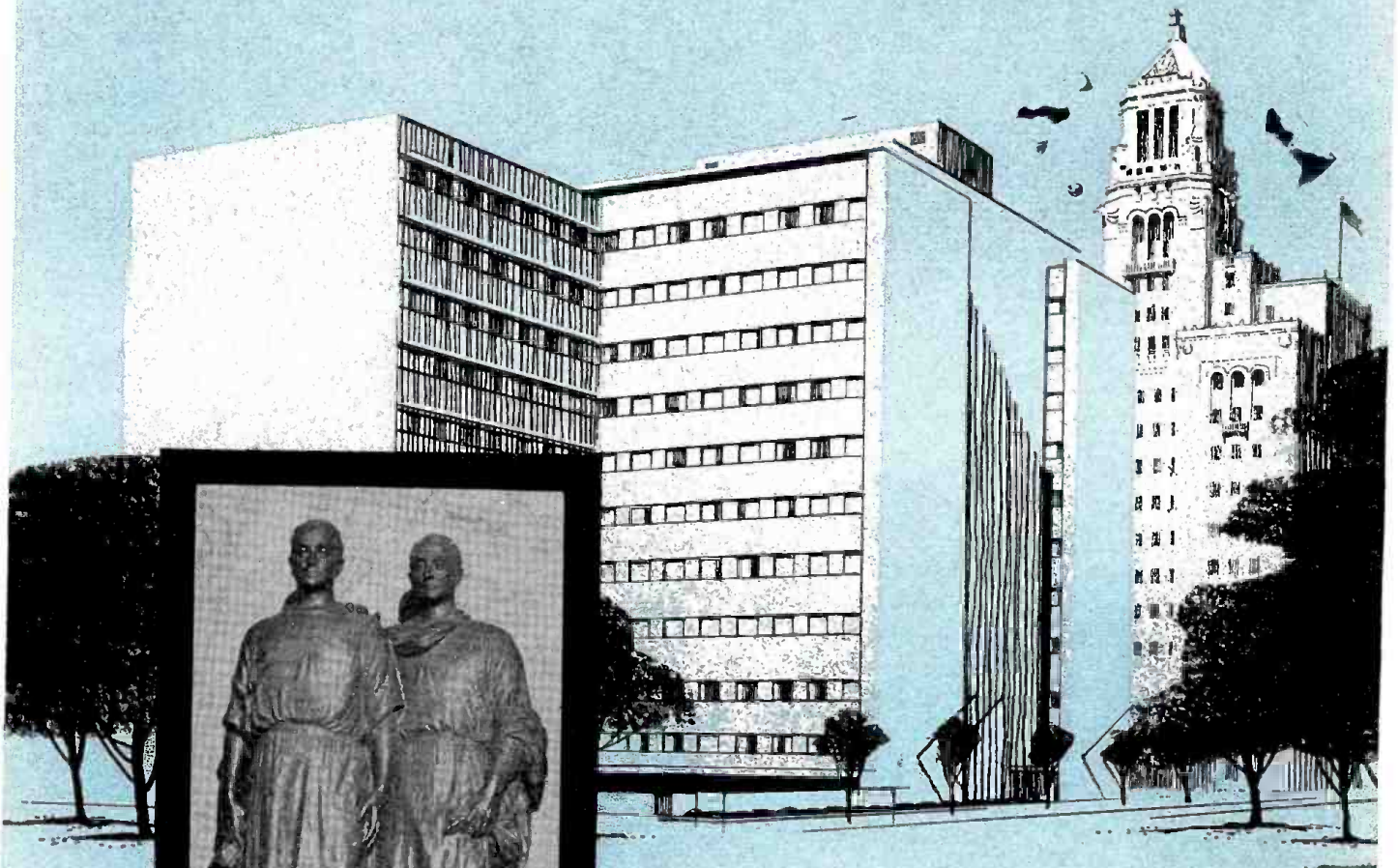
Radio not only strengthens our total advertising "mix," but it's "live" quality also helps add warmth and feeling to an intangible product. Radio should continue to be one of the keystones of our advertising program.



Edward Condon is advertising director of Bankers Life & Casualty Co., Chicago, and has long been active in response advertising. He joined Bankers in 1956. Before that he was direct mail advertising manager of Esquire Inc., New York, where he also worked on Coronet, Coronet Films, Apparel Arts Magazine and Esquire Credit Club. Before that he was with Encyclopedia Britannica Inc. as assistant advertising and sales promotion manager. He speaks frequently before advertising clubs.

GREAT INSTITUTIONS

...built on skills



Bronze statues of the Mayo brothers,
founders of the Mayo Clinic.

**MAYO
CLINIC**

KWTV
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

known to millions of comic strip fans...

Now They're Takin' Off For TV



© King Features Syndicate, Inc., 1963

Fresh on the market, these new King Features cartoons are already sold to:

WPIX, New York

"... truly outstanding." FRED THROWER

KTLA, Los Angeles

"Hilarious! The big one for '63."

S. L. ADLER

WTAE, Pittsburgh

"... they're great." FRANKLIN SNYDER

WEWS-TV, Cleveland

WTCN-TV, Minneapolis

CKLW-TV, Detroit

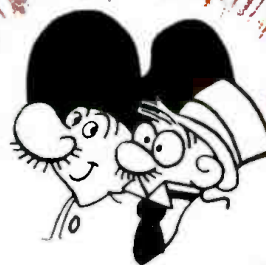
KWTV, Oklahoma City

KGMB-TV, Honolulu

AMALGAMATED TV, Australia

Member

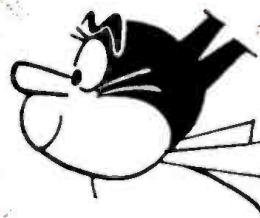




**Barney Google an'
Snuffy Smith**



Beetle Bailey



Krazy Kat

**BRAND NEW
RIOTOUSLY FUNNY
PROVEN APPEAL**



Over 100 million fans already know these characters from the comic strips. **NOT SINCE "POPEYE" HAVE ANY NEW CARTOONS COME INTO TV SO EXTENSIVELY PRE-SOLD.**

We're now producing 150 new animated cartoons, in color. . . . 50 each of "BEETLE BAILEY," "BARNEY GOOGLE an' SNUFFY SMITH" and "KRAZY KAT."

They'll be ready for debut in September, 1963. We have screening prints to show you now. Just ask us . . .

KING FEATURES SYNDICATE

235 East 45th Street

New York 17, N. Y.

212-MU 2-5600

Cable: KINGSYN, N. Y.

• AL BRODAX, Director of TV

• Ted Rosenberg, Director TV Sales, East

• Maurie Gresham, Director TV Sales, West

• IN CANADA: *Dola Films Limited, 160 Bloor Street East, Toronto 5, Ont.*



Where were Pittsburgh's Mayor and business leaders on October 31, 1962?

(They were working for Pittsburgh's United Fund on KQV)

The Mayor and the city's business leaders know and understand the needs of the people of Pittsburgh. When they learned that pledges to the United Fund were still short of its goal, they reacted swiftly by participating in KQV Radio's "Million Dollar Wednesday." For the third year the station offered its facilities to the United Fund. Throughout the day, these civic leaders sat behind KQV microphones, introducing music, reporting the time the weather and, most important, urging the people of Pittsburgh to support the United Fund. The participation of Pittsburgh's top leadership in KQV's "Million Dollar Wednesday"

was, in the words of Campaign Chairman Philip A. Fleger, "but one example of the genuine interest, the concern, the imagination, and the work which the station invested in the 1962 United Fund Campaign." KQV's "outstanding cooperation" demonstrated the kind of "superior public service" ABC Owned Radio Stations perform to generate true community action.



ABC OWNED RADIO STATIONS

**WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES**

SPECIALISTS SELL MOST PROGRAMS

- They placed nearly three-fourths of season's network shows
- Independents find competition tough and growing tougher
- Talent agencies and movie studio subsidiaries both qualify

The prime-time network television programs, which are now beginning to be fitted into the schedules that will begin next fall, more and more are being funneled to the networks through a relatively few, exceptionally well-heeled sales organizations.

The independent producer's chances of selling his product directly to networks or sponsors appear to be growing slimmer, and the trend among networks points toward less, not more, network-initiated production.

The extent to which "sales representatives" control the placement of programs is pointed up by an analysis of the current year's schedule: they were responsible for the sale of approximately 74% of all prime-time programs on the air at the start of the season.

A canvass last week found no reason to expect that the percentage would be materially reduced in 1963.

Time of Decision ■ The week after New Year's Day traditionally marks the beginning of the selling season for the following fall. Although some programs already are committed for 1963-64, the fate of the large majority of prime-time offerings probably will be decided within the next six weeks.

The sales representatives sell primarily to networks, and often assist the networks in finding advertising sponsors. In some cases they sell directly to advertisers and then help the sponsor seek a network slot, but the usual procedure is vice versa.

These salesmen represent two main categories primarily: (1) the talent agencies that serve as sales agents of tv program producers, and (2) the television subsidiaries of production companies allied with motion picture studios.

Examples of the first grouping are the William Morris Agency, General Artists Corp. and Ashley-Steiner. In the second classification are MCA (aligned with Revue Studios and Universal Pictures), Screen Gems (Columbia Pictures), MGM-TV and Warner Bros. Tv.

The rise of these sales representatives to prominence in tv can be attributed largely to two developments: The de-

cision of the networks to produce fewer programs themselves and the apparent inability of most independent producers to fulfill the dual functions of producing and selling. Tied in with the network pattern is the decline of the live dramatic series, which the networks produced themselves or which were negotiated for directly with an outside producer.

Status Today ■ An independent producer who has sold directly to the networks in the past explained the changed situation of today in these words:

"Five or six years ago, there were outfits like Television Programs of America, Ziv Television Programs, Official Films, Pyramid Productions and Bernard Schubert Inc. who could take a show to the networks and make a sale. Those days are gone forever. Even Desilu and Ziv (now United Artists Tv) had to go out and get agents—GAC for Desilu, William Morris for UA Tv.

"I believe high costs of television are an important consideration. A producer has to have strong financial resources, which means that he can put out a quality show week in, week out.

"Tv subsidiaries of motion picture outfits have this financial backing and the strong talent agents have access to money from other sources. Then, too, both have access to the lifeblood of a good show—the talent, whether it's an actor, a writer, a producer or a director. The little guy can't do it, unless he's willing to give away a piece of the show."

Sales Fees ■ A "piece" of the show means the fee earned by the sales representative. Whether he is called a "sales agent," the term used to designate a talent agency in its role of salesman, or distributor, the title a motion picture tv subsidiary utilizes when selling a series to a network, the fee normally is 10% on top of production costs. (For

RCA-Philco multi-million-dollar suits settled

A \$9 million-plus agreement was reached between RCA-NBC and Philco Corp. last week which removes a major roadblock in NBC's plan to trade WRCV-AM-TV (ch. 3) Philadelphia for RKO General Inc.'s WNAC-AM-TV and WRKO (FM) Boston (see story, page 58). FCC approval is necessary for that part of the agreement involving Philco's dismissal of its application for ch. 3 Philadelphia, in competition with NBC's license renewal application.

After fighting NBC's tv station ownership in Philadelphia for five years, Philco (now owned by Ford Motor Co.) agreed to withdraw its application for ch. 3 in that city, now occupied by WRCV-TV, and a court-remanded protest to the FCC's 1957 license renewal of the station. In return, NBC will pay Philco \$9 million for license rights to all Philco

patents for radio equipment and reimbursement for as yet undetermined expenses in prosecuting the ch. 3 application.

Also settled out-of-court, without payment of damages by either party, were suits by Philco seeking \$150 million damages from RCA and by RCA seeking \$174 million damages against Philco.

The NBC-RKO General exchange and the Philco ch. 3 application have been the subjects of an FCC hearing in progress since last October. Even if the FCC approves the agreement, Chief Hearing Examiner James D. Cunningham still must rule on issues to determine whether NBC has engaged in anti-competitive practices, whether it has used its power of network affiliation contrary to the public interest and whether NBC has the character qualifications to be a licensee.

15 firms sell most programs to networks



The men who negotiate and sell prime network program packages to the networks include such top executives as (l to r) David A. (Sonny) Werblin, president, MCA Tv; John Mitchell, vice president, national sales, Screen Gems; Wally Jordan, head of television for William Morris Agency, New York; Herman Rush,

senior vice president for television, General Artists Corp.; Oliver Treyz, vice president and general manager of worldwide television, Warner Bros., and Ted Ashley, president, Ashley-Steiner. Collectively, the companies these officials represent handle the bulk of sales made to the networks on prime time programs.

Fifteen sales representatives were active in the selling of package programs for prime time presentations on the networks this season. Their influence can be gauged by this statistic: They made the sales on 74% of prime time sold in 1962-63.

With one exception, Goodson-Todman, these sales reps act on behalf of the tv subsidiaries of motion picture studios or of various talent agencies. They range from the giants—William Morris, MCA TV and Screen Gems—down to Art Rush and Sam Lutz, who negotiated single sales. (Goodson-Todman handles sales for two live shows, *To Tell the Truth* and *Password*.)

For purposes of this study, programs scheduled on network tv in October are included, but cover only

those slotted in the Mon.-Sat., 7:30-11 p.m., and Sunday, 6:30-11 p.m. periods in which the networks program their schedules.

BROADCASTING learned that of the 70½ hours of prime time available each week on the three networks, sales reps earn a fee, usually 10% of the program cost, on 52 hours. The remaining 18½ hours consist of programs owned wholly or partly by the network and a few which are sold directly without a representative. Sales reps are active on 64 prime time shows; 25 programs are network-controlled or otherwise sold directly.

Fewer on CBS-TV ■ CBS-TV leads the other two networks in the total number of programs in which a sales rep is not involved. CBS-TV

has 15 such shows, totalling 11½ hours per week; NBC-TV has 5 programs for a total of 4 hours per week and ABC-TV, 5 programs for 3 hours weekly.

A similar study of programs made by BROADCASTING in 1957, which dealt solely with the role of talent agencies when serving as sales agents, showed that MCA, William Morris, GAC and Ashley-Steiner sold 40% of nighttime network tv programs (BROADCASTING, Oct. 21, 1957). A consideration that precludes making a precise comparison today is that MCA no longer functions as a talent agency but does serve as a sales rep for properties produced by Revue and other producers. The four organizations named sold virtually the same amount of program time in

purposes of simplification BROADCASTING is using the term sales representative to include both classifications).

The concentration of sales strength in talent companies and motion picture tv subsidiaries has developed over the past several years. But the pattern was accentuated by these moves in 1962:

- Desilu Productions, which previously had served as its own network sales representative, engaged GAC as its sales agent.

- United Artists Television, which formerly operated as Ziv-United Artists and earlier as Ziv Television Programs, named William Morris as its sales agent, though for many years it had negotiated its own network deals.

- The signing of such name personalities as Danny Kaye, Judy Garland and Phil Silvers, all on CBS-TV, and Bill Dana on NBC-TV to regular series for 1963-64 emphasizes the still growing role of the talent agent, who handles

sales for these projects.

Interviews by BROADCASTING with executives at networks, talent agencies, production companies and advertising agencies brought forth these reasons for a stronger reliance on sales representatives:

- The high costs of television production and selling require a well-financed organization. The motion picture subsidiaries have a high degree of financial stability. Strong talent agents, by representing a group of producers, can keep overhead costs down and arrange for financing, though they do not invest in programs themselves.

- Both groupings have acquired over the years a reputation for delivering a satisfactory, if not always successful, program series on schedule, week in, week out. The networks, in essence, can depend on them.

- Both motion picture tv subsidiaries and talent agencies have access to per-

formers, independent producers, writers and directors of all classifications. Through these contacts they are able to make this talent available. They learn of new ideas and often can propose the formats of series.

- Through long and intimate association with the networks, they are more apt to discern a network's needs; they are more likely to come up with the *right* show at a particular time to "plug a hole" or add balance to a schedule than an independent producer with a less successful record.

- They have the resources—financial and creative—to bolster a sagging series by hiring new writers, directors or performers, or to bring in a replacement series if necessary.

- They can maintain a high-caliber, well-paid sales staff because they are usually selling a group of shows. A producer with a single entry may find the sales costs too high.

1957 as in 1962—27¾ hours per week as against 28½ hours this year.

MCA Leads ■ MCA was the leader in program time sold in 1957 with 13¼ hours and is number one again this year with 11½ hours. William Morris was second in 1957 with 8¼ hours and is in the same ranking this year with 9½ hours. General Artists was third five years ago with 3½ hours of sold programs, as against 5 hours this year, while Ashley-Steiner was fourth with two hours, as against 3 hours in 1962.

The organization that has made the most headway since 1957 is Screen Gems which sold four half-hour programs for two hours of time in that year. In 1962 SG sold nine shows for a total of six hours of prime time.

A Listing ■ The following listing of shows and their sales “reps” was compiled from network, talent agency, advertising agency and production company sources:

William Morris Agency: *The Real McCoys*, *Danny Thomas Show*, *GE True Theatre*, *Andy Griffith Show*, *New Loretta Young Show*, *Lloyd Bridges Show*, *Dick Van Dyke Show* on CBS-TV; *McKeever and the Colonel*, *Saints and Sinners*, *Dick Powell Show*, *Sing Along With Mitch*, *Don't Call Me Charlie* and *Joey Bishop Show* on NBC-TV; *The Rifleman*, *Stoney Burke*, on ABC-TV.

MCA TV: *It's A Man's World*, *Laramie*, *The Virginian*, *Wide Country*, *Andy Williams Show*, on NBC-TV; *Jack Benny Show* and *Mr. Ed* on CBS-TV; *Wagon Train*, *Going My Way*, *Leave it to Beaver*, *My Three*

Sons, *McHales Navy*, *Alcoa Premiere* and *Ozzie & Harriet* on ABC-TV.

Screen Gems: *The Jetsons* and *The Flintstones*, *Donna Reed Show*, *Naked City*, and *Our Man Higgins* on ABC-TV; *Dennis the Menace* and *Route 66* on CBS-TV; *Empire* and *Hazel* on NBC-TV.

General Artists Corp.: *Lucille Ball Show*, *Dobie Gillis*, *Fair Exchange*, *Jackie Gleason Show*, *American Scene Magazine* on CBS-TV; *Perry Como Show* on NBC-TV; *Mr. Smith Goes to Washington* and *Father Knows Best* on ABC-TV.

Ashley-Steiner: *The Nurses*, *The Defenders* and *Candid Camera* on CBS-TV.

Warner Bros: *Gallant Men*, *77 Sunset Strip*, *Hawaiian Eye*, and *The Cheyenne Show* on ABC-TV.

Goodson-Todman: *To Tell the Truth* and *Password* on CBS-TV.

MGM-TV: *Dr. Kildare*, *The Eleventh Hour* and *Sam Benedict* on NBC-TV.

Frank Cooper Assoc.: *I'm Dickens*, *He's Fenster* on ABC-TV.

Creative Management Inc.: *Jack Paar Show* on NBC-TV.

United Artists Assoc.: *Sunday Night Movie* (United Artists feature films) on ABC-TV.

20th Century Fox Tv: *Saturday Night at the Movies* (Fox feature films) on NBC-TV.

Art Rush: *Roy Rogers Show* on ABC-TV.

Sam Lutz: *Lawrence Welk Show* on ABC-TV.

Rosenberg-Coryell (now Artists Agency Corp.): *Ben Casey* on ABC.

■ The ascendancy of the “star” personality who owns part or all of his series, (Danny Thomas, Jackie Gleason, Perry Como, Jack Paar, Andy Griffith, Joey Bishop) has led to a reliance on talent agents as their sales representatives because of their association with them in the past.

One complaint leveled at talent agencies generally and, to a lesser extent at the motion picture tv subsidiaries, by some advertising agencies is that “they don't do enough to earn their sales fee.” But this sentiment is by no means unanimous.

Useful Ride ■ A sampling of a group of large advertising agencies finds an overall belief that the role of sales representatives, by and large, is a useful one.

The consensus is that there may be individual series on which services performed are scanty and a 10% fee might not be warranted. But several advertis-

ing agency men said there are certain projects which deserve a fee higher than the customary 10%.

(Criticism usually is not directed at the tv subsidiaries even though agency executives acknowledge that the price of their series included a distribution fee. One agency executive suggested that since the fee is not itemized but is included in the overall sales price, the effect “is not so disquieting.”)

Price Question ■ The general belief among both producer and network executives is that the sales representative's fee does not raise the ultimate price of a series inordinately, if at all. A network official explains:

“Every show is subject to negotiation. A series has to be competitive with other series of its type, whether it has a sales agent or not. If we feel that the price of a show is out of line, we question it. We negotiate until we reach a figure that we consider reasonable.

“A producer who doesn't have a sales agent is going to ask pretty much the same figure as a producer who has one. True, he has a little more leverage and he can come down in price if he sees he isn't getting anywhere by insisting on a higher price. But my feeling is that if an agent does add to a price, it is only a slight increase. And the agent often brings other values to a show.”

Sales representatives invariably are reticent to discuss the roles they portray in the creation and sale of a television program package. They point out that some of their functions are implemented “behind-the-scenes,” such as bringing independent producers together with writers, or performers or sponsors with a producer or a writer.

Values Cited ■ Two talent agency executives who were willing to discuss the values they believe an agent can provide in the creation and sale of tv program series were Herman Rush, senior vice president for television at GAC, and Wally Jordan, head of the television division of William Morris, New York.

Mr. Rush asserted that “sales is only one function of a creative agency,” and added:

“On occasions we have created the basic concept of a series. On others we have added one element or several elements of a package, such as a writer or a writer and director. We are in close touch with the creative areas of television—directors, writers, performers—and the business areas including the advertising agencies, the sponsors and the networks—and have acquired the ‘know-how’ to come up with the proper series at a given time. After a show is on, we service it, booking talent and taking care of sundry problems that crop up.”

Mr. Jordan voiced the belief that the reliance on talent agents by producers has developed because it costs “a lot of money” to develop and maintain an efficient sales force, and an agency has the facilities (performers, writers, and directors) required to construct a “saleable” property.

An innovation that William Morris considers significant is a two-week conference the agency holds in Beverly Hills after Labor Day each year, Mr. Jordan reported. Top executives from New York and Beverly Hills confer with writers, performers, directors and executives of production companies to stimulate them toward creating series prior to meetings with networks, sponsors and agencies.

Name Values ■ Mr. Jordan believes talent agencies have made valuable contributions to the development of tv. He pointed out that William Morris

played a significant role in bringing such individuals as Danny Thomas, Sheldon Leonard, Dick Van Dyke, Robert Taylor and Loretta Young into the medium.

Programs not sold by a representative are generally network owned, wholly or in part, and in a few instances were

sold directly by a producer.

The general belief among talent companies, producers and advertising agencies is that the trend toward the use of a sales representative—either a talent agency or a motion picture company tv subsidiary—will grow. The rationale is that independent producers with a

salable property will join forces with a tv subsidiary or a producer handled by a sales agent in order to obtain financial and sales strength.

The other alternative is an increase in production by the networks. There is no indication that this will happen—and the trend seems to be against it.

BROADCAST ADVERTISING

H-R REP FIRMS EXPAND

Realignment calls for new positions for owners and elevation of several major executives

H-R Representatives Inc. and H-R Television Inc., radio and tv station representation firms respectively, last week announced a new expansion move.

As part of the realignment, which involves new titles for its principals as well as major executives, Edward P. Shurick, former executive vice president of Blair-Tv, has joined H-R Television as a vice president in a senior executive capacity.

In addition to other duties, Mr. Shurick will head a new creative department of station relations and forward planning to provide "deeper and more extensive consultation services to stations."

Frank M. Headley, president and treasurer of the companies, moves up to board chairman, chief executive officer and retains his treasurer post for both firms. Dwight S. Reed, executive vice president for both firms, was elected president of H-R Representatives and executive vice president of H-R Television. Frank E. Pellegrin, executive vice president and secretary of both companies, was elected president of H-R Television, executive vice president of H-R Representatives, and remains secretary (also see WEEK'S HEADLINERS, page 10).

Messrs. Headley, Reed and Pellegrin are founding partners. Mr. Reed has his headquarters in Chicago, and the other two are in New York.

Promotions ■ Several executives were

affected in the promotions announced last week. James M. Alspaugh was elevated from vice president to executive vice president of H-R Representatives.

Adding the title of vice president at H-R Television: Grant Smith, mid-western sales manager; at H-R Representatives: Max M. Friedman, eastern sales manager, and Bill McRae, mid-western sales manager.

William MacCrystall, who is sales manager of the Los Angeles office for the rep firms, and Joseph M. Friedman, sales manager at San Francisco, were elected vice presidents.

John (Jack) White was elected vice president and national sales manager of H-R Television on Dec. 15.

Branch offices now total 12 with the Dec. 1 opening of the Boston office. Avery Gibson continues as vice president of sales development, in charge of research and sales promotion, and Max Everett moves into a newly created post of vice president and director of creative sales.

Mr. Headley noted that the sales and service staffs were being enlarged and executives realigned "in depth" so as to prepare to offer additional services while competing on "new levels demanded by this vastly expanded and highly volatile business."

Among these demands, Mr. Headley listed greater competition among independent reps as well as new competi-

tion from group reps. He also mentioned pay tv, community antenna tv, global tv, possibility of tv drop-ins through FCC engineering standards relaxation, further development of uhf and a continued resurgence of radio, as areas which could open new horizons for the broadcast business.

Mr. Headley indicated the H-R companies' expansion came after a six-months study of competitive factors.

Tobacco cancer charges called 'unscientific'

The Tobacco Industry Research Committee, New York, last week answered "repetitive" charges that cigarette smoking is responsible for the reported increase in lung cancer incidence. The situation calls for "facts, not emotions," Timothy V. Hartnett, committee chairman, said in a year-end statement.

Though the statement did not identify the sources of criticism, they presumably included the controversial position taken by NAB President Leroy Collins, who condemned cigarette advertising based on its appeal to the young (BROADCASTING, Nov. 26, 1962).

Citing the many cancer research projects underway throughout the world, Mr. Hartnett said it would be "unscientific, to say the least," for any one of the agents and factors under study "to be accused arbitrarily of being the causative factor in lung cancer or some other ailment."

He noted that the TIRC exists to support the search for factual knowledge about smoking and human health. He pointed out appropriations of \$800,000 in 1962, bringing to \$6.25 million the total amount given.



Mr. Alspaugh

Mr. Bradley

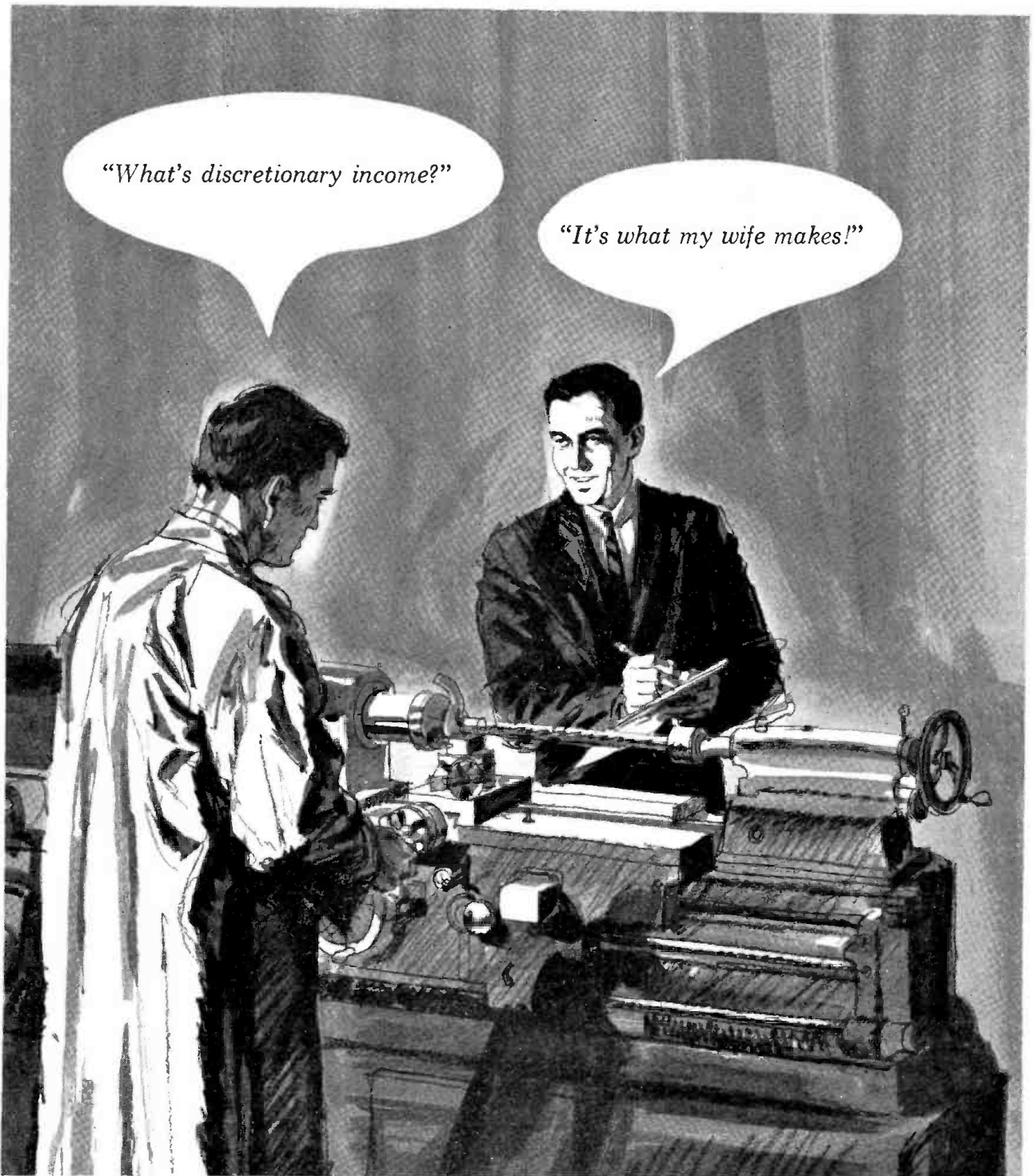
Joseph Friedman

Max Friedman

Mr. MacCrystall

Mr. McRae

Mr. Smith



The fact that some 30% of the housewives here in Ohio's Third Market double as wage earners helps to swell discretionary income to a healthy 27% above the national mean.

As for this market, no medium—but none—covers it as thoroughly as WHIO-TV, AM, FM. Ask George P. Hollingbery.

Additional morsel for thought:

Dayton has been Ohio's fastest growing major metropolitan area during the past 20 years. Source: U.S. Census of Population 1960.

BROADCASTING, January 7, 1963

Associated with WSB, WSB-TV, Atlanta, Georgia and WSOC, WSOC-TV, Charlotte North Carolina



DAYTON, OHIO • WHIO • AM • FM • TV

WHAT TV DOES FOR NEW PRODUCTS

Katz Agency shows use of spot as launching pad

The Katz Agency's major presentation to advertisers and agencies this year is intended to demonstrate the effectiveness of national spot television in new product introductions. Called "Launching Your New Product," the slide-and-brochure presentation will get national circulation among marketing executives beginning this week.

Noting that the growth of many companies depends on new product introductions, the rep firm quotes figures from McGraw-Hill and Booz, Allen & Hamilton studies to show that only one out of 40 new products succeeds. And even when the product has gone all the way through research, development, testing and introduction to the consumer, the chances of acceptance are 50-50.

The rep firm's presentation is an attempt not only to improve the odds for success but to relate how spot tv may protect investments at the critical test-marketing and commercialization stages.

In Part One of the analysis, on retail distribution machinery, the Katz Agency describes the efforts of retailers to increase profits through faster merchandise turnover. Cited as an example is a report entitled "The Eagle Study," prepared by *Super Market Merchandising Magazine*. A 38-unit midwest regional chain, Eagle Food Centers, which was the subject of a 39-week study in 1960, uses an IBM installation to check and assess the flow of merchandise on a continuing basis. According to Katz, store executives say they cannot avoid being partial to the heavily advertised products.

Market Disparities ■ Emphasis in Part Two of the presentation is on market-to-market changes, and on the meaningful speed, size and diversity of

those changes. Katz notes that "nationally, our similarities dominate, but we assert many differences in the market place."

Part Three, "Motivating Through Advertising," tells how spot tv allows an advertiser to control the balance between reach and frequency which will yield the advertising weight necessary to any given market situation, and permits the varying of weight from market to market. Spot tv success stories are reviewed in this section.

They are Busch Bavarian Beer, Alberto-Culver, Chock Full O' Nuts coffee, Nu Soft fabric softener, Maypo cereal, Texize household cleaner, Allerest, Climalene, Matey bubble bath, Contac, Procter & Gamble, and Sego liquid weight-control preparation.

Hand-in-Hand With Tv ■ The Busch Bavarian story notes that after using spot tv the company reshaped its distribution machinery to coincide with tv station coverage areas. Spot tv became its primary medium. Anheuser-Busch subsequently adopted a similar distribution policy for its other products. Other companies followed suit (General Foods, Schaefer beer, Robert Hall, Bardahl, Maypo, Maryland Club coffee and Purina). Katz calls this development in distribution "the beginning of a major marketing innovation."

The presentation concludes with an appraisal of P & G's spot tv strategy. The country's biggest advertiser, which allocates more money for spot tv than any other medium, spends 70% of its household volume on new products. In sum, Katz reports, P & G's choice of spot tv is not based on big budgets, but because the medium matches its basic

PGW's 'Yardsticks'

Peters, Griffin, Woodward released today (Jan. 7) its new edition of "Cost Yardsticks" that provides quick spot tv estimates.

The "Yardsticks" give examples of spot tv costs for 85 markets covering 91% of the U.S. tv homes and showing the rates by five categories. Costs are calculated for such categories as nighttime half-hours, 20-second prime-time station breaks and for typical participation "plans."

A table is included showing month-by-month temperatures in major markets throughout the country for advertisers with a special copy approach or seasonal schedule. PGW is distributing the material to agencies and advertisers.

advertising yardstick—cost per sale.

"Launching Your New Product" was written by Joseph Kenas under the direction of Halsey V. Barrett, director of spot tv sales development at the Katz Agency, New York.

K&E to move West Coast office to San Francisco

Kenyon & Eckhardt Inc. will move its West Coast headquarters from Los Angeles to San Francisco, effective March 31.

April 1, it was announced last week. The agency will maintain a television-radio service office in Los Angeles, Angeles to San Francisco, effective

K & E will transfer key personnel interested in such a move from Los Angeles to San Francisco or one of the agency's other offices. K & E has resigned the accounts which have been handled exclusively in Los Angeles, effective March 31.

Rep appointments...

■ KTEN (TV) Ada, Okla., and KTTS-TV Springfield, Mo.: Select Station Representatives Inc., New York, as exclusive national representative for both stations.

■ KGNC - AM - TV Amarillo, and KFYO Lubbock, both Texas: Venard, Torbet & McConnell Inc., New York, as national representative.

■ WJAR Providence, R. I., WFGM Fitchburg, Mass.: Eckels & Co. in New England area.

■ WJDY Salisbury, Md.: Paul S. O'Brien Co., 1713 Spruce St., Philadelphia, for that area.

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, 1962:
Product: Pertussin Vaporizer.
Company: Chesebrough-Pond's Inc.
Agency: Esty, New York.

Schedule & Markets: Daytime minutes in West North Central States.

Product: Matey Bubble Bath Toy Pack.
Company: J. Nelson Prewitt Inc.
Agency: John W. Shaw, Chicago.

Schedule & Markets: Daytime minutes in West North Central States.

Product: Hellmann's Double Gold Safflower Margarine.

Company: Corn Products Co. (Best Foods Div.)
Agency: Lennen & Newell, New York.
Schedule & Markets: Daytime and nighttime minutes & 20's in East North Central States.

Product: Mrs. Filberts whipped margarine.
Company: J. H. Filbert.
Agency: Young & Rubicam, New York.
Schedule & Markets: Daytime minutes in Southeast.



wsai, #1, and still
SOARING ...
in the
nation's
21st market,
CINCINNATI

On Madison Avenue...Michigan Boulevard
...Peachtree Street...Wilshire Boulevard...
wherever time-buyers gather, from coast
to coast—the word's around that soaring
WSAI is #1* in CINCINNATI.

*CALL

robert e. eastman & co., inc.

He'll prove it to you with the
latest Pulse and Hooper Figures!

JUPITER BROADCASTING RICHARD E. NASON—PRESIDENT, LEE C. HANSON—GENERAL SALES MANAGER.

wsai

Colgate products introduced via tv get big sales

A leading tv advertiser, Colgate-Palmolive, New York, received almost 25% of its total sales in 1962 from products that didn't exist in the previous year, according to Robert W. Young Jr., vice president and general manager of the household products division.

The products, introduced on spot and network tv, include Action, a

dry bleach; Baggies, plastic bags for sandwiches; Dynamo, liquid detergent; Ajax liquid cleaner, and Soaky, children's bath soap.

Television gross billings during the first nine months of 1962 were reported for the products as follows: Soaky \$1,509,386; Ajax \$2,461,743; Dynamo \$2,489,600; Baggies \$516,330, and Action \$70,930.

Potts-Woodbury merges with Joseph Callo Inc.

Potts-Woodbury Advertising Agency, Kansas City, and Joseph F. Callo Inc., New York, were merged Jan. 1, retaining the Potts-Woodbury name. The Kansas City agency, which has regional offices in New York and Denver, added over \$1 million in billing. Already Kansas City's largest agency, Potts-Woodbury ranks 103d among all U. S. agencies.

The Potts-Woodbury New York operation in Rockefeller Center, 1270 Avenue of the Americas, will provide the present departmentalized services of the Kansas City staff for Callo clients, according to Charles E. Jones, president of the Kansas City firm. Joseph F. Callo Sr., board chairman, and Joseph F. Callo Jr., president, joined Potts-Woodbury as senior vice presidents. Other Callo account executives moving to Potts-Woodbury include Louis F. Tufarolo and Henry F. Fontana Jr. Mr. Jones said the merger is the first step in a long-range expansion program in New York.

Also in advertising...

H-C&H moves ■ Honig-Cooper & Harrington on March 1 will move its Los Angeles office to 3600 Wilshire Blvd.

Ready to sell ■ Peters, Griffin, Woodward Inc.'s "Radio Colonels" began 1963 with a special three-day meeting, Jan. 2-4, in New York. The spot radio division salesmen in attendance were from Chicago, Dallas, Atlanta, Los Angeles, San Francisco and New York. In preparation for the new year, they reviewed PGW's methods and practices for spot radio sales.

Bureau moves ■ Bureau of Facts & Figures, New York marketing, research and media plans firm, is moving to Yorktown Heights, N. Y., according to T. Norman Tveter, managing director. New mailing address is P. O. Box 475, Yorktown Heights. Phone number is Yorktown Heights 2-4003.

Name change ■ The R. G. Lund Co., Portland, Ore., marketing and sales con-

sultant firm, has changed its name to Lund, McCutcheon, McBride Inc. Address remains unchanged: 306 Terminal Sales Bldg., 1220 S.W. Morrison St., zone 5. Phone: Capitol 6-7379.

Exhibit deadline ■ Entries for the sixth annual Exhibition of Southwestern Ad-



In name only

Anderson, Arthur & Morgan Advertising is the new name of an advertising agency which has been functioning as Walker Saussy Adv. Co. of Los Angeles. The clients remain the same, as does the service agreement with Walker Saussy Adv. of New Orleans. Principals of the agency are Robert F. Anderson (r), president; Harold (Red) Arthur (c), vice president; Raymond R. Morgan (l), vice president. Mr. Arthur had been with Walker Saussy of Los Angeles since December 1960, Mr. Morgan since October 1961. AA&M is located at 1717 N. Highland Ave., Los Angeles 28. Telephone: Hollywood 3-5161.

vertising Art, will be accepted until Feb. 20. Sponsored by the Dallas-Fort Worth Art Directors Club, the exhibit includes a television category. Awards will be presented April 13 at dinner in the Sheraton-Dallas Hotel, Dallas. Entry forms are available from Wyatt Whaley, Jagers-Chiles-Stovall, 522 Browder St., Dallas.

Burnett sees decline in criticism of ads

Even though there will continue to be critics of advertising inside and outside of government as there have been for the last 50 years, Leo Burnett, board chairman of Leo Burnett Co., Chicago, and chairman of the Advertising Council, said last week that he believes the situation will improve.

"I optimistically detect," Mr. Burnett said, "that there is a growing respect for the function of advertising as an indispensable part of our economic system."

He also saw "a growing trend among advertising practitioners toward higher standards of good taste and a sharper sense of the fitness of things."

Mr. Burnett also observed that "we are emerging from an era of smart-aleck advertising. I see signs of a healthful return to what you might call 'plain vanilla' in which the product itself and its benefits take the center of the stage and the inherent drama of the product is projected with . . . greater believability."

The advertising veteran took note too of the cost-profit squeeze which continues to be the "greatest dilemma" of American business. Mr. Burnett said he believes that more and more manufacturers "are realistically, if reluctantly in some areas, coming around to the point of view that advertising skillfully used is one of the best ways out of this dilemma and the best way to reduce overall marketing costs."

Mr. Burnett paid tribute to the Advertising Council as the "largest communications force for good works in America." The council received \$225 million worth of free time and space in 1962, he said.

Catholic Apostolate to examine ad ethics

The ethical responsibility of the American advertising industry will be examined at the first conference of the Catholic Apostolate of Radio, Tv and Advertising in New York Jan. 12.

Theme of the conference, at the Hotel Commodore, is "Can Advertising Permit Regulation to Replace Rights, Reason and Responsibility?" Sen. Eugene J. McCarthy (D-Minn.) is key-

160 subscribers so far

qualitative radio research has just been brought within reach of every budget



Until now . . . all Pulse local qualitative research in radio was conducted on assignment by individual companies . . . who shared the cost with no one.

But now Pulse takes qualitative research out of the realm of luxury . . . and into syndication.

~~NOW GETTING UNDERWAY~~—IN 100 TOP MARKETS

RADIO PULSE
LQR-100
Local . . . Qualitative . . . Radio

FACTORS: by station . . . by time period

1. Age
2. Sex
3. Occupation
4. Size of family

Write, wire or phone George Sternberg, Director of Sales

THE PULSE, INC.

730 Fifth Avenue, New York, N. Y., Phone: JUdson 6-3316

If you want to know not just how many, but how good . . . Pulse qualifies

note speaker. Arthur Hull Hayes, president of CBS Radio, is conference chairman.

Participants in the panel and question-and-answer sessions will include FCC Commissioner Robert E. Lee; James Schule, vice president, BBDO; James Stabile, vice president, NBC; Clay Buckhout, vice president, Time Inc.; Peter Allport, president, Assn. of National Advertisers, and Henry Schachte, management committeeman, Unilever Ltd. Frank Blair, NBC newsman, will be moderator of both morning and afternoon sessions.

GMB forms division for agricultural ads

Geyer, Morey, Ballard Inc. announced today (Jan. 7) the formation of a special division to handle advertising and marketing services for the agency's clients in the agricultural field.

The new unit, which will have its headquarters in the agency's Chicago office and will function in association with all of the agency's offices, will be under the direction of two agency vice presidents. They are Paul W. Limerick, director, and Lloyd E. Ver Steegh, manager.

The agricultural division, which was patterned after the agency's new food and grocery division, offers the client both the exclusive attention of his account group and the services of a division specializing in the client's markets. GMB clients in this field are Allied Mills, American Zinc Institute, Badger



Lloyd E. Ver Steegh (l), will be manager and Paul W. Limerick will be overall director of Geyer, Morey, Ballard's new agricultural division.

Northland, Calumet Steel Div. of Borg Warner, J. I. Case, William Cooper & Nephews and DeKalb Agricultural Assn.

Nielsen homes data revised

New figures on total radio homes in two U. S. counties were reported by the A. C. Nielsen Co. last week in an updating of its county-by-county report on radio and tv ownership (BROADCASTING, Dec. 17, 1962).

Randall County, Tex., should be shown with 10,570 radio homes out of 10,800 total homes, and Herkimer County, N. Y., with 20,000 radio homes out of 20,600 total homes. In Nielsen's earlier report, compiled as of September 1962, both Randall [OPEN MIKE, Dec. 31, 1962] and Herkimer were given lower figures on radio ownership.

Agency appointments...

■ Mead Johnson & Co., Evansville, Ind., has appointed Sudler & Hennessey, New York, for its infant formula products.

■ Central Airlines, Fort Worth-based carrier serving six-state area in Southwest, names D'Arcy Adv., St. Louis, as agency effective Jan. 1. Central is tv-radio advertiser.

■ Argus Inc., Chicago, names Edward H. Weiss & Co., that city, for its Argus photo equipment line and Schram Adv., Chicago, for its Mansfield Holiday division, both effective immediately. Accounts switch from John W. Shaw Adv.

■ Pepsi Cola Bottling Co. of Puerto Rico Inc., San Juan, has appointed Lennen & Newell Inc., that city, as its advertising agency. Other recent appointments for L&N's San Juan office include Corn Products Co., McCormick & Co., Hoover Americana Latina Inc., and Chevy Chase Foods.

Roman-Levinstein agency

George Roman, president of Roman Adv. Agency Inc., and Morton Levinstein, partner in A.W.L. Adv. Agency Inc. for the past 15 years, have joined to form a new company—R. & L. Advertising Agency Inc.

The new agency is taking over and enlarging the quarters of the Roman firm at 810 N. Calvert St., Baltimore, and plans to service accounts in local, regional and national markets.

THE MEDIA

Most favor NAB's conference series

SURVEY FINDS 88% OF RESPONDENTS WANT TO KEEP FALL MEETINGS

The general pattern of NAB's annual series of fall conferences is favored by a substantial majority of the membership, according to a station poll conducted by the association.

William Carlisle, NAB station services president, who conducted the survey, said 788 (87.9%) of 908 responding stations favored continuation of the eight-meeting series and 31 (3.5%) suggested they be discontinued; 77 (8.6%) did not answer the question.

The poll showed that 325 (81.5%) consider the conferences "average" or "good," 42 (10.5%) "superior" and 32 (8%) "poor." Barely half — 455 (50.8%) of respondents — favor the 1½-day program used in 1962, whereas 239 (26.7%) liked one-day meetings, 122 (13.6%) two-day agendas and 8 (0.9%) longer than two days.

General approval—697 (77.8%)—

was given the scheduling of eight separate meetings, conducted as regional gatherings for NAB members; 28 (3.1%) considered eight meetings too few and 50 (5.6%) too many; 121 (13.5%) didn't answer this question.

A preference for fall conferences in large, easily accessible cities with major airline schedules was shown by the poll, 689 (76.9%) preferring this formula; 85 (9.5%) preferred smaller resort hotels and 48 (5.4%) motels outside downtown areas of major accessible cities.

Allocation of subjects on a share-time basis at the meetings indicated these membership preferences: staff reports on Washington activities, 19.6%; broadcaster panels on business problems, 29.3%; management problem discussions by staff members, 25.5%; direct reports by out-of-town broad-

casters, 23%; others 2.6%.

Mr. Carlisle said all member comments have been sent to the board along with survey results. The board will decide on the schedule of 1963 conferences at its Jan. 14-18 meeting in Phoenix, Ariz.

NAB institute to hear Ruder

William Ruder, president of Ruder & Finn, a public relations firm in New York, will be a featured speaker at NAB's first Public Service Institute, to be held Feb. 7-8 in Washington (BROADCASTING, Dec. 31). He is a former assistant secretary of commerce. His firm is described as the largest in the public relations field. NAB President LeRoy Collins will address the Feb. 8 luncheon. Mr. Ruder will speak at the Feb. 7 banquet.

Why WRGB bought Seven Arts' "Films of the 50's" Volumes 1, 3, 4 and 5

Says Merl L. Galusha:

"We call our late evening weekend movie, "The Critic's Choice". This title implies

THE BEST IN MOVIES

We know that with the acquisition of Seven Arts' "Films of the Fifties" WRGB will be presenting the very best to the viewers of the Albany-Schenectady-Troy markets.

As the nation's pioneer TV station and the number one station in its market, WRGB must constantly SEARCH FOR PROGRAMMING MATERIAL THAT WILL MAINTAIN ITS DOMINANT POSITION. The Seven Arts' "Films of the Fifties", we are confident, represents the top flight entertainment that will keep us in first place".

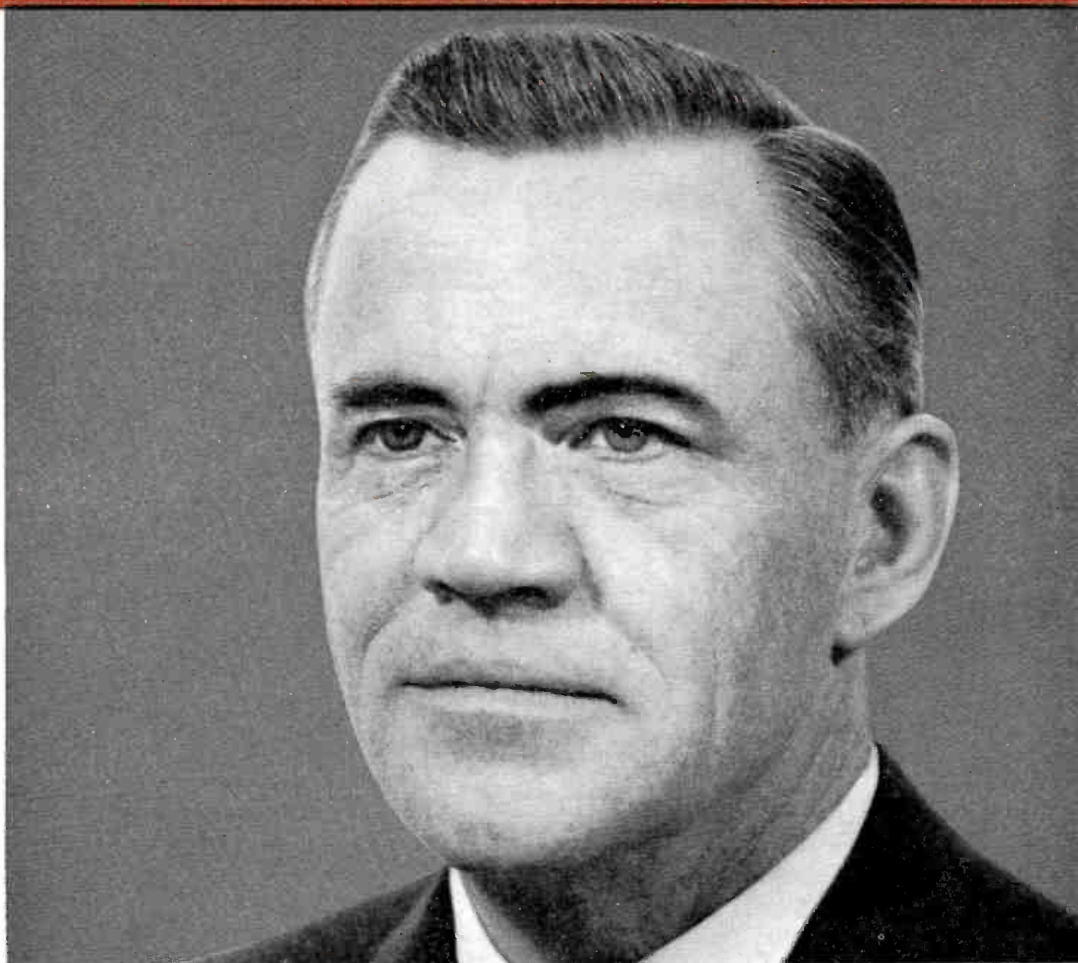


**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

Merl L. Galusha, Manager-Operations for the General Electric Broadcasting Stations, WGY-WRGB-WGFM



MUSICAL CHAIRS WITH AFFILIATES

Radio networks during 1962 add 76 outlets; ABC, Mutual gain about 9% while CBS, NBC have fewer affiliate changes

Network radio affiliations moved forward in 1962, with the number of network outlets increasing by 76, or 6.2%.

ABC Radio and Mutual contributed most to—and were chief beneficiaries of—the missionary work. ABC extended the length of its lineup by 9% through a net gain of 35 stations, while Mutual added 9.3% with a net increase of 40 stations.

CBS Radio had a net gain of one affiliate and NBC Radio broke even. The numerical contrast between their additions and those of ABC and Mutual reflects contrasting philosophies toward lineup size: CBS and NBC take a more conservative approach while their rivals prefer to lattice the country through far more outlets.

Thus Mutual increased its lineup from 431 stations to 471 and ABC boosted its total from 393 to 428, while CBS went from 206 to 207 and NBC stood pat at 190. The four-network total: 1,296 now as against 1,220 a year ago.

In gaining 76 the networks signed 178 affiliates and gave up—voluntarily or otherwise—102. ABC added 71 and gave up 36; CBS 16 and 15; Mutual 86 and 46, and NBC five and five.

ABC's additions included four full-time 50-kw stations—WWVA Wheeling, W. Va.; KWKH Shreveport, La.; WHAM Rochester, N. Y., and KRAK Sacramento, Calif.—and one daytime 50-kw operation, KCTA Corpus Christi.

Another ABC affiliate, KWJJ Portland, Ore., got an increase to 50 kw power (from 10 kw).

CBS Radio's prize addition was the return of 50-kw WJR Detroit, which left a few years ago in disagreement with the network's then-new Program Consolidation Plan but signed a new contract during the latter part of 1962, effective the first of this year. Another major CBS addition was WCPO Cincinnati, after the network and WKRC Cincinnati split up over WKRC's refusal to clear certain CBS Radio programming.

Mutual's highlights included the signing of 50-kw WHN New York in place of 50-kw WINS New York; the addition of 50-kw WINQ Tampa and fulltime operations in WBOS Brookline-Boston and in WMNI Columbus, Ohio; signing of WBRC Birmingham, Ala., WNOH Raleigh, N. C., and KCUL Fort Worth, Tex.

NBC's additions included 50-kw WGAR Cleveland, plus WOKE Charleston, S. C., among others.

By network, the affiliation additions and terminations were as follows:

ABC RADIO

New affiliations (71): WSON Henderson, Ky.; WTRO Dyersburg, Tenn.; KIT Yakima, Wash.; WSGA Savannah, Ga.; KBTR Denver; KRSI Minneapolis; KARM Fresno, Calif.

WSIP Paintsville, Ky.; WMOU Berlin, N. H.; WRAL Raleigh, N. C.; KNGL Paradise, Calif.; WBBX Portsmouth, N. H.; WAYX Waycross, Ga.; WBBR East St. Louis, Ill.

WDSM Duluth, Minn.; WJBS Deland, Fla.; KORK Las Vegas, Nev.; WDSK Cleveland, Miss.; WAGN Menominee, Mich.; WWVA Wheeling, W. Va.; WTGA Thomaston, Ga.

WIYN Rome, Ga.; WMOG Brunswick, Ga.; WISK Americus, Ga.; WTPJ Charleston, W. Va.; KDOL Mojave, Calif.; KHEY El Paso, Tex.; KASE Austin, Tex.

WMAP Monroe, N. C.; CKFH Toronto; KWKH Shreveport, La.; KAKE Wichita, Kan.; WHAM Rochester, N. Y.; WTCR Ashland, Ky.; KWAD Wadena, Minn.

KLOA Ridgecrest, Calif.; WIEL Elizabethtown, Ky.; WDOL Athens, Ga.; WRCO Richland Center, Wis.; KRAK Sacramento, Calif.; KCTA Corpus Christi, Tex.; WHUT Anderson, Ind.

WAMW Washington, Ind.; WAXX Chippewa Falls, Wis.; WGEE Indianapolis; KWRE Warren, Mo.; WZKY Albemarle, N. C.; WORL Boston; KWEL Midland, Tex.

KBEK Elk City, Okla.; WCJU Columbia, Miss.; KPBM Carlsbad, N. M. (supplemental); KCLV Clovis, N. M. (supplemental); KYVA Gallup, N. M. (supplemental); KHOB Hobbs, N. M. (supplemental); KGRT Las Cruces, N. M. (supplemental).

KBIM Roswell, N. M. (supplemental); KSIL Silver City, N. M.; WNBH New Bedford, Mass.; WAUB Auburn, N. Y.; WAMD Aberdeen, Md.; KBON Omaha, Neb.; WDUN Gainesville, Ga.

WTVN Columbus, Ohio; KDEF Albuquerque; KORA Bryan, Tex.; KAPE San Antonio; WOWI New Albany, Ind.; WHAR Clarksburg, W. Va.; WMRC Milford, Mass.

WRUL New York (international shortwave station).

Terminations (36): WTRX Flint, Mich.; KHOW Denver; KREW Sunnyside, Wash.; WTCN Minneapolis; KWG Stockton, Calif.; WKOS Ocala, Fla.; WKWK Wheeling, W. Va.

WAIM Anderson, S. C.; WGIG Brunswick, Ga.; KINT El Paso, Tex.; KBIF Fresno, Calif.; KDXE North Little Rock, Ark.; KVET Austin, Tex.; CIBC Toronto, Canada.

KALB Alexandria, La.; KFRD Longview, Tex.; KRBA Lufkin, Tex.; KMLB Monroe, La.; KEEC

N.Y. NEWSPAPER STORY

Interim Columbia U. report lists effects of the strike

An interim report on the effects of the nearly four-week-old New York City newspaper strike has been completed by 80 reporters at the Graduate School of Journalism, Columbia U., New York.

Among the findings, based on the first 12 days of the newspaper blackout:

- Magazines offering news summaries and those with tv and radio listings showed the greatest increase in sales volume.

- One of the first activities hit by the strike was the legitimate theatre, which followed a publicity pattern set up during the 19-day newspaper strike in 1958.

- Concert managers, movie producers

and art theatres increased their advertising in other media.

The reporters found that *Tv Guide*, a weekly magazine with tv listings, was probably the largest single magazine beneficiary of the strike. The publication planned for a temporary circulation rise of about 250,000. Beginning with the Dec. 15 issue, a magazine spokesman said 1,750,000 copies were printed instead of the usual 1.5 million.

The League of New York Theatres, an association of Broadway producers bought spot advertising time on all major radio stations to publicize the theatre. A total of 183 spot ads were broadcast each of the first two weeks of the strike.

Several concert managers planned to meet the strike by increasing their advertising in other media. Ann O'Donnell, of Columbia Artists Management, said her bureau planned more radio

announcements, and bus advertising.

Nothing Freudian ■ Universal Pictures' "Freud," publicized via an all-out campaign on radio and tv, used 35 mobile units dispatched throughout the city bearing posters for the movie, heavy publicity placed in suburban newspapers and a direct-mail campaign.

A spokesman for Rugoff & Becker, operator of 10 "art" theatres in New York, said the strike was almost certain to affect attendance adversely, though more radio-TV spots are planned.

The report included a statement by Michael J. Donovan, a vice president of BBDO, who said advertising for "clothing, banks, utilities and food products has been hard hit for outlets." He said radio and tv didn't replace newspapers for many kinds of advertisements. "We cannot arbitrarily switch from print to another media." He added that it takes time to produce a tv com-

Nacogdoches, Tex.; KRMD Shreveport, La.; KCMC
Texarkana, Tex.

KTBB Tyler, Tex.; KLYK Spokane, Wash.;
KFDD Wichita, Kan.; KAGT Anacortes, Wash.; WTAO
Boston; KCRS Midland, Tex.; KNOW Austin, Tex.
WFFF Columbia, Miss.; WFBM Indianapolis;
KSWI Council Bluffs, Iowa; WEW St. Louis;
WMNI Columbus, Ohio; KARA Albuquerque, N. M.;
KMAC San Antonio, Tex.; WLAQ Rome, Ga.

CBS RADIO

New affiliations (16): WNAD Norman, Okla.;
KLUC Las Vegas, Nev.; WVNA Tusculumbia, Ala.;
WAFB Staunton, Va.; KMAC San Antonio, Tex.;
KEYJ Jamestown, N. D.; KOVC Valley City, N. D.
WGGG Gainesville, Fla.; WHAI Greenfield,
Mass.; WOMP Wheeling, W. Va.; WJR Detroit;
WKXL Concord, N. H.; KALB Alexandria, La.;
WCPO Cincinnati, Ohio.

WKWF Key West, Fla.; KREW Sunnyside, Wash.
Terminations (15): WKHM Jackson, Mich.;
WKMF Flint, Mich.; KAAB Hot Springs, Ark.;
KLAB Las Vegas, Nev.; KFBB Great Falls, Mont.;
WGAR Cleveland; KBAT San Antonio.

KOOK Billings, Mont.; WATV Birmingham, Ala.;
KTWO Casper, Wyo.; WRGA Rome, Ga.; WWVA
Wheeling, W. Va.; WGAN Portland, Me.; KTHS
Little Rock, Ark.; WKRC Cincinnati.

MUTUAL

New affiliations (86): KHJ Los Angeles; WTMA
Charleston, S. C.; KAPT Salem, Ore.; WBLY
Springfield, Ohio; KBYG Big Spring, Tex.; KYNT
Yankton, S. D.; WKBC North Wilkesboro, N. C.
WDLC Port Jervis, N. Y.; WDAL Meridian,
Miss.; KENT Prescott, Ariz.; KNOX Grand Forks,
N. D.; WINQ Tampa, Fla.; KRIB Mason City,
Iowa; WDIX Orangeburg, S. C.

KLME Laramie, Wyo.; KLPR Oklahoma City;
KCRS Midland, Tex.; KISD Sioux Falls, S. D.;
WBOS Boston; WMNI Columbus, Ohio; WREB
Holyoke, Mass.

KBOM Bismarck, N. D.; KSJB Jamestown,
N. D.; KPRL Paso Robles, Calif.; WQVA Quantico,
Va.; WATN Watertown, N. Y.; KFJZ Fort Worth;
KXOA Sacramento, Calif.

WTSA Brattleboro, Vt.; WJAK Jackson, Tenn.;
WFFF Columbia, Miss.; WLBA Gainesville, Ga.;
KRNY Kearney, Neb.; WCVI Connellsville, Pa.;
WTLK Taylorsville, N. C.

KXKW Lafayette, La.; KSFE Needles, Calif.;
KNEZ Lompoc, Calif.; WHJB Greensburg, Pa.;
WLKW Providence, R. I.; KLWW Cedar Rapids,
Iowa; WBHC Hampton, S. C.

WNBS Murray, Ky.; KCIL Houma, La.; WDLF
Panama City, Fla.; WLBG Laurens, S. C.; KBHS
Hot Springs, Ark.; WTTT Towanda, Pa.; KBMW

Wahpeton, N. D.-Breckenridge, Minn.

WSOR Windsor, Conn.; WDSF DeFuniak Springs,
Fla.; WMMS Bath, Me.; WMPO Middleport-Pome-
roy, Ohio; WMGR Bainbridge, Ga.; WCTW New
Castle, Ind.; KGOS Torrington, Wyo.

KEYR Scottsbluff, Neb.; KCJH Arroyo Grande,
Calif.; WBRC Birmingham, Ala.; WGAA Cedar-
town, Ga.; WCNF Weldon, N. C.; WGGG Bruns-
wick, Ga.; WIOK Normal, Ill.

KCMC Texarkana, Tex.; KUBE Pendleton, Ore.;
KEYD Oakes, N. D.; WHN New York; WCAW
Charleston, W. Va.; WKWK Wheeling, W. Va.;
WREO Ashtabula, Ohio.

WSET Glens Falls, N. Y.; WRGA Rome, Ga.;
KCUL Fort Worth, Tex.; WPEG Winston-Salem,
N. C.; WONW Defiance, Ohio; KCCR Pierre, S. D.;
WSEL Pontotoc, Miss.

KWSL Grand Junction, Colo.; KWG Stockton,
Calif.; KSHA Medford, Ore.; KPBA Pine Bluff,
Ark.; WPUP Gainesville, Fla.; WNAB Bridgeport,
Conn.; KENY Bellingham, Wash.

WUPI (FM) Lynn, Mass.; WNOH Raleigh, N. C.
Terminations (46): WHAR Clarksburg, W. Va.;
WTCS Fairmont, W. Va.; WMSR Manchester,
Tenn.; WHBO Tampa, Fla.; WFEA Manchester,
N. H.; KSIL Silver City, N. M.; KTOK Oklahoma
City.

WLAF La Follette, Tenn.; KBAM Longview,
Wash.; WORL Boston; WYKO Columbus, Ohio;
WYIM Springfield, Mass.; KCVL Colville, Wash.;
KRAK Sacramento, Calif.

KMAC San Antonio; WETH St. Augustine, Fla.;
KBRC Mt. Vernon, Wash.; KBMW Wahpeton,
N. D.; WKTG Thomasville, Ga.; WLEL Raleigh,
N. C.; KHAK Cedar Rapids, Iowa.

KMIN Grants, N. M.; KENT Prescott, Ariz.;
WRIB Providence, R. I.; KLBK Lubbock, Tex.;
WDBQ Dubuque, Iowa; KEYJ Jamestown, N. D.;
KOVC Valley City, N. D.

KEYD Oakes, N. D.; WCCC Hartford, Conn.;
WCMA Corinth, Miss.; WCBT Roanoke Rapids,
N. C.; WMOG Brunswick, Ga.; WEZB Birmingham,
Ala.; KFJZ Ft. Worth.

KBYG Big Spring, Tex.; KPUG Bellingham,
Wash.; WINS New York; KLYK Spokane, Wash.;
WTIP Charleston, W. Va.; WOMP Wheeling, W.
Va.; WNCC Barnesboro, Pa.

WMAB Munising, Mich.; WAYX Waycross, Ga.;
WNAH Nashville, Tenn.; WSIP Paintsville, Ky.

NBC RADIO

New affiliations (5): WOKE Charleston, S. C.;
KXO El Centro, Calif.; KSEN Shelby, Mont.;
WGAR Cleveland; KBYG Big Spring, Tex.

Terminations (5): WTSA Brattleboro, Vt.; WZOO
Spartanburg, S. C.; KOLE Port Arthur, Tex.;
KRSY Roswell, N. M.; WJMA Orange, Va.

company executives slated to attend are
Leonard H. Goldenson, president, AB-
PT; Simon B. Siegel, executive vice
president, AB-PT; Everett H. Erlick,
vice president and general counsel of
AB-PT and its ABC division; Thomas
W. Moore, vice president in charge of
ABC-TV, and Julius Barnathan, vice
president and general manager of ABC-
TV.

Officers and members of the board
of governors expected to attend: chair-
man John F. Dille Jr., WSJV-TV South
Bend-Elkhart, Ind.; vice chairman
Thomas P. Chisman, WVEC-TV Nor-
folk; secretary W. W. Warren, KOMO-
TV Seattle; treasurer Martin Umansky,
KAKE-TV Wichita, Kan.; Norman
Louvau, KCPX-TV Salt Lake City;
Howard W. Maschmeier, WNHC-TV
New Haven-Hartford, Conn.; D. A.
Noel, WHBQ-TV Memphis; Lawrence
Rogers II, WKRC-TV Cincinnati; and
Mike Shapiro, WFAA-TV Dallas.

WTEV starts Jan. 1 despite severe storm

WTEV (TV) New Bedford, Mass.-
Providence, R. I., took the air at 1
a.m. Jan. 1 despite a severe storm that
handicapped technicians. The new ch.
6 outlet in the Greater Providence area
stayed on the air all night and at 1
p.m. joined ABC-TV to carry the
Orange Bowl football game. The sta-
tion is a basic ABC-TV affiliate.

The inaugural program included
Charles L. Lewin, president-treasurer
of WTEV; Gov. John A. Volpe, of
Massachusetts and Gov. John A. Notte
Jr., of Rhode Island; Edward F. Har-
rington, mayor of New Bedford; Walter
H. Reynolds, mayor of Providence, and
religious spokesmen.

WTEV's management team includes
Vance L. Eckersley, formerly of
WDAU-TV Scranton, Pa., general man-
ager; Maurice P. Wynne, formerly of
WWL-TV New Orleans and other sta-
tions, chief engineer; Francis H. Con-
way, formerly WDAU-TV Scranton,
general sales manager; Mann Reed,
formerly KBTB (TV) Denver, opera-
tions manager.

The 35-kw GE transmitter emits 79.5
kw effective radiated visual power. At
present the staff is scattered around
several offices in New Bedford but
within a month the new WTEV office-
studio building is to be ready. WTEV
also will have offices in the Sheraton-
Biltmore Hotel, Providence. The sta-
tion is licensed to WTEV Television
Inc., owned 55% by E. Anthony &
Sons, which also owns the *New Bed-
ford Standard Times*. New England
Television Inc. owns the other 45%
(15% of this firm is owned by Eastern
States Television Inc.).

mercial and rewrite ads for tv.

Other Strike Developments ■ WLIB
New York, one of many local stations
to expand its news coverage during the
strike, last week announced publica-
tion of a "newspaper" which is being
distributed twice daily to listeners. The
one-sheet paper covers the latest news
highlights and weather. Harry Novik,
WLIB station manager, made plans to
distribute the sheet at noon and 5 p.m.
for the duration of the strike.

Norman E. Cash, president of Tele-
vision Bureau of Advertising, reported
in a statement to TvB members being
released today that newspaper strikes
in Cleveland and New York "prove"
the need for image building in ad-
vertising.

He urged telecasters to communicate
forcefully with local retailers by draw-
ing lessons from current newspaper
shutdowns. Fearing for the "trapped"

advertisers who buy only newspaper
space, he said the word "trapped" is a
warning to other retailers who are using
only one advertising medium. He noted
that it becomes increasingly clear that
tv connotes an image in itself.

Affiliate group sets meet with AB-PT heads

ABC-TV and American Broadcast-
ing-Paramount Theatres executives will
join the board of governors of the ABC-
TV Affiliates Assn. at a series of meet-
ings in Puerto Rico this week. Sessions
will be held at the Caribe Hilton Hotel,
San Juan.

The board of governors will meet
separately today and Tuesday (Jan. 7-
8) and with the ABC and AB-PT execu-
tives on Jan. 9-10.

Among the top network and parent-

U.S. CENSORSHIP OVERSEAS?

NBC newsman Anderton charges State Dept. attacked his character, managed news involving military

The Kennedy administration, which disenchanted many newsmen last fall when the Pentagon's top information officer admitted "managing" news during the Cuban crisis, was criticized by a network foreign correspondent last week for the State Department's handling of news in Germany.

Piers Anderton, NBC News correspondent in Germany, charged Wednesday (Jan. 3) that U. S. officials in West Germany and West Berlin are managing and censoring news and intimidating reporters.

One of nine NBC correspondents reporting at a National Press Club luncheon in Washington, Mr. Anderton said news policies exercised by State Department and military officials prevent Americans at home from being as well informed as they should be about developments in Germany.

Amplifying his luncheon statements in an interview later, Mr. Anderton also complained:

■ He has been operating in a "McCarthy-like" atmosphere for more than a year in Germany.

■ A State Department cable describing him as "pro-communist" has been circulated through official U. S. channels. Such false accusations are dangerous, he said, because they could jeopardize both his job and his reputation.

■ An attempt had been made to "get my job" by the planting of a false story in a U. S. show business newspaper which indicated the correspondent was about to be fired.

Denial ■ State Department spokesmen



NBC's Anderton
Intrigue in Berlin

in Washington said no such cable as Mr. Anderton described exists. Robert J. Manning, assistant secretary of state for public affairs (who was seated next to Mr. Anderton during the luncheon), said he was aware certain problems exist in Germany, especially in the handling of military news because it must be cleared by three Allied governments.

What's more, Mr. Manning said, he personally visited Germany in September to look into news problems and spoke for almost two hours with a group of correspondents in Berlin, including the NBC reporter. Mr. Anderton did not comment or ask a question. The State Department news chief said. "Why didn't he speak up then?" he asked.

Top NBC New York executives who were in Washington for the luncheon and a reception Wednesday night expressed surprise at Mr. Anderton's statements.

Julian Goodman, news vice president, said he regretted Mr. Anderton's statement, saying he was being "emotional." Asked whether the incident would affect Mr. Anderton's assignment, Mr. Goodman said he hopes the publicity won't prevent NBC News from making any changes it previously may have had under consideration.

In fact, Mr. Goodman said, the Berlin NBC correspondent asked for a new post a year ago, but his request is still under consideration.

When Mr. Anderton was asked if he had sought a new assignment, he said he had not. The NBC correspondent also denied making such a request a year ago. He said he expected to return to Germany when the NBC correspondents completed their two-week speaking tour in the U. S. and to continue as the network's man in Germany for about another year.

"I want to fight this thing through," he said. "To move now would be to give up."

No Changes ■ William R. McAndrew, NBC executive vice president in charge of news, said Thursday no changes are contemplated in Berlin assignments in the "foreseeable future."

Mr. Anderton, a former associate producer of NBC's *Chet Huntley Reporting* and one-time reporter on *Collier's* magazine and the *San Francisco Chronicle*, told newsmen West Germany's government-supported economy is not so vibrant as U. S. officials would make it seem.

For two years U. S. military vehicles traveling the autobahn between West

Germany and West Berlin have been fired upon, he said and when he returned to Berlin after reporting this to U. S. audiences a year ago, an American official "raised hell with me and asked why I had reported it." He said the official admitted the report was correct, but said that dissemination was contrary to U. S. policy.

In Germany, neither the U. S. ambassador in Bonn nor top U. S. military chiefs hold news conferences, and much information comes from planted leaks—sometimes through German government sources, the NBC newsman said.

He first became aware of a "McCarthy-like" atmosphere when an American correspondent jokingly told him at an airport news conference that he'd heard the broadcast newsman was supposedly "pro-communist." Later, he said, two persons he knows in Berlin told him they had seen a State Department cable describing him as "pro-communist."

Describes Cable ■ Mr. Manning said an official cable on Mr. Anderton was dispatched from Germany after the correspondent addressed a convention of the America Women's Club of Germany in Garmisch and criticized U. S. policies on Germany. But he said the cable carried no such description as Mr. Anderton claimed.

Mr. Manning and Mr. Anderton conferred at the State Department after the luncheon and Mr. Manning said he promised to show the newsman the cable in question.

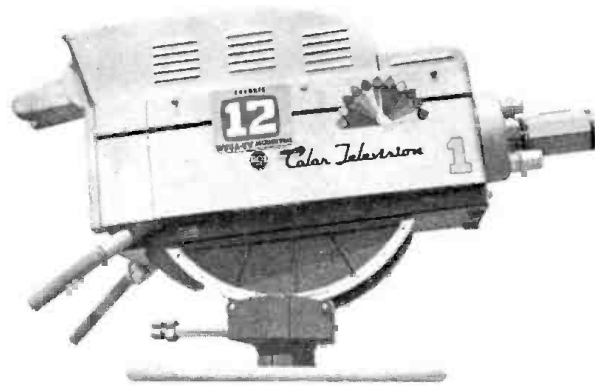
The questionable newspaper article about him used his Garmisch talk as a peg, Mr. Anderton said. It was filed with a Bonn dateline and appeared in *Variety* in April, he said, and it reported that he had said NBC was censoring its correspondents and that he was about to be fired.

After hearing Mr. Anderton's explanation about the *Variety* story, Mr. McAndrew backed him up completely last year, the correspondent said. The NBC News head was very understanding, he added.

Variety printed a point-by-point retraction in September, said the correspondent, but only after his own lawyer had threatened a libel suit.

Mr. Anderton has been a reporter and newsman since 1939, with time off for service as a Navy officer during World War II and for a Nieman fellowship at Harvard U. in 1954.

Too Tempting ■ Upset with the treatment he thought he had been getting from U. S. officials in Germany, Mr. Anderton was "set off," he said, when he learned as he was leaving Germany for the U. S., last month that an Associated Press reporter in Berlin about whose stories the State Department complained to his AP superiors, was transferred to Bonn. That made him



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WFGA-TV
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"kind of mad," Mr. Anderton said. Then when he found himself sitting next to Mr. Manning at the luncheon, he decided to speak out. (He hadn't spoken to Mr. Manning during the September conference with correspondents because he didn't think it was important enough and didn't think it would do any good, he explained.)

Mr. Anderton prefaced his remarks last week by stating that he could now "do it by looking them in the eye," and not saying what he thought "behind their backs."

New Chicago uhf station plans Negro programming

Chicago's first uhf tv station will accent programming of interest to the area's Negro and other ethnic groups. The station, WCIU (TV) on ch. 26, expects to go on the air in May, John Weigel, president and general manager, announced last week. WCIU's construction permit was granted by the FCC last September.

Mr. Weigel, veteran Chicago radio and tv announcer, said that a long-term lease to house WCIU's studios and transmitter has been signed for the entire 25th and 26th floor of the Riverside Plaza Bldg., 400 W. Madison St. WCIU's initial schedule calls for eight hours of programming daily.

Rise in library use said due partly to tv

LIBRARY GROUP'S REPORT NOTES EFFECTS OF MASS MEDIA

The impact of the mass communication media, especially television, is one factor frequently mentioned by librarians to account for the rising public use of libraries and improved literary tastes, in the U. S., the American Library Assn. said last week. The group's report on its annual study of the nation's library habits also found that news reports of domestic and foreign affairs have influenced reading for the better.

The report noted a shift away from westerns and light romances towards arts, travel, health, education and national-international affairs. The report is based on a survey of librarians and indicated the decline of popularity of the western and romance books might be because the need for this material is being supplied by tv. Tv, however is credited with helping to stimulate the increasing adult use of libraries and to raise interest in better books.

"The responsiveness of Americans to the news and to public affairs reporting and their strong desire to be well informed should be encouraging to communications executives concerned with expanding and improving the coverage of events around the world," David H.

Clift, executive director, said last week.

Even interest in avocations such as skin diving and karate was attributed to the influence of television, according to some of the comments which librarians volunteered in their questionnaires, the library group said. The report also found increasing use of non-book materials at libraries too, including phonograph records for foreign language study, film strips, movies and tape recordings.

Bishop Sheen to address mass-media breakfast

Most Rev. Fulton J. Sheen will be the principal speaker at the Mass Media Communion Breakfast to be held Feb. 10 in Washington. FCC Commissioner Robert E. Lee is president of the media group with Joseph Baudino, Westinghouse Broadcasting Co., vice president; Gertrude Broderick, U. S. Health-Education-Welfare Dept., secretary, and Tom Wall, Dow, Lohnes & Albertson, treasurer. FCC Chairman Newton N. Minow will introduce Bishop Sheen.

About 1,000 media representatives are expected to attend, Commissioner Lee said. The cost is \$4.25. Ceremonies will open with a 9 a.m. mass at St. Patrick's Church followed by a 10 a.m. breakfast at the Willard Hotel. President John F. Kennedy and Attorney General Robert F. Kennedy are among prominent Washington figures who have been invited to attend.

The 1962 breakfast held by the Washington media group was addressed by Sen. John O. Pastore (D-R.I.).

Changing hands . . .

ANNOUNCED - The following sale of station interests was reported last week subject to FCC approval:

■ WREC-AM-TV Memphis, Tenn.: Sold by Hoyt B. Wooten to Cowles Magazines & Broadcasting Inc. for \$8 million cash (CLOSED CIRCUIT, Dec. 31, 1962). Cowles Magazines & Broadcasting, under Gardner Cowles, owns KRNT-AM-TV Des Moines, *Des Moines Register* and *Tribune* and *Look Magazine*. John Cowles, a brother of Gardner Cowles, heads properties which include 80% of KTVH-TV Hutchinson-Wichita, Kan., and 47% of WCCO-AM-TV Minneapolis, Minn., and publishes *Minneapolis Star* and *Tribune*. Mr. Wooten will continue on board of licensee WREC Broadcasting Service Inc. Charles Brakefield, present commercial manager, will become vice president-general manager, and Jack

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Michael, present program director and promotion manager, will become vice president and program director. WREC, founded in 1922, operates on 600 kc with 5 kw. WREC-TV, founded in 1956, is on ch. 3. Both are affiliated with CBS.

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 80).*

■ **KJIM-AM-FM** Fort Worth, Tex.: Sold by William D. Schueler, Paul E. Taft, F. Kirk Johnson, F. Kirk Johnson Jr., Ann Johnson Mitsch, James M. Stewart and Milton R. Underwood to W. C. Windsor Jr. for \$300,000.

■ **KLYD-AM-TV** Bakersfield, Calif.: 58.82% interest sold by Edward E. Urner, Bryan J. Coleman and Maurice St. Clair to Lincoln Dellar and wife for \$117,640. Mr. Dellar has interests in KROY Sacramento and KACY Port Hueneme, both in California.

Councilman arrested in WSUN-AM-TV case

A city councilman of St. Petersburg, Fla., has been arrested on a charge of bribery involving the possible sale of WSUN-AM-TV St. Petersburg (ch. 38), a city-owned station, it was reported last week.

The councilman, Jack E. Burklew, claims he was approached last fall by an unnamed local attorney, representing an out-of-town client, who asked that Mr. Burklew propose the sale of WSUN-AM-TV to the city council through his real estate brokerage office. Mr. Burklew said he then asked Vice Mayor Eli Jenkins, a fellow city councilman who was also representing Mr. Burklew as a lawyer at that time (but not since last week), to advise him on the legality of acting as broker in the proceeding. At that point the stories diverge.

Mr. Jenkins claims that he was offered \$17,500 in an attempt to influence his vote in the possible sale, although no money changed hands, and this is the information that led the state attorney to issue the warrant for Mr. Burklew's arrest.

Mr. Burklew, however, said that he asked for legal advice only and that his action was vindicated by the city council last November. The charge, he said, was pressed only when Mr. Jenkins filed a written report which eventually led the state attorney to take action. Mr. Jenkins several times offered to drop charges, Mr. Burklew said, if he would resign as a city official. Mr. Burklew refused.

Mr. Burklew, who is free on \$3,000

bond, declined to reveal the name of the alleged bidder for WSUN-AM-TV or the terms of the offer. The station, also an applicant for ch. 10 in St. Petersburg (see BROADCASTING, Dec. 24), has repeatedly been termed "not for sale" by the city, most recently on Nov. 27.

Triangle and Penn State renew television pact

An agreement between Triangle Publications Inc. and Penn State U., first formulated in 1957, has been renewed for another five years. The first agreement provided that Triangle's WFBG-TV Altoona, Pa., would establish a microwave link between University Park and Altoona and provide a kinescope recorder and broadcasting time over the ch. 10 station. The university agreed to provide a minimum of three hours per week of tv programming. Triangle also gave the university \$10,000 a year for the five years to support broadcast activities on the campus.

In the renewal agreement, Triangle agrees to continue the \$10,000 per year grant, to provide a second microwave link between the Altoona campus of the university and the ch. 10 transmitter and for the university to continue to provide the three-hour-per-week programming minimum.



KXOL-FM signs on

Fort Worth's first family, Mayor John Justin and his wife, Jane, officially put KXOL-FM in that city on the air Dec. 15. A multiplex stereo station on 99.5 mc with 20 kw, KXOL-FM and its sister am operation, KXOL, are licensed to KXOL Inc. Mayor Justin threw the switch at the inaugural and Mrs. Justin selected the initial programming as KXOL-FM Manager Jerry Hahn (r) looked on.

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WLOS-TV employe turns shoplifter for a day

What began as a story on a teenage shoplifting fad turned into a major report on WLOS-TV Asheville, N. C., as it investigated an area holiday shoplifting loss of nearly \$1 million, a statistic far beyond the confines of a fad.

Sponsored by the Asheville Merchants Assn., the report featured interviews with detectives, private investigators and businessmen. Lu-

cienda Pace, WLOS-TV's news assignment editor, turned in a special performance as she demonstrated shoplifting methods (see cut).

The program, which some local merchants required their sales clerks to watch, was reportedly well received, although five threatening phone calls were made to the station by persons presumed to be irate shoplifters.

Broadcasters buy N.J. papers

Joe Rosenmiller and Peter Bordes, owners of WCTC-AM-FM New Brunswick, N.J., and of WESO Southbridge, Mass., have purchased 80% interest in the Sentinel Publishing Co. of New Jersey. The price was not announced.

The company publishes these New Jersey weekly newspapers: *Recorder*, covering Metuchen and Edison; *Spokesmen*, covering South River and southern Middlesex County; and *Sentinel*, covering Milltown, East Brunswick and North Brunswick. *Sentinel* also publishes the *Town Crier* magazine.

Engineers strike at WNEW New York

A strike by broadcast engineers at WNEW New York last week continued as of Jan. 3 with no agreement in sight despite meetings before the New York State Mediation Board.

The strike started the evening of Dec. 29 after the International Brotherhood of Electrical Workers and WNEW failed to reach agreement on a new contract for the engineers. The old contract expired Sept. 30 but discussions on new terms had continued.

WNEW continued on the air with supervisors replacing the engineers. WNEW-TV is not involved in the strike.

WNEW offered the union a five-year contract during which term the engineers could not be laid off. A salary of \$213.20 for 37-½-hour week and a pension plan costing WNEW \$17.70 a week per man were also offered by the station, according to WNEW officials.

The union is asking for \$220 a week immediately and \$25 a week more beginning in 1965, in addition to the company's proposed pension plan. The union also is demanding a 13-week paid vacation after 20 years' employment and every fifth year thereafter.

Although the station remained on the air, it cancelled its scheduled broadcast of the New York Giants-Green Bay Packers championship football game from New York's Yankee Stadium on Dec. 30.

The IBEW had threatened to picket the stadium and thus prevent the NBC and NBC-TV pickup of the game if WNEW had covered the event.

John Van Buren Sullivan, vice president and general manager of WNEW, went on the air on the day of the game, announcing that the station would not broadcast it. The announcement was repeated several times until game time, pointing out that listeners could hear the broadcast on NBC.

14 etv stations using airborne unit tapes

The airborne television unit based at Purdue U. and transmitting educational programs down to several hundred thousand students in 15 metropolitan areas in 11 states has become one of the largest distributors of video-taped instructional materials in the country.

A total of 15 groups are participating in the new school year and are taking the material for rebroadcast over 14 etv broadcast stations and one closed circuit system. All are outside the 200-mile radius covered by the flying classroom.

Renting only complete courses, the organization charges from \$480 for 16

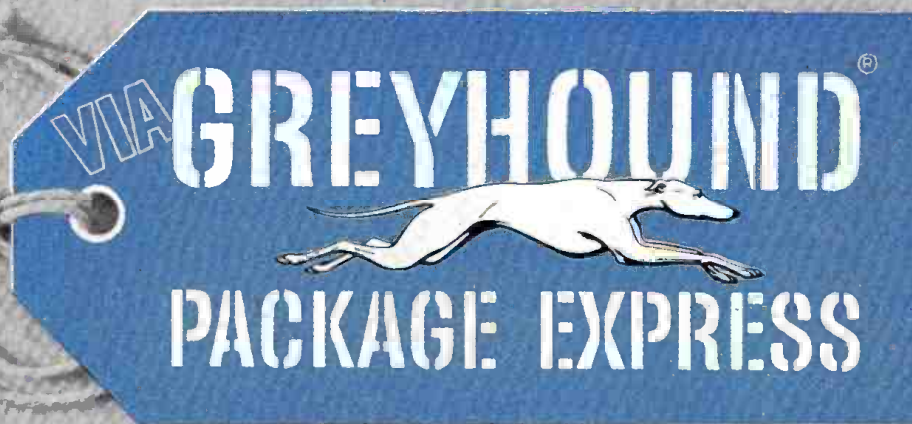
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NEW YORK— PHILADELPHIA	30	2 hrs. — min.	\$1.25	\$1.40	\$1.65
CHICAGO— CLEVELAND	7	7 hrs. 35 min.	1.75	2.00	2.25
LOS ANGELES— SAN DIEGO	38	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO— ST. LOUIS	8	6 hrs. 10 min.	1.70	1.90	2.15
CINCINNATI— INDIANAPOLIS	9	2 hrs. 45 min.	1.35	1.55	1.80

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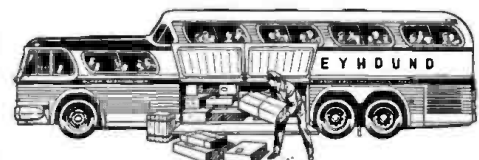
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Vice President

December 7, 1962

Dear Peter,

I was distressed to read of the forced demise, for economic reasons, of the NAB. You performed a very valuable service and one that will be missed.

I am sure I speak for most of us at CBS when I say I most sincerely hope this first failure will not deter you from continuing your efforts in behalf of broadcasting.

With warm personal regards and the best of luck in whatever you now turn to.

Sincerely,

Kidder

Mr. Peter Goelet
President
National Audience Board
152 East End Avenue
New York 28, New York

General Federation of Women's Clubs

1734 N STREET, N. W., WASHINGTON 6, D. C.



Mrs. DEXTER OTIS ARNOLD
President

November 5, 1962

Dear Mr. Goelet:

What a shock and disappointment came with your letter. I am grieved beyond description and my only solace is that you will find some other less expensive media of expression for your fine ideas and attitudes.

My congratulations to you on what you have achieved and my best wishes for your next venture in which you may be certain the General Federation of Women's Clubs will certainly be interested as admiring friends.

Sincerely,

Margaret Long Arnold
Mrs. Dexter Otis Arnold
President

Mr. Peter Goelet
National Audience Board, Inc.
152 East End Avenue
New York 28, N. Y.

Department of Communication Arts

F O R D H A M U N I V E R S I T Y New York 24, N. Y.

Office of the Chairman

November 9, 1962

Mr. Peter Goelet, President
National Audience Board, Inc.
152 East End Avenue
New York 28, New York

Dear Mr. Goelet:

I just want you to know how deeply shocked I was when I heard that the National Audience Board could continue no longer, and when I read your "Hall, and Farewell!" in RADIO-TV DAILY.

This is something that simply cannot happen. The work which you have been doing for the past eight years is more necessary today than it was when you started, and with all the "serious concern" about the broadcasting media I cannot understand how it is that you would have to carry on this work alone and without any other assistance.

I want you to know that if there is anything that I can do to help prevent this tragedy, I will be most willing to do it. I sincerely hope that somehow or other you will receive the aid necessary to continue the National Audience Board for many more years.

Most sincerely,

Father Trivett, S.J.

WKT/cp

Rev. William K. Trivett, S.J.
Chairman

DEPARTMENT OF
HEALTH, EDUCATION, AND WELFARE
OFFICE OF EDUCATION
WASHINGTON 25, D.C.

December 20, 1962

Mr. Peter Goelet, President
National Audience Board, Inc.
152 East End Avenue
New York 28, New York

Dear Mr. Goelet:

A number of times during the past several weeks I have been on the point of writing you a "fan" letter about the work of the National Audience Board as reflected in THE VIEWER but I never seem to have gotten around to putting my thoughts on paper. Today I am writing for quite a different reason. This is a letter of sincere regret over my failure to receive copies of THE VIEWER since the October issue. Can it be that I have been delinquent in paying for a subscription? If so, that will be easy to rectify if someone will send me a bill. However, should it be that you are no longer publishing THE VIEWER, this would indeed be most regrettable. I have found it to be a veritable gold mine of information, presented in attractive form with easy-to-read type and paper. Whatever the reason for the current lapse, I hope it is only a temporary one.

Wishing you the Compliments of the Season, I am,

Sincerely yours,

Gertrude G. Broderick
(Mrs.) Gertrude G. Broderick
Educational Media Specialist

NATIONAL BROADCASTING COMPANY, INC.

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CIRCLE 7-1000

SYDNEY H. EICKS
VICE PRESIDENT
GENERIC REPRESENTATION

December 7, 1962

Mr. Peter Goelet
President
National Audience Board
152 East End Avenue
New York 28, New York

Dear Peter:

It was quite a distressing shock to learn of the discontinuance of the National Audience Board, although the reasons which forced this action are quite understandable. Like all good things in life, too many of us in the industry took for granted the splendid and constructive work which the National Audience Board was performing. I regret deeply that we did not have an earlier appreciation of your problems so that we could have rendered you some more material assistance than the moral support which you have always enjoyed from many of us in broadcasting.

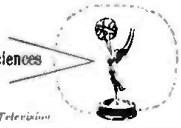
I hope some way will be found for the organization which you initiated and developed to continue making a contribution to broadcasting without the severe financial strain of the past. At the very least, some of those who were very active should be encouraged to continue being active on an individual basis. Their thoughts and suggestions will always be welcome.

I am sure that I am not alone in congratulating you on the fine work which you performed and in expressing the hope that despite this unpleasant experience you will continue to display a zestful and enthusiastic interest in broadcasting's future.

Sincerely,

Sydney H. Eicks
Sydney H. Eicks

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HONORARY TRUSTEES
HARRY R. ACKERMAN
WALTER CHORWITE
ED SULLIVAN

PETER COIT
ADMINISTRATIVE ASSISTANT

Mr. Peter Goelet
152 East End Avenue
New York 28, New York

Dear Peter:

It was with considerable distress that I learned of your decision to terminate the activities of the National Audience Board. Ours has been a warm and deeply gratifying relationship over the years. I have had countless reasons to respect your objectives, to admire your devotion and accomplishments, and to develop a sincere affection for you, personally.

If it would be of any value to you in appraising the work of the National Audience Board and Peter Goelet, I would appreciate learning some of the real reasons for your decision, which I would treat in strictest confidence. I would also like to know what your future plans are and whether I may be helpful.

Thank you for your thoughtful acknowledgement of your relationship with the Academy, and for providing an understanding platform for our objectives over the years.

Warmest personal regards.

Sincerely,
THE NATIONAL ACADEMY OF
TELEVISION ARTS AND SCIENCES

Peter Coit
Peter Coit
Administrative Assistant
to the President

PC/ah

The man to whom
these letters
are addressed
has bought this
space out of pride
in his organization
and the system
under which it
operated.

Student-operated WDCR seeks new image

WDCR Hanover, N. H., is making a concentrated effort to change its "college station" image. Licensed to Dartmouth College by the FCC, the station is manned by a staff of 100 unpaid student volunteers.

In the 1961-62 academic year, WDCR, which operates on 1340 kc with 1 kw day and 250 w night, received about \$16,000 in commercial revenue (\$13,000 local, \$3,000 national spot). So far in the current academic year, the station has booked

over \$20,000 from local advertisers.

Though WDCR is student run, its programs are designed to attract the general public as well as the academic community. The daytime schedule generally follows the music-and-news format with what Sturges Dorrance, general manager and Class of '63, describes as "bouncy wake-up music" beginning at 6 a.m.; light classical from 9 a.m.; Broadway show music at 11 a.m. From 12:15 p.m. "we step up the tempo

continuously" until 3 p.m., according to Mr. Dorrance, then WDCR goes "top-40" until 5 p.m., when the mood "relaxes" with progressive jazz, standard instrumentals and vocals.

At 6 p.m., WDCR presents a daily 60-minute *Six O'Clock Report*, including national, local, sports, business and weather news. WDCR has its own weather man—a student who wants to be a meteorologist.

From 7-9:30 p.m., the WDCR *Concert Hall* holds the spotlight. After 9:30 p.m., the schedule varies with local productions including the *Inter-Fraternity Quiz*, original dramatic programs and the syndicated series *The Shadow*.

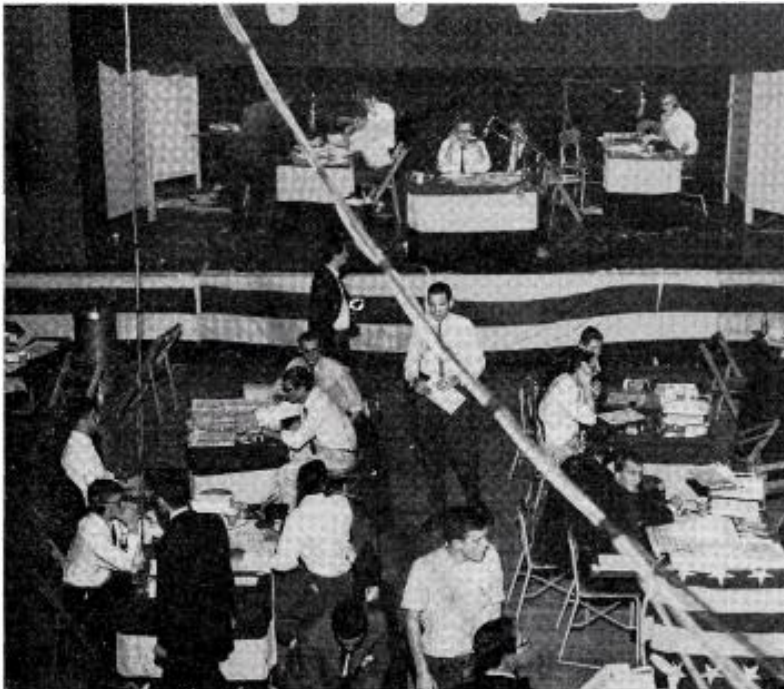
Progress Evident ■ That WDCR is making progress in its campaign to drop the label of "college station" is indicated by the recent addition of a dairy and a supermarket to its roster of advertisers.

Sales promotion pieces for the station emphasize the 59,000 estimated people in WDCR's coverage area with radio (and their estimated annual retail purchases of \$106 million) compared to Dartmouth's 3,000 students (and the \$1.6 million the students spend annually).

WDCR's production and promotion departments publish a weekly "Listening Log" which is circulated free to listeners who request it.

The station, which has been on the air since 1958, operates nine months a year, for a 19-hour day, with silent periods during Christmas and summer vacations. With a new summer session being added at Dartmouth this year, WDCR hopes to begin year-round operations.

The Ivy Network, New Haven, Conn., is WDCR's national representative.



WDCR's 100-man staff turned out en masse to report the 1962 elections from its "Election Night Headquarters" in a campus thea-

ter. The coverage was broadcast from 8 p.m. to 3 a.m. and included phone reports from Boston, New York, Philadelphia and Chicago.

twenty-minute lessons for a system with less than 500 schools, to \$7,568 for 128 thirty-minute lessons for an area with more than 3,000 schools. Available are 24 courses.

The 15 educational systems are served by the following tv stations: KQED (TV) San Francisco; WGTV (TV) Athens, Ga.; WXGA (TV) Waycross, Ga.; WSIU (TV) Carbondale, Ill.; WOI-TV Ames, Iowa; KOPS (TV) Des Moines, Iowa; KETC (TV) St. Louis; WNDT (TV) New York; WROC-TV Rochester, N. Y.; WQED (TV) Pittsburgh; KUHT (TV) Houston; WHRO (TV) Norfolk, Va.; KCTS (TV) Seattle; and WHA-TV Madison,

Wis. The closed circuit system serves the Corning, N. Y., school district.

The flying classroom experiment is in its third year of operation. It is underwritten by a grant from the Ford Foundation.

RKO division to meet

The first meeting of managers of the 12 RKO General Broadcasting stations since the formation of the new RKO General Inc. division starts today (Jan. 7) in New York and continues to Jan. 16. Hathaway Watson, president of the new division, will preside at the sessions, which will deal with business and policy matters.

Communications experts needed, says Huntington

Colleges and universities must broaden their curricula to include the science of mass communication according to George Huntington, executive vice president of Television Bureau of Advertising.

Speaking before business administration and economics students at Franklin & Marshall College, Lancaster, Pa., Mr. Huntington said the nation needs "communications scientists" who can determine why some words, pictures and sounds are more effective than others. This, he continued, is necessary to

decide the "words, ideas and sounds" that communications satellites "will carry to the rest of the world."

"What is needed," Mr. Huntington concluded, "is industry and foundation endowment for, and university willingness, to train students for, this highly specialized, highly needed scientific endeavor."

Mr. Huntington was in Lancaster as the guest of WLYH-TV, ch. 15, which last week was celebrating its entry into the Lancaster market and its primary affiliation with CBS-TV.

West Coast to hear ABC Radio rating story

ABC Radio's use of the Sindlinger method of radio research analysis will be explained this month at two symposiums for agency and media representatives on the West Coast.

The meetings have been scheduled for Jan. 21 (Monday, 9:30 a.m.) in the Hunt Room of the Fairmont Hotel, San Francisco, and Jan. 23 (Wednesday, 9:30 a.m.) in the Grove Lounge, Ambassador Hotel, Los Angeles.

Attending the meetings will be Robert R. Pauley, ABC Radio president; Albert Sindlinger, president of Sindlinger & Co.; James E. Duffy, executive vice president, ABC Radio; Jack H. Mann, ABC vice president in charge of ABC Radio West, and Mrs. Elizabeth Harris, manager of research, ABC Radio. Similar meetings were held late last year in New York, Detroit and Chicago.

Students get advice from Storer manager

Students interested in becoming broadcasters should have a working knowledge of the networks, film syndication, FCC and the nomenclature of the industry Robert S. Buchanan, general manager of WJW-TV Cleveland, told the Speech Association of America Convention last week.

The Storer Broadcasting Co. executive described the qualities broadcasters seek in a prospective employee as: an alert industrious attitude conscious of the overall operation even on week-ends and holidays; appearance to create a favorable impression; the ability to create the right impression to the public through courtesy; a high standard of office decorum; the ability to give a direct answer; making constructive suggestions regarding working conditions and asking questions about one's work.

An available file of trade papers, Mr. Buchanan pointed out, makes it possible for the university student to keep up with changes in the industry so that a job applicant can discuss intelligently with a prospective employer the business he wants to enter.

BOARD SURE TO DISCUSS COLLINS

NAB president's future may be determined at Phoenix meeting

A long list of routine matters faces the NAB board when it convenes next week (Jan. 14-18) at the Camelback Inn in Phoenix, Ariz., but one item of paramount interest isn't on the formal agenda—what about Gov. LeRoy Collins' contract renewal?

Gov. Collins entered the third and final year of his contract last week as the center of an industry controversy that started last Nov. 19 at the final NAB Fall Conference in Portland, Ore. (BROADCASTING, Nov. 26, 1962). At that time Gov. Collins spoke harshly of cigarette commercials directed at school-age children and demanded that the industry do something about it.

The cigarette comment drew criticism from station, network and advertising-agency sources as well as praise from some civic groups and broadcasters who agreed with the NAB president.

Following the agitation, a special NAB committee set up to review the Collins three-year contract failed to take any action or to hold a planned meeting. The contract calls for a \$75,000 annual salary, about \$15,000 for living expenses and an expense account. It is reviewable at the end of two years (Jan. 1, 1963).

Although the unofficial agenda for the board's Arizona meeting doesn't indicate how the Collins contract will be handled, it's known members of the board, including Clair R. McCollough, Steinman Stations, joint radio-tv board chairman, have discussed the subject in letters and phone calls. Mr. McCollough is chairman of the special contract review committee.

Report to Board ■ At NAB headquarters it was indicated the subject is certain to come up at the meeting, with a possibility the contract committee will meet formally and file a report with the board.

As the board meeting approaches, association membership is at an alltime high (BROADCASTING, Dec. 31, 1962). Budget matters will occupy much of the time of board committees and the board itself. Including all activities, the budget now runs around \$1.7 million and there's a good chance some of the research and other projects could run up the figure to a record total.

NAB's convention committee will report on plans for the March 31-April 3 industry meeting at the Conrad Hilton Hotel, Chicago. The general format of the convention has been planned. Many details remain to be worked out, including the annual equipment exposition. Contracts for equipment exhibits have been signed but there still is un-

certainty about the status of film exhibitors, who are planning special displays in the Congress Hotel a few doors from the Conrad Hilton.

The board's schedule at Phoenix follows:

Jan. 14—Tv finance committee 9 a.m.; radio finance committee 11 a.m.; general fund finance committee 2 p.m.; membership committee 4 p.m.

Jan. 15—Distinguished service award subcommittee 9 a.m.; convention committee 11 a.m.; joint boards of directors 2 p.m.

Jan. 16—Tv board 9:30 a.m.

Jan. 17—Radio board 9:30 a.m.; reception for retiring board members 6 p.m.

Jan. 18—Joint boards 9:30 a.m.

The directors will receive recommendations from the NAB Tv Code Review Board calling for amendments covering editorializing and stricter standards for over-the-counter products involving health considerations. A report on the cigarette advertising problem raised by Gov. Collins will be submitted.

Among topics on the agenda are NAB's role in the overpopulation of radio, to be reviewed today (Jan. 7) at a joint NAB-FCC shirtsleeve session (story page 68). Also to be considered will be the FCC's hearing into the programming of television stations in Omaha, Neb. Right of access to news sources, legislative prospects and other regulatory problems will be considered.

All but one of the 42 board members will be present at Phoenix. Julian Haas, KAGH Crossett, Ark., will be unable to attend because of illness. There is one board vacancy due to the resignation of Joseph Drilling, who resigned when he became president of Crowell-Collier Broadcasting Co. The vacancy probably will be filled at the annual tv board elections during the Chicago convention.

Media reports...

BCH adds rep firm ■ Pearson National Representatives Inc., New York, has subscribed to the automated centralized billing services of Broadcast Clearing House, New York. The agreement covers Pearson-represented radio stations, its New York office and five branch offices.

NBC Radio adds affiliate ■ KINO Winslow, Ariz., joined NBC Radio's affiliate list on Jan. 1. Owned by Willard Shoecraft, KINO operates full time with 250 w on 1230 kc. Eric Manola is station manager.

JUDY GARLAND TO CBS-TV SERIES

Contract for 32-show package involves \$6.5 million

CBS-TV has added Judy Garland to a lengthening list of star performers. She will appear in a new series on the tv network next season. A contract signing with Miss Garland and reportedly involving some \$6.5 million in a series of 32 one-hour show packages, was announced last week.

The new contract with Miss Garland was said also to contain options for renewal over a four-year period.

Miss Garland's shows, which have been on CBS-TV, have been infrequent over the years and mainly confined to specials. She currently is working in a special being prepared for

March 19 telecast (8:30-9:30 p.m.) on CBS-TV which will co-star Phil Silvers and Robert Goulet. Her most recent performance on the network and her first in six years was in February 1962.

In the fall of 1963, CBS-TV said, Miss Garland will star in a weekly, one-hour musical-variety series. The day and time have not yet been announced.

Creative Management Assoc. Ltd., of which David Begelman and Freddie Fields are the principals, represented Miss Garland in the negotiations which led to her signing with CBS.



Ed Coughlin, of Peters, Griffin, Woodward, passes the club hat to Bob.

Bob Rowell, of F., C. & B., joins the Tricorn Club

Our club hat is crowning some of the smartest market-media brains in the land. It makes no difference whether they're adorned with crew-cuts, flat-tops, ivy-league-trims, Jackie K. bouffants—or just a flesh-tone expanse. Bob made the club's exclusive ranks by winning this required quiz: 1. What is the Tricorn Market? 2. What is North Carolina's No. 1 metropolitan market in population, households and retail sales? Answer to both: the 3-city "tricorn" of Winston-Salem, Greensboro, High Point. He then scored a triple parlay by knowing what state ranks 12th in population. (Sure you knew it's North Carolina?) But the real money winner is the marketing team that knows WSJS Television is the No. 1 sales producer in the No. 1 market in the No. 12 state.

Source: U. S. Census.

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT

NET announces plans for new programming

National Educational Television's 1963 programming will expand in four categories, John F. White, president, National Educational Tv & Radio Center, announced last week.

He described the expansion plans as (1) programs for children that make learning fun, such as *What's New?*, a daily half-hour series for children from seven to 12; (2) public affairs programs, exemplified by *Great Decisions—1963*, a series of eight one-hour reports; (3) the arts, with special concentration on fresh and experimental programming (dramas from foreign tv production centers and programs by individual artists), and (4) the sciences, with particular emphasis on keeping people abreast of technological advances, for example, Dave Garroway's 11-program series *Exploring the Universe*.

NET's network affiliates grew from 58 to 70 in number during 1962, according to a roundup of last year's developments and activities.

'Peter Pan' scheduled for fourth tv showing

"Peter Pan," one of the largest audience-drawing entertainment shows ever telecast by a single network, is scheduled for a fourth viewing on Feb. 9 at 7-9 p.m. on NBC-TV.

Live performances of the James M. Barrie classic shown by the network on March 7, 1955, and Jan. 9, 1956, had total viewing audiences estimated by NBC at 67.3 million and 57.5 million respectively.

The taped color version, featuring Mary Martin, to be shown Feb. 9, was originally viewed Dec. 8, 1960, by an audience of approximately 65 million, according to the network. The show is a Richard Halliday-Edwin Lester production.



DATELINE '63

SIX O'CLOCK REPORT
with **DICK JOHN**

ELEVEN O'CLOCK REPORT
with **LARRY GAFFNEY**

For the first time in the Pittsburgh area, the news takes on a big, bold look. It's DATELINE '63—a twice-a-day, close-up portrait of local, area and world events.

The Six O'Clock Report of DATELINE '63 features Dick John, nationally acclaimed newscaster, along with Red Donley, Bob Cochran, and the award-winning Huntley-Brinkley Report in a solid hour of news, weather and sports.

DATELINE '63's Eleven O'Clock Report features Larry Gaffney in a round-up of local, area and world news—up-to-the-minute—followed by sports with Red Donley.

The news is bigger . . . the news is hotter on Channel 11, because around the clock, WIIC newsmen and cameramen are there when it happens.

WB **WIIC CHANNEL 11**

For availabilities and adjacencies, see your Blair TV representative

Burrud sees tv viewers returning with colored glasses

The emergence of color television into the mass media class will be a boon to the producers of travel-adventure films, according to Bill Burrud, a pioneer in that type of tv programming. It will be, that is, if they have had Mr. Burrud's foresight of making true-life documentaries in color. He now has some 2,000 half-hour films which, having been successfully exposed to viewers who saw them in black-and-white, are now ready for a new career in color.

"Even if he has seen the film before in monochrome, the color-set owner is going to enjoy watching it over again," Mr. Burrud said last week. "There's no doubt that color adds to the enjoyment of watching a fictional drama or a musical show on tv and the value added by color is even greater for our type of show. Colorful native costumes, colorful foreign backgrounds give added reality and added impact to our kind of programs, which depict events that are called colorful even when they are merely described in words."

And color will add to the profit of the producer of travel-adventure films as well as pleasure to their viewers, Mr. Burrud firmly believes. Not that they aren't profitable already. After 11 years in the field, Bill Burrud Productions now earns about \$1 million a year. A large part of these earnings are plowed back into new products, the company owns all its own negatives outright and in more than a dozen years has always managed to handle its

own financing without bank loans.

Growing Up ■ Such business acumen, rare in any instance, is remarkable when displayed by one who is primarily an actor. Bill Burrud made his stage debut at the tender age of 9 and went on to become a child movie star. But late in 1948 he was no longer a child nor a star, just an out-of-work actor. The *Los Angeles Times* was getting its tv station (KTTV) ready for a Jan. 1, 1949, start of program service and Bill felt it was a chance to get into television. He'd been turned down for a staff job at the station so he tried an oblique approach, through the newspaper's outdoor editor, an old acquaintance.

"Let's get together and make a program to tell people what they can see in Southern California on a weekend trip," Bill proposed. The editor called the publisher, who liked the idea and called the station manager, and *Open Road* was added to KTTV's schedule as a weekly half-hour which tied in with a Sunday newspaper column. Bill rushed to a camera store, plunked down practically his last dollar for a secondhand movie camera and said to the amazed salesman: "Show me how to operate this thing. I've got a tv show starting in five weeks."

The what-to-see-near-at-hand program gradually expanded its scope as its embryo producers discovered that other people, some of them even professionals from the motion picture field, were making travel films that could be obtained for use on

television. "We also found that people were interested in the out-of-doors, in nature, in true life adventure. But they needed a dramatic frame. Even here, the play's the thing. Nature in the raw can be pointless as well as wild. Before long we began to follow the pattern of the picture magazines like *Life* and *Look* and to select and edit our pictures to tell stories about people, places and things."

Spreading Out ■ The program developed to the point where other Los Angeles tv stations got interested in it and Bill Burrud moved his base of operations from KTTV to the highest bidder, KCOP, which was building a travel-adventure format. Today, he has four programs a week on KCOP: *Holiday* at 7-7:30 p.m. Monday; *Wanderlust* at 7:30-8 p.m. Tuesday; *True Adventure* at 7:30-8 p.m. Thursday and *Vagabond*, his original series, which has just returned for a new showing at 8:30-9 p.m. Tuesday. KCOP still his home station, pays Mr. Burrud better than \$250,000 a year for his program services.

Until 1956, when *Vagabond* went into syndication through Official Films, he did the narration live for his local Los Angeles broadcasts on KCOP and he still follows that practice for *Wanderlust* and *Holiday*. "I'm still an actor at heart," he says, "and I like to make personal appearances when I can."

Today his *True Adventure* films are in 49 U. S. markets, plus West Germany, Australia and French

Film sales...

Sugarfoot (Warner Bros. Tv): Sold to WLWI (TV) Indianapolis and WLWD (TV) Dayton. Now in 24 markets.

Surfside 6 (Warner Bros. Tv): Sold to WSIX-TV Nashville, Tenn., and WAST (TV) Albany, N. Y. Now in 33 markets.

The Roaring 20's (Warner Bros. Tv): Sold to KAKE-TV Wichita, Kan. Now in 19 markets.

Lawman (Warner Bros. Tv): Sold to WTTG (TV) Washington, D. C., and WTVN (TV) Columbus, Ohio. Now in 11 markets.

Ripcord (United Artists Tv): Sold to Standard Oil of Indiana, through D'Arcy Adv., for WWTV (TV) Cadillac-Traverse City, Mich. New station sales are: WINK-TV Fort Myers, Fla.;

WGAN-TV Portland, Me.; WSBT-TV South Bend, Ind.; KOMU-TV Columbia, Mo.; WLWD (TV) Dayton, Ohio; WSAT-TV Charleston-Huntington, W. Va. Now in 150 markets.

Steve Allen Show (WBC Program Sales): Sold to KENS-TV San Antonio, Tex. Now in 27 markets.

Maverick (Warner Bros. Tv): Sold to WAIL-TV Atlanta; WLBW-TV Miami; KXLY-TV Spokane; KVII (TV) Amarillo, Tex., and KSHO-TV Las Vegas, Nev. Now in 34 markets.

MCA files for overdue fees

MCA Inc. announced last week it has filed with the American Federation of Musicians in New York several arbitration complaints against former clients in the band and orchestra field. MCA claimed they failed to pay commissions for services rendered prior to the com-

pany's discontinuance of its talent agency business last July. The names of the former clients were not revealed. Several weeks ago, MCA filed a similar action against Dick Chamberlain, star of the *Dr. Kildare* series on NBC-TV.

Ford fund etv grants: \$16.3 million in 1962

Ford Foundation grants to educational television totaled \$16,394,000 in 1962, according to the foundation's annual report for the period from Oct. 1, 1961 to Sept. 30, 1962.

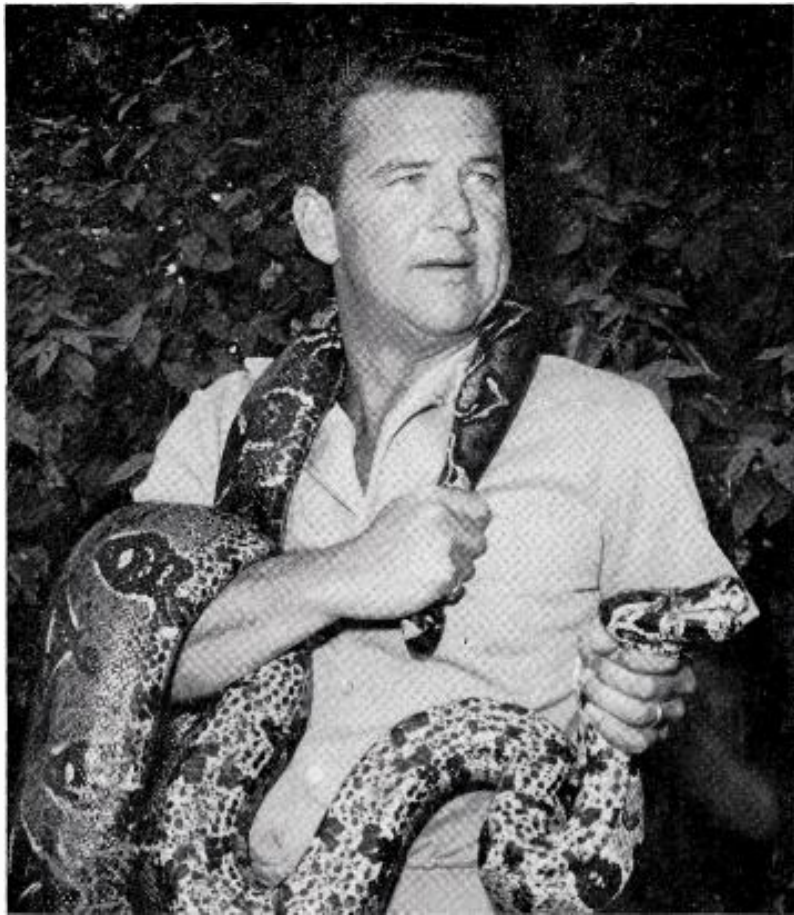
The largest etv grant, \$8.7 million, was to the Midwest Program on Airborne Television Instruction, which completed its first full year of operation in June 1962. Its total support from the foundation has reached \$14.7 million.

Community etv grants totaled \$7,

Canada; *Treasure* "It's all about lost and buried treasures, but I've yet to find one myself") and the veteran *Vagabond* are currently in six markets apiece. Wiljon Corp., a subsidiary of Bill Burrud Productions, handles the sales of *True Adventure* in the 11 western states and all sales of *Treasure* and *Vagabond*. The syndication of *True Adventure* outside the West, in the rest of the U. S. and abroad, is handled by Teledynamics Inc., New York organization which deals exclusively in color programs.

Built-in Viewers ■ Scheduled largely in the early evenings, all-family viewing time, the travel-adventure films do well in ratings, Mr. Burrud reports, particularly with adult viewers. "When there's a kid show against us, we'll tie it; when there isn't, we're generally tops." One thing he can't explain is that audience composition studies show the majority (60%) of his viewers to be women.

From its small beginning, Bill Burrud Productions has grown to an organization with 23 fulltime employes and 53 stringers around the world. The home staff includes nine editors, four supervisor-producers, a production coordinator, three salesmen and the management and office help. Gene McCabe, vice president and business manager, handles most of the day-to-day business matters, leaving Bill free for his creative work, such as writing the talks he gives to amplify and explain the pictures. "Things have changed since 1953-54 when we started making *Vagabond*," he commented. "Then those half-hour films cost about \$5,000 apiece to produce. Today, a



True Adventure will run anywhere from \$13,500 to \$17,000. Fortunately, quality has gone up along with costs. We wouldn't accept today what we were happy to get seven or eight years ago."

Looking to the future, Mr. Burrud feels it is quite possible that his

company might be merged with a large firm. "I wouldn't object if my people can go along as a unit. I'd like to make a capital gains deal on all the negatives we own; earnings of \$1 million a year sounds like a lot, but there's not much left after taxes."

694,000. National Educational Tv & Radio Center's share was \$4.7 million and WNDT (TV) New York was granted \$2,994,000. WNDT also received \$225,000 grant for programs exchanged with WGBH-TV Boston.

5% increase for directors

More than 700 members of the Directors Guild of America, including directors, assistant directors, associate directors and stage managers, got raises of 5% on Jan. 1 under contracts negotiated by DGA in 1960.

A freelance director of a tv network program (except dramatic, sports or "high budget" programs) get \$66 for a weekly show of five minutes or less under the new scale, up to \$855 for seven hour-long programs a week. The new scale for dramatic shows ranges from \$80 for a five-minute, once-a-week show to \$1,033 for seven hour-long programs.

BROADCASTING, January 7, 1963

Does the blacklist still exist in radio-tv?

AMERICAN JEWISH CONGRESS PANELISTS CITE TROUBLES

The broadcasting industry still maintains a blacklist which bars certain entertainers from appearing on radio and television, it was asserted in a general panel discussion by performers and lawyers in New York, Dec. 30.

The discussion, called "The Thunder of Reaction," was presented by the American Jewish Congress. The panel included John Henry Faulk, former blacklisted radio commentator, who recently won a libel suit against Aware Inc. for linking him falsely with pro-communist causes.

Other panel members were Oscar Brand, ballad singer and tv entertainer; Theodore Bikel, actor and folksinger and head of the arts chapter of the congress; and Howard Squadron, law-

yer and co-chairman of the congress's commission of law and social action.

It was the consensus of the panel that a performer cannot be expected to be silent on controversial political issues and confined only to his immediate world of entertainment.

Mr. Brand contended that an entertainer may be prevented from performing on radio or television by one post card from a listener disputing his appearance on a program.

The networks and agencies, he emphasized, "feel guilty" about the existence of the blacklist but are afraid "to get into a sphere where they will be considered troublemakers."

He suggested that social organizations like the congress appeal to the

heads of networks and advertising agencies to make a public stand against the list.

Mr. Brand's comments made up the few radio-tv specifics in what was a general discussion of today's status of blacklisting.

Program notes...

Intertel production ■ *Tahiti-Pacific Cocktail*, ninth in a series of International Television Federation (Intertel) documentaries, is being produced by the Australian Broadcasting Commission in partnership with broadcasters in Can-

ada, Great Britain and the U. S. The program, scheduled for viewing in January in more than 20 countries, will be syndicated in the U. S. by Westinghouse Broadcasting Co. WBC and the National Educational Television & Radio Center are the U. S. members of Intertel.

'Girl Talk' plans ■ ABC Films Inc., New York, announces an additional 13 weeks of production on *Girl Talk*, a half-hour, five-day-a-week series. Started Dec. 3, 1961, in five markets, the program stars Virginia Graham and

guests. Now in 16 markets, the series has been ordered for sponsorship by several advertisers in additional markets, predicated upon the program's purchase by stations.

New TAC show ■ Television Affiliates Corp., New York, has added *The Land of the Distelfink* produced by WFIL-TV Philadelphia, to its library.

Wolper to expand activities ■ Wolper Productions, Hollywood, which has confined its activities to tv documentaries, plans to enlarge operations to include dramatic tv filmed programs.

GOVERNMENT

\$9 million kiss between RCA and Philco

SETTLED; PATENT DISPUTE AND CH. 3 PHILADELPHIA HASSLE

A legal obstacle to the proposed exchange of NBC's Philadelphia stations for RKO General's Boston stations was removed last week with announcement that Philco Broadcasting Co. and its parent Ford Motor Co. had reached an agreement with RCA-NBC resolving long-standing litigation.

NBC and RKO General have pending at the FCC a plan to swap WRCV-

AM-TV Philadelphia and WNAC-AM-TV and WRKO (FM) Boston.

A two-part accord was reached Jan. 3 between RCA and Philco. First they settled a long-standing dispute in the patent license field, with RCA agreeing to pay Philco a flat \$9 million for Philco patent rights. Second, NBC and Philco announced they are filing with the FCC a joint request for withdrawal of Philco's application to operate a ch. 3 tv station in Philadelphia.

The ch. 3 action has stood in the way of the RKO General-NBC exchange of Boston and Philadelphia facilities. If the FCC approves the Philco withdrawal request, NBC will repay Philco "for the expenses it has reasonably incurred in furthering its application." The amount had not been determined last week. Philco filed a protest to NBC's Philadelphia ch. 3 renewal application in 1957 and filed an application for the facility in 1960.

The joint RCA-NBC and Ford-Philco damage suit settlement does not involve payment of any consideration "for Philco's agreement to seek withdrawal of its application for the Philadelphia station license. Both the license agreement and the agreement to settle the damage claims between the parties already are in force, and neither is contingent upon FCC approval of the request to withdraw the Philco application for ch 3 in Philadelphia."

Hearing Resumes ■ When FCC Chief Hearing Examiner James D. Cunningham resumes hearings today (Jan. 7) in the Philco application for ch. 3 in Philadelphia, Irving Segal, counsel for NBC, will propose that the record in the case be closed now that Philco has agreed to withdraw its application. NBC Board Chairman Robert Sarnoff had been scheduled to testify at the hearings which were originally scheduled to

resume Jan. 2. The FCC Broadcast Bureau, a party to the case, will appear.

The RCA-Philco patent agreement specifies that RCA will get non-exclusive licenses under all present Philco and Ford United States patents for radio apparatus including color tv, transistors and data processing equipment, all being for the full lives of the patents.

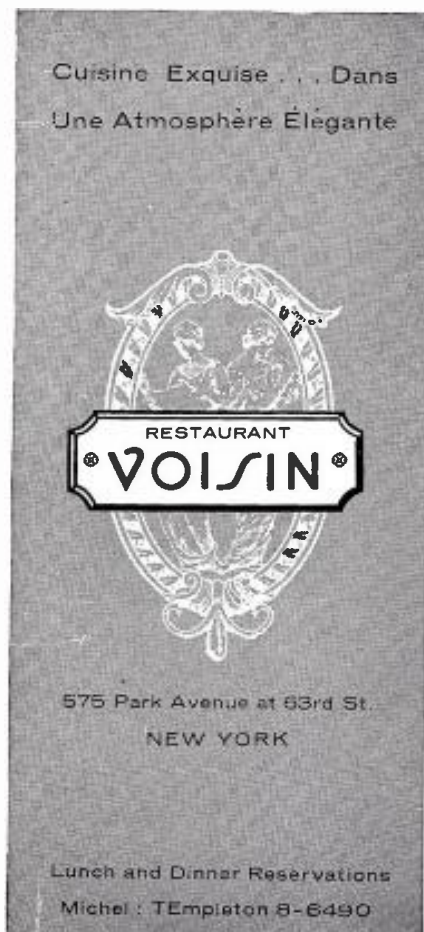
RCA will be free for the next five years to use any domestic color tv patent issuing to Philco on an application filed after the date of the agreement.

Non-Exclusive Licenses ■ Ford and Philco receive non-exclusive licenses from RCA under all present domestic patents and patent applications relating to radio-purpose apparatus (other than color tv), transistors and data processing equipment, running for the full lives of the patents.

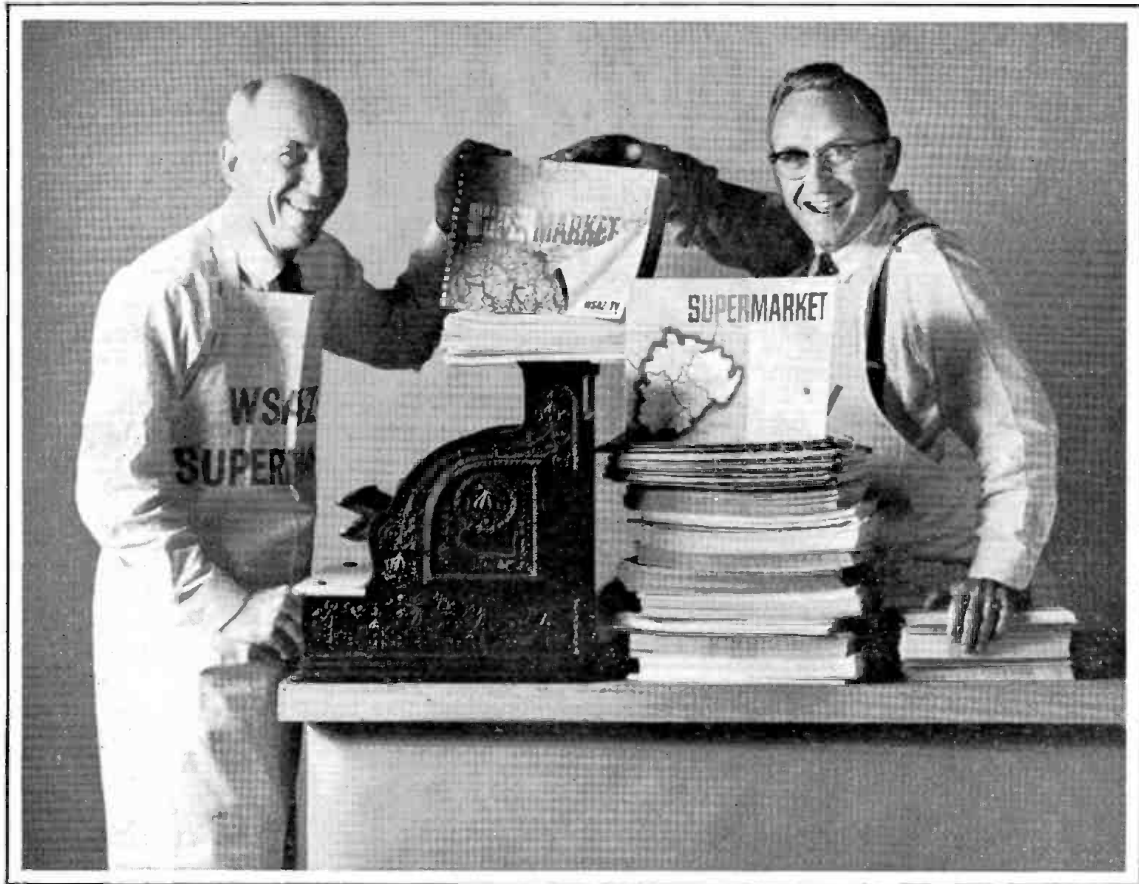
In addition Ford and Philco are granted rights under RCA color tv patents that were issued before Oct. 28, 1958 as well as on applications filed prior to that date. These cover inventions needed to comply with the FCC standards for color tv. Later color tv patent rights will be available to Ford and Philco at the prevailing rate for such licenses.

An important phase of the agreement is the settlement, without payment of damages by either company, of the litigation between them that has been pending since 1957 in the U. S. District Court, Philadelphia. Philco is withdrawing its claim for \$150 million damages against RCA and RCA is withdrawing its claim for \$174 million damages against Philco.

Chief Examiner Cunningham is presiding at hearings in progress since last October on the proposed Philadelphia-Boston trade, an NBC renewal applica-



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"Attention media and marketing men! Get your gala Supermarket booklets while they last!" warn Tom Garten¹ and John Sinclair², proprietors of Supermarket Station WSAZ-TV.

Find out why the famous Charleston-Huntington Market changed its name to SUPERMARKET! Learn how Supermarket has a gigantic \$4,000,000,000 payroll, 2,302,000* consumers, 72 great counties in four great states, booming metropolises like Charleston and Huntington, \$2,011,372,000* in annual retail sales, and 207,200 TV homes delivered (which put

Supermarket in the top 30 television markets**)!

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WSAZ-TV

3

¹ Vice President, General Manager, WSAZ-TV.

² Manager, Charleston Operation, WSAZ-TV.

*SRDS (July, 1962).

**ARB, 7:30 P.M. to 11:30 P.M., Monday through Sunday, all stations (Nov., 1961).

***ARB, Average homes delivered, 9:00 A.M. to Midnight, Monday through Sunday (Nov., 1961).

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

LATEST 7 COUNTY
NEGRO PULSE* GIVES

WLIB

25

OUT OF

26

HALF HOUR FIRSTS

in N. Y. C. and it's tied for first in 26th

From sign-on to sign-off (6 AM to 7 PM) WLIB is ahead of every Negro station, full or part time, operating in New York City. First for the first 25 half-hours and tied for first in the 26th.

Since 1955 WLIB has been overwhelmingly first in every 7 County Negro Pulse taken — often with more half-hour firsts than all other Negro stations combined. No other station in the market has ever chalked up a record that remotely approaches it.

The reasons are simple:

WLIB has more Community Programs than all other stations combined.

WLIB has more special editorial features than all other stations combined.

WLIB has more comprehensive specialized news coverage than all other stations combined.

Perhaps that is why it has more national advertisers as well. Advertisers have found that to reach the vital Negro Community of greater New York, no other station remotely approaches WLIB.

WLIB
Harlem Radio Center
310 LENOX AVE. AT 125th ST.
NEW YORK 27, NEW YORK

*Oct. — 1962

tion for WRCV-TV and Philco's ch. 3 application. NBC had been ordered to dispose of its Philadelphia properties by last Dec. 31 under a 1959 consent decree with the Dept. of Justice but this deadline had been extended 18 months (BROADCASTING, Dec. 24, 1962). Testimony at the hearings has included charges that Westinghouse had been pressured by NBC into swapping its Philadelphia stations for NBC's Cleveland properties.

FTC issues 248 co-op complaints

Emphasizing that it was not attacking co-op advertising, the Federal Trade Commission last week mailed 248 identical complaints and proposed consent orders to cease and desist from the payment of discriminatory advertising allowances to leading apparel manufacturers.

The action was the result of a one-day conference at the FTC last October when spokesmen for apparel makers urged a blanket approach to unfair practices in co-op advertising, but urged that the principle of co-op advertising be permitted to stand (BROADCASTING, Oct. 22, 1962).

In the complaints sent out by the FTC last week, the commission said that investigation indicates that the manufacturers had violated Sec. 2(d) of the Clayton Act by paying certain customers advertising allowances which were not made available on proportionally equal terms to all other competing customers.

The manufacturers were given until Feb. 15 to utilize the consent order procedure. Otherwise, it was indicated, the FTC would have to bring individual complaints which would be litigated under the usual FTC rules.

Dissenting to last week's action were Commissioners Philp Elman and A. Leon Higginbotham Jr.

FCC moves to revoke North Carolina am

The FCC instituted license-revocation proceedings last week against a station that a commission staff investigation indicates has been operated "without a license or other valid authorization for more than two years."

The station, WBMT Black Mountain, N. C., was ordered to show cause why its license shouldn't be revoked.

The commission files list Eugene and David P. Slatkin, doing business as Mountain View Broadcasting, as the licensees.

But, the commission said in its show-cause order, the Slatkin brothers dissolved their partnership more than two

months before a cp was granted on May 4, 1960, without amending their application.

The commission also said the station's finances and business operations have been controlled by a corporation in which Mr. and Mrs. Eugene Slatkin shared ownership with Mr. and Mrs. John Greenwood, of Black Mountain.

According to the commission, Mr. Greenwood, publisher of a weekly newspaper, supplied more than half the funds used in building the station.

In all, the commission alleges five violations of the broadcast rules which, it said, raises questions as to whether the station was built and operated without a license, in violation of the Communications Act, and whether Eugene Slatkin has the character qualifications to be a licensee.

In addition to listing charges arising out of the WBMT operation, the show-cause order alleges Eugene Slatkin made false statements to the commission in applications for construction permits for am stations in Shelby and Hendersonville, N. C., as well as in an affidavit filed in connection with his role in preparing an application for a construction permit at Asheville, N. C.

WHHM permitted to stop for 90 days

WHHM Memphis reached the point where it was "unable to meet the payroll" and received FCC permission to go off the air from Dec. 27, 1962, until today (Monday). Last week the station asked for and received authority to remain silent an additional 90 days.

William Grumbles and his sister, Marie Copp, WHHM owners of record, have asked the FCC to approve the sale of the station to its former owner, Thomas W. Shipp. The transfer is necessary to salvage the station from a precarious financial position, licensee Mercury Broadcasting Inc. told the FCC in answer to a protest against the sale (BROADCASTING, Nov. 26). Mr. Shipp would cancel \$160,000 in debts against WHHM as payment for the station. Mr. Grumbles is president of WYNS-TV Syracuse, N. Y., as well as president of WHHM.

Several other stations received FCC permission to remain silent for various periods up to three months to start the new year. Like WHHM, most were having financial troubles, a commission spokesman said. Among those now dark: WTSV-FM Claremont, N. H.; WTHR Panama City Beach, Fla.; KRPM (FM) San Jose, Calif.; WETT Ocean City, Md.; WRBB Tarpon Springs, Fla.; WFSR Sanford, Fla.; KENE Toppenish, Wash.; KNEL Brady, Tex.; KCAL-FM Redlands, Calif.; and KMOD-FM Midland, Tex.

report on a scientific research program



Scientific research grants are made each year by the Cereal Institute for experimental and library research. Findings from this research are made available through published reports, leaflets, and in educational messages.

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During 1962, Cereal Institute grants are supporting research at the following universities:

Department of Internal Medicine, College of Medicine, State University of Iowa

Department of Physical Education, State University of Iowa

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Departments of Physical Education, University of California

School of Medicine, Marquette University

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*A research and educational endeavor devoted
to the betterment of national nutrition*

BROADCASTING, January 7, 1963

**CEREALS ARE
LOW IN FAT**



- DAIRY
- BOTTLER
- BAKERY
- DRUG CHAIN
- CANDY
- POTATO CHIPS
- PACKAGED MEATS
- SUPER MARKETS
- FROZEN FOODS
- GAS STATIONS

They need the
"SELL" in
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A live 30 minute copyrighted television show that has thousands of youngsters selling sponsors products.

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be open... contact

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Kerr's death leaves chairmanships vacant

The death of U. S. Sen. Robert S. Kerr (D-Okla.) in Washington last week (see page 76) left the chairmanships of two standing committees vacant as the 88th Congress prepared to convene this Wednesday (Jan. 9).

Meanwhile, Oklahoma Gov. J. Howard Edmondson, the man who is empowered to name a successor to the senate seat formerly occupied by the multi-millionaire oilman and broadcaster, was in a position to place himself in that chair—with the help of Lt. Gov. George Nigh, a fellow Democrat. No announcement was expected until after Sen. Kerr's burial, scheduled last Friday (Jan. 4).

Sen. Kerr was chairman of the Aeronautical and Space Committee and was in line to succeed the late Sen. Dennis Chavez (D-N. M.) as chairman of the Public Works Committee.

Symington Likely ■ Sen. Stuart Symington (D-Mo.), former secretary of the Air Force under President Harry S. Truman, seemed a likely successor as space committee chairman should the post be waived by three senior Democrats, all of

whom now head important standing committees.

Sen. Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, which is parent of the Communications Subcommittee, indicated last week he intends to stay there. He waived the Space Committee chairmanship two years ago when Sen. Kerr succeeded then-Sen. Lyndon Johnson of Texas. The space post was passed up then, too, by Sen. Richard B. Russell (D-Ga.), chairman of the Armed Services Committee, and Sen. Clinton P. Anderson (D-N. M.), chairman of the Interior and Insular Affairs Committee. Both senators are in line for the job now, but neither indicated interest in giving up the committees with which they have long been identified.

Sen. Pat McNamara (D-Mich.), senior Democrat on the Public Works Committee, was in line to assume that chairmanship.

The late Sen. Kerr was also ranking Democrat on the Finance Committee, of which Sen. Harry F. Byrd (D-Va.) is chairman. Sen. Russell B. Long (D-La.) now is ranking Democrat.

CBS appeals decision on compensation plan

Charging that the FCC is not authorized to regulate business arrangements between a network and its affiliates, CBS last week asked a federal court to overrule the FCC's finding that its new compensation plan to tv station affiliates violates commission rules.

In an appeal filed with the U. S. Court of Appeals for the Second Circuit in New York, the network claimed (1) that the FCC is not authorized to regulate rates of compensation paid by networks to affiliates; (2) that Sec. 3.658 (a) of the commission's rules was never intended to give the FCC power to invalidate a compensation agreement between a network and an affiliate; (3) that the commission erred and abused its discretion in concluding that the regulation, even if applicable, had been violated; and (4) that in the guise of interpreting an existing rule, the FCC in substance promulgated a new rule without going through required rule-making procedures.

At issue is the CBS compensation plan which provided a sliding scale of payments running from 10% of the station network rate up to a certain number of hours, and 60% of this rate

for each hour over the cutoff level.

The FCC last spring, in a 6-1 vote, found that this plan violated that regulation which forbids a station from accepting a network agreement that would preclude the station from accepting the programs of another network. The CBS plan, the FCC majority said, clearly hinders affiliate acceptance of programs from other networks (BROADCASTING, June 4, 1962). Commissioner Frederick W. Ford dissented.

The network adopted the new compensation plan after the FCC revised the option time rules to permit no more than 2½ hours of each segment of the broadcasting day to be optioned to the network.

Kaiser gets cp for Detroit uhf

The plans of Kaiser Industries to operate seven television stations, the maximum allowed under FCC rules, came closer to realization last week when the commission granted Kaiser a construction permit for a new 225 kw uhf station on ch. 50 in Detroit.

Last week's action was the third granted out of five applications Kaiser has filed for uhf tv stations (BROADCASTING, Sept. 10, 1962). The other grants were for new stations on ch. 44 in

MY THREE SONS and OUR MAN HIGGINS
Music by
FRANK DeVOL



FRANK DeVOL, with BMI since 1955, was a versatile musician-arranger during the "big band" era and popular musical director of many radio shows. In TV he conducted and arranged such top programs as the George Gobel Show; wrote the "Richard Diamond" theme. He also scores movies and makes recordings. Now he's a droll comic on "I'm Dickens...He's Fenster."

BROADCASTING, January 7, 1963

**and there are 103 other
regular network programs
which use BMI music.**



*

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Is the FCC a pawn in local political battles?

The FCC is becoming a tactical weapon in editorial battles between broadcasters and interests involved in local controversial public issues.

The latest occurrence took place just before and over the Christmas holidays. The scene was Corpus Christi, Tex., and before the battle was over the commission had become involved to the extent that Corpus Christi Mayor Ben F. McDonald actually was in telephonic communication with Edward J. Brown, chief of the FCC's renewal branch, on Dec. 24 (a government holiday in Washington).

It all started on Dec. 22 when T. Frank Smith, president and general manager of KRIS-TV Corpus Christi, editorialized against the alleged haste with which the city council was planning to acquire a gas distribution firm and to hold an election to authorize a 27-year franchise to a second gas distribution company. One of Mr. Smith's purposes, he maintains, was to redress the imbalance in the city's news media on the subject. Neither of the local newspapers nor the other broadcast

stations had presented the other side of the proposed actions, Mr. Smith contends, and his feeling was that the proposals were being rushed through without enough consideration by local citizens.

The day after the initial 9½ minute editorial, Mr. Smith was confronted with a demand by the mayor and spokesmen for the two gas firms for "equal time" under the FCC's fairness doctrine. That same day Mr. Smith received a telegram from the FCC reciting the complaint and asking for his side of the issue.

This sequence continued for the whole week.

Mr. Smith's first response to the demand for equal time was a flat no, on the ground he had not taken sides in the controversy. On the second go-round, he offered the three other parties participation in a 30-minute panel show to discuss the issues. This was refused. As he found himself at the receiving end of a one-two punch (demands for equal time plus telegrams from the FCC), Mr. Smith liberalized his offers: a fifteen-minute program to

be shared by the three objectors, and when that was refused, 15 minutes each to the three principals. This was accepted.

The 45 minutes rebuttal time almost equaled by then the time used by Mr. Smith in editorializing on the gas issue. By this time he had added three 10-minute statements to his original 9½-minute editorial.

On Dec. 29, the city council approved its proposal to acquire the gas distributing company (cost, \$4.6 million), and in the election the citizenry voted to approve the 27-year franchise.

The only comfort Mr. Smith now draws from his campaign is that almost three times the number of voters participated in the election than normally would have turned out.

He expressed one other thought after his experience: "A few years ago this sort of battle would have been fought out between the station and its opponents in the local arena. Today, everyone goes immediately to the FCC."

San Francisco and ch. 52 in Corona, both California. Still pending before the commission are applications for new stations on ch. 38 in Chicago and ch. 41 in Burlington, N. J.

In making the grant the commission said it did so "without prejudice to such further action as the commission may deem appropriate as a result of the pending criminal anti-trust suit of U.S. vs. Kaiser Aluminum & Chemical Sales Inc." Kaiser Industries is a substantial principal of the aluminum and chemical company. This same decision also applies to the San Francisco and Corona

grants.

In addition to its three uhf construction permits Kaiser owns KHVH-AM-TV Honolulu and KHJK(TV) Hilo, both Hawaii. Both of the Hawaiian tv stations are vhf.

FCC extends deadline for daytime comment

The FCC last week extended the deadline for comments in its proposed daytimer rulemaking from Jan. 28 to March 15. The new date for reply comments is April 1.

The commission acted at the request of the Assn. of Broadcasting Standards. The association is a new group of full-time regional and Class II stations, organized, among other reasons, to present the commission with comments and engineering data on the operation of standard stations with daytime facilities before sunrise.

The initial directors are E. K. Hartenbower, KCMO Kansas City, Mo.; George Comte, WTMJ Milwaukee; A. Louis Read, WDSU New Orleans; W. B. Quarton, WMT Cedar Rapids, Iowa; Allan M. Woodall, WDAK Columbus, Ga.; Harold Krelstein, WMPS Memphis; Herbert E. Evans, WRFD Columbus, Ohio; Richard M. Fairbanks, WIBC Indianapolis.

The proposed rulemaking would permit daytime-only stations to go on the air at 6 a.m. or sunrise, whichever is earlier, in areas without an unlimited time station. In broadcasting pre-sunrise, however, daytimers would be limited to 500 w in power and the use of a non-directional antenna. BROADCASTING, Dec. 3, 1962).

In requesting extension of the deadline, ABS said the proposal is of great significance to the broadcast industry, and that additional time is needed to prepare engineering studies on it.

THE ANATOMY OF PRIMACY

PART ONE NEXT WEEK

"The Kine Is Dead!"

A SERIES OF VITAL MESSAGES FROM MGM TELESTUDIOS, INC.



DANGER

Sometimes a danger is hard to recognize even though a warning lamp is lighted. The loss of freedom is one such danger. And the steady growth of government-in-business is one such danger signal.

In the last 30 years the federal government has come to own many

thousands of businesses, from cement mixing plants to ice cream factories. In the field of electricity alone it now has an investment of $5\frac{1}{2}$ billion dollars in power plants and lines. And the advocates of government-in-business press constantly for more.

When government owns business it has in its hands both political *and* economic powers—the means of controlling goods and jobs. In such a state it can become difficult indeed for individuals to keep their basic freedoms.

Is this a risk you want to take?

Investor-Owned Electric Light and Power Companies... *Serving more than 140,000,000 people across the nation*

Sponsors' names on request through this magazine

Ratings majors sign FTC consent order

PRIMARY EFFECT: RATINGS EXPLANATIONS WILL BE MORE DETAILED

Three of broadcasting's top rating services—The Pulse Inc., A. C. Nielsen Co., and American Research Bureau—agreed last week to stop claiming that their findings are 100% accurate.

The agreements are contained in consent orders accepted by the Federal Trade Commission. They followed six months of negotiations between the government agency and each of the three survey firms (AT DEADLINE, Nov. 5; CLOSED CIRCUITS, Oct. 8, July 30).

Observers don't feel there'll be much change in rating reports; the principal result, they think, will be additional and more comprehensive explanatory notes in each of the rating reports issued by the services.

The conclusion of the FTC investigation does not mean, however, that the rating services are free and clear. On Capitol Hill, the House Commerce Committee's regulatory agencies subcommittee is still undecided about what to do with its 14-month investigation of the radio-television rating industry.

Reports have filtered through from time to time that House investigators have uncovered instances of hanky-panky in broadcast research, although it has been stressed that they involve local research firms, none of the majors.

The subcommittee is the successor to the Legislative Oversight unit which exposed payola and quiz show rigging. The subcommittee is understood to be still considering hearings in the 88th Congress. A decision on whether to go ahead with a formal congressional inquiry will undoubtedly be one of the items before the committee after Congress opens Jan. 9 (Wednesday).

Not Admissions ■ In announcing the agreements last Thursday, the FTC noted they are for settlement purposes only and do not constitute admissions by the respondents that they have violated the law.

Reactions from two of the three rating services, Nielsen and ARB were immediate.

Nielsen—

"The Nielsen portion of an intensive investigation of what we understand included the entire ratings industry ended quietly today when A. C. Nielsen Co. consented to a Federal Trade Commission order relating to its broadcast research services. We understand that FTC complaints were also directed or will be directed to other radio and television research firms.

"The terms of the agreement affect the explanatory notes in Nielsen television and radio reports. The commis-

sion felt that a more complete disclosure of research details would insure against the possibility of misinterpretation on the part of people using Nielsen Reports. The agreement states that Nielsen's consent does not constitute an admission of wrong-doing on its part.

"By way of illustration: Additions to Nielsen Report language will give added emphasis to the fact that the information provided constitutes estimates by Nielsen based on Nielsen sampling and methods; that reporting in terms of precise mathematical terms is subject to sampling and non-sampling error qualifications; that National Nielsen Ratings exclude samplings of the Mountain Time Zone.

"We believe that the added detail and fuller explanation will aid in the interpretation and proper use of our reports."

ARB—

". . . In ARB's opinion, although some parts of the order appear unnecessarily strict in their requirement for minute detail, the general sense and purpose are completely in line with ARB's own feeling on the subject, namely, that the most complete disclosure possible should be made to users of audience research as to the actual techniques and procedures employed in conducting the surveys and the accuracy thereof.

"No changes in ARB's sampling procedures, field work or report processing are contemplated as a result of the order. Required modifications in the cover text of the reports and other explanatory material will be effected as soon as possible.

"It has always been ARB's policy to welcome sound contributions resulting from responsible investigations of the methodology employed by the industry in producing television audience measurements, whether they be from clients, industry groups or governmental authorities."

Latest Moves ■ The FTC orders last week are the latest indication of government interest over the past five years in survey firms dealing with radio and tv program ratings. Involved have been the Senate Commerce Committee and its chairman, Sen. Warren G. Magnuson (D-Wash.), and Sen. A. S. Mike Monroney (D-Okla.); on the House side, the House Commerce Committee and Rep. Oren Harris (D-Ark.), its chairman.

The Senate committee held a one-day hearing on the rating services several

years ago, and the testimony and other data were turned over to the FTC.

From time to time Sen. Magnuson has urged FTC action, most recently when Paul Rand Dixon, FTC chairman appeared before the committee on his nomination to the FTC. Sen. Magnuson again urged action and Mr. Dixon promised to look into the subject.

Three years ago the House Commerce Committee became interested in the subject and at the instigation of Chairman Harris asked the American Statistical Assn. to undertake an impartial study. This resulted in the Madow Report, submitted to the committee early in 1961 and named after the chairman of the ASA's special technical committee on broadcast ratings, Dr. William G. Madow of Stanford Research Institute (BROADCASTING, March 27, 1961).

The principal recommendation of the Madow Report was that the television industry establish an Office of Research Methodology.

As to complaints that the procedures of the rating services are suspect, the ASA committee determined that "although there are important sources of error in the methods used by each rating service, the services seem to be estimating the ratings fairly well on the average." The committee warned, however, that the sheer number of rating estimates each service issues would lead to a number of errors.

The committee also said that on balance the seven rating services studied are "doing a reasonably good technical piece of work for the purposes to be served."

Errors in national sampling, the group said, tend to cancel each other out. The committee warned that the sampling techniques used by some of the services could cause significant errors in local ratings.

Misleading Claims ■ All three rating services are charged in the FTC complaints with claiming that station and program ratings, and share-of-audience figures are accurate measurements resulting from error-free techniques. The FCC holds this is not so; that they are in fact only estimates.

All three rating services are charged with representing that their measurements are based on probability samples. This is incorrect, the FTC said.

The agency declared that Pulse and Nielsen represent, directly or by implication, that their program ratings are accurate to 1/10 of 1%, and ARB, to 1%. The FTC also said that Pulse claims its share of audience figures are

accurate to 1%; Nielsen and ARB, to the "mathematical exactness of 100 homes."

Specifically, the trade agency also lists the following individual complaints:

Pulse—

- Includes all "not at homes" in its sample base.

- Adjusts "sets in use" figures upward by 20% for morning programs and 40% for afternoon and evening programs without research to justify such adjustments.

- Uses data from reports containing interviewees' general preference as opposed to what they actually listened to or viewed during the period covered by the survey.

- Uses data obtained by interviewers over whom Pulse does not have sufficient supervision and control to assure the accuracy or reliability of such data.

- In some reports Pulse has combined the ratings and audience shares of two or more stations into a single rating and share, while other stations, not serving the entire area served by the combined stations are listed with their individual ratings and audience shares as though they were competing with such combination of stations for the audience in the entire area covered by said reports.

- Sample size for each Pulse survey is smaller than the number of quarter hour reports upon which each such survey is purportedly based.

- Some of the measurement data contained in Pulse reports are based on general listening or viewing preferences as opposed to actual listening or viewing as of a specific time.

- Pulse rosters are not always employed in obtaining measurement data.

- Pulse interviewers in conducting interviews sometimes deviate from the pre-assigned plan and conduct interviews elsewhere.

- Pulse's sampling method is not completely accurate either statistically or otherwise.

Nielsen—

- Bases station total audience partly upon measurement and partly upon projection based on obsolete surveys.

- Combines data secured at different times into consolidated rating and audience size values as though all of such data had been derived during the time period embraced by a given report when some of the data were derived during a different time period.

- Publishes what purports to be complete radio audience data although Nielsen does not measure portable and transistor radio listening or tuning.

- Does not disclose the number or percentage of samples where there is a refusal or failure to respond or cooperate, and otherwise does not account for the statistical effect of non-response.

There may be two ways of listening—Howell

The FCC was advised last week to refrain from rulemaking in a proposed study of loud commercials. Such rulemaking, the commission was told, could violate the Communications Act's prohibition of censorship.

Rex G. Howell, a broadcaster with 37 years experience, said the FCC should concentrate on whether present ways of measuring sound levels are enough to assure compliance with existing commission rules.

Mr. Howell owns KREX-AM-FM-TV Grand Junction, KREY-TV Montrose, and 50% of KGLN Greenwood Springs, all in Colorado. His comments followed his letter to FCC Chairman Newton N. Minow in which he said FCC rules already limit the volume of commercials to that of adjacent programs (BROADCASTING, Dec. 24).

Mr. Howell agreed with the commission's notice of inquiry that the psychological quality of sound as experienced by the listener is subjective. "We believe further study will reveal that there is no uniformity of psychological reaction to these sounds and that which may prove irritating to some is not necessarily irritating to others."

He also said it's well known that response to both intensity and frequency is not always linear to a person's ears. Some people believe a bass sound is louder because their hearing response is greater to low-register tones.

"To attempt to legislate against



Mr. Howell

the whims or physiological limitations of complainants," he added, "would be totally fruitless at best, and an intrusion into a proscribed area [censorship] at most. Every complaining witness would have to undergo a hearing test."

Mr. Howell said the problem—"if indeed it merits being called one"—requires only that the commission supply broadcasters with any technical data revealed by the inquiry that would aid them in complying with commission rules "with the best equipment possible."

The deadline for comments is Jan. 28.

- Uses data derived from diaries, some of which contain hearsay reports and estimates of the diarykeeper.

The FTC also said that:

- Nielsen data is subject to errors other than sampling errors.

- Data contained in Nielsen's Station Index Radio Reports is not based on the "base cases" figures used in it, but instead is based on sample sizes smaller than the stated "base cases" figures.

- Nielsen's sampling error formula is applicable to data obtained by means of a probability sample, and since the rating service does not use a probability sample the accuracy or reliability of its data cannot be fully determined by the use of this formula.

- Not all of the data contained in Nielsen's Station Index Report was derived within the time period embraced by these reports.

ARB—

- Does not disclose the number or percentage of the sample which refuses or fails to respond or cooperate, and

does not otherwise account for the statistical effect of non-response.

- Uses data derived from diaries, some of which contain hearsay reports and estimates of the diarykeeper.

The FTC also said that:

- ARB data is subject to errors other than sampling errors.

- The statistical reliability chart in ARB reports is applicable to data obtained by means of a probability sample and since the service does not use a true probability sample, the reliability of ARB data cannot be fully determined by the use of this chart.

- In some instances the only subsequent contact ARB made with diarykeepers after the initial contact was to provide them with a diary.

- All viewing by all members of the family is not always recorded in the ARB diary at the time of the viewing.

- ARB techniques and procedures do not provide measurements, data or reports that are accurate to any precise mathematical value or definition.

AM OVERPOPULATION TALKS START

NAB's Collins opens testimony on radio problems

NAB President LeRoy Collins will be the starting witness today (Monday) when the long-awaited industry-FCC "shirtsleeves working conference" on the troubles of radio gets under way.

The two-day conference will be held before the full FCC. Other NAB witnesses are scheduled today, and six other "interested parties" are scheduled to present their views tomorrow. The conference grew out of public statements nine months ago at the NAB convention by Gov. Collins and FCC Chairman Newton N. Minow (BROADCASTING, April 9, 1962).

The central theme of the conference is whether there are too many am stations operating in the U. S. Pending an overall study of am broadcasting and its covering rules, the FCC has instituted a freeze on applications for new radio stations and for major engineering changes in existing stations. Several court appeals against this action have been filed by prospective applicants for new stations.

Other NAB witnesses will include George Hatch, president of KALL Salt Lake City and chairman of the NAB Radio Development Committee formed to plan the association's participation in the conference; Carl E. Lee, executive vice president-general manager of WKZO Kalamazoo, Mich., and chairman of the NAB engineering subcommittee; George C. Davis, Washington consulting engineer; George W. Bartlett, NAB manager of engineering, and Merrill Lindsay, WSOY Decatur, Ill., vice president and chairman of the NAB's special non-engineering subcommittee.

Two members of the NAB's engineering subcommittee—William S. Duttera, NBC, and Jules Cohen, Washington consulting engineer, also will testify but

not as official NAB participants.

Tuesday witnesses include Robert M. Booth, Washington attorney and past president of the Federal Communications Bar Assn.; Everett Dillard, general manager of Commercial Radio Equipment Co.; Rogan Jones, president, International Good Music Inc.; Lazar Emanuel, president, Communications Industries Corp.; Lauren A. Colby, Washington attorney on behalf of six clients, and Joseph Kessler, Washington attorney who has attempted to apply for a new am station in Fairfax County, Va.

NEW TRY FOR CH. 10

Beachview asks FCC to look again at grant to WAVY-TV

Beachview Broadcasting Corp. renewed its 10-year fight before the FCC last week against the present licensee of WAVY-TV (ch. 10) Norfolk-Portsmouth, Va. Beachview, which lost a 1957 grant for ch. 10 to Tidewater Teleradio Inc. on a 3-2 vote, asked the FCC for "reconsideration, rescission, renewal, reinstatement, comparative consideration and other or further relief."

A month ago, the FCC questioned the promise vs. performance of WAVY-TV in ordering a hearing on the application then pending for approval of the sale of the station to Gannett Inc. for \$4.5 million (BROADCASTING, Dec. 3). That sale application has since been dismissed (BROADCASTING, Dec. 24).

In ordering the hearing, the FCC dismissed Beachview protests against the planned transfer but scheduled a public airing of many of the charges made by Beachview. The commission also refused to approve an agreement where-

by WAVY-TV would reimburse Beachview \$98,750 for expenses incurred by the latter in prosecuting its long fight for ch. 10. (Beachview, in turn had agreed not to appeal to the courts if the transfer received approval but did not withdraw its charges against the past operations of WAVY-TV.)

Beachview said last week that the fundamental issue is "whether a licensee charged with deception, willful misrepresentation, sham gamesmanship to secure a competitive tactical advantage and deliberate concealment of material facts... shall be permitted to retain the fruits of its alleged willful misconduct by receiving a grace period of 10 months to upgrade its performance for renewal purposes." WAVY-TV's existing license expires next Oct. 1 and, if it is given until then, the FCC's reasons for ordering the transfer hearing will have been "effectively washed out," Beachview declared.

The petition last week asked the FCC to (a) rescind, revoke and set aside the WAVY-TV license and reinstate for hearing the Beachview application with that of Tidewater, or, (b) in the alternative order Tidewater to file a renewal application, permit Beachview to file a competing application and designate both for comparative hearing.

Several affidavits of former WAVY-TV employes were submitted by Beachview which, the protestant said, raise questions whether Tidewater representations during the earlier comparative hearing were made in good faith "or were instead calculated to deceive."

Beachview said that its agreement with Tidewater for reimbursement of expenses, denied by the FCC, was instituted by Gannett Inc. Three "responsible and experienced members of the commission's bar" participated in formulation of the agreement and "Beachview expressly declared that it was not withdrawing the charges. Beachview gives every assurance to the commission of its good motives, purposes, intentions and good faith in entering into the agreement and urges that the execution of the agreement—now defunct—not be construed to give rise to any adverse reflections" against Beachview.

FCC drops label proposal

The FCC last week decided to drop the rulemaking proposal it had designed to standardize wording, appearance and location of manufacturers' seals on receivers in the 30-890 mc range. The seals note compliance with radiation limitation requirements.

At the same time, however, the commission once again warned purchasers against buying fm and tv sets which lack the certificates.

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WGMA, bureau swap charges in hearing

The arguments for and against the renewal of the license of WGMA Hollywood, Fla., were continued last week when the FCC's Broadcast Bureau and Melody Music Inc., the station's licensee, filed reply comments to each other's proposed findings in the case (BROADCASTING, Dec. 17, 1962).

The Broadcast Bureau told the commission that WGMA's "programming submission is hinged on minimizing and excusing the prior misconduct and character derelictions of its principals."

The owners of WGMA, Jack Barry and Daniel Enright, were the owners of the rigged and now defunct tv quiz shows *Twenty-One* and *Tic Tac Dough*, and questions as to their character qualifications were raised when the WGMA renewal proceedings began well over a year ago (BROADCASTING, Nov. 20, 1961).

WGMA said that the Broadcast Bureau's approach to the station's arguments for license renewal on the grounds that it did a fine job of community programming and judging the communities needs were "erroneous and unfair." WGMA argued that the programming of the station outweighed the conduct of Messrs. Barry and Enright during the tv quiz scandal and their role in the production of *Twenty-One* and *Tic Tac Dough*.

The Broadcast Bureau said that WGMA ignored the fact that the programming "is only relevant as a mitigating factor" and that it is the duty of any licensee to program in the public interest. The bureau also charged that the "bulk of WGMA's improvement in its programming service occurred after the commission's letter of inquiry into



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BROADCASTING, January 7, 1963

Congressional activities in radio-tv

These are the major legislative items of interest to broadcasters which the 88th Congress, convening Wednesday, Jan. 9, can be expected to consider:

- Amendment or suspension of Sec. 315, that part of the Communications Act which requires radio and television stations to provide equal time to political candidates.
- Probes of broadcast measurement firms by the house, possibly the senate, too (see page 66).
- Community antenna television regulation.

- Concentration of ownership in newspapers and broadcast properties owned or controlled by newspapers.

- Amendments to communications satellite legislation passed last year and confirmation of Communication Satellite Corp. incorporators.

- House review of administration news policies with an eye on easing access to news and eliminating censorship.

- Provision of money to follow last year's authorization of \$32 million toward construction of etv stations.

the conduct of Enright was written on Nov. 27, 1959," at which time it could be anticipated a renewal application would be designated for hearing, the bureau concluded.

The bureau further concluded that if Messrs. Barry and Enright were not aware that "rigging" of the quiz shows was improper, as WGMA argued, in view of the practice throughout the industry, they are then "unaware... of moral values." "It takes no highly refined sense of moral values to recognize and appreciate that 'cheating' in whatever form, is improper," the bureau added.

The bureau said that anyone who "callously and systematically" deceived viewers week after week "is not fit to be trusted with a broadcast license."

FCC changes rules on filing procedures

The FCC last week instituted five procedural changes in its filing rules, three of which increase and two of which diminish the commission's supply of red tape by several inches. A run-down of FCC procedural amendments:

- The number of copies of interlocutory pleadings before the Review Board, Chief Hearing Examiner or Presiding Officer has been increased from 10 to 15, and in all other matters except rule-making 20 copies instead of the present 15 must be filed.

- Rulemaking proceedings still require only 15 copies, although two additional copies for each docket must be submitted when identical documents are filed in two or more related rulemaking proceedings which have not been consolidated.

- Requests for action by more than one of the FCC's arms of authority may not be combined in a single pleading, and combined requests may be returned.

- Responses to oppositions must be

filed only by the petitioner; a single document must reply to all oppositions; replies must be confined only to the substance of the opposition; and such replies must be filed within five days after the deadline for oppositions has expired.

- *Ex parte* rulings may be made on motions for extension of time without waiting for the filing of oppositions and replies.

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LEE STRIKES BACK AT VHF CLAIMS

AMST's figures on uhf-vhf merits are faulty, commissioner says

The debate over what the FCC's uhf test in New York actually proved went another round last week, FCC Commissioner Robert E. Lee rejecting the Assn. of Maximum Service Telecasters' conclusion that the test showed vhf's superiority.

Commissioner Lee also dismissed some of the AMST criticisms of procedures used in the year-long test.

The commissioner, who is the FCC's staunchest supporter of uhf, was in charge of the New York project. He expressed his views in a letter to AMST's executive director, Lester Lindow, who had commented on the uhf report in a newsletter to association members in November (BROADCASTING, Nov. 26).

Mr. Lindow had written that, within 25 miles of the Empire State Building, vhf superiority over uhf ranged from 10% to 50%. The 10% figure was based on evaluation of technicians, the 50% figure on householders' reactions.

But, Mr. Lee said, nothing in the report provides a basis for the conclusion that the technicians rated vhf as substantially better. "When our data shows a 10% inferiority in uhf for grade 3 or better pictures with indoor antennas, little or no difference with outdoor antennas and a 5% superiority for uhf on grade 2 or better pictures using outdoor antennas, your claim that vhf is substantially superior falls far short of being substantiated," Commissioner Lee said.

Householders' Reactions ■ The commissioner said the 50% figure was based on the finding that 21 householders rated channel 2 pictures as grade 4 or poorer and that 22 gave the same score to channel 7 pictures, but

that 40 gave that rating to the uhf test channel, 31.

Commissioner Lee said the FCC attached little significance to the householders' reports "vis-a-vis those of the trained technicians" because "it was found very difficult to educate the family circle as to the purpose of the test, to properly operate the receiver, to adjust indoor antennas and to understand the difference between program quality and picture quality."

Even ignoring this consideration, Commissioner Lee said, the report doesn't bear out the conclusion that householders considered vhf superior. He said that 428 householders rated channels 2 and 7 to be grade 3 or better and that 406 gave the same rating to channel 31.

"If this supports your contention that householders rate vhf to be 50% superior to uhf," Commissioner Lee added, "I should have failed sixth grade arithmetic."

The commissioner also took aim at Mr. Lindow's criticism of the selection of locations for receivers used in the test—78% were within 10 miles of the transmitters, more than 90% within 15 miles. The outside limit was 25 miles.

Limits of Clutter ■ Commissioner Lee said the purpose of the test was to "ascertain the transmission problems in heavily built-up areas. Anyone with an intimate knowledge of New York City will recognize that man-made clutter associated with the metropolitan area" doesn't exist to any appreciable extent beyond 25 miles.

AMST is currently conducting its own uhf study in New York placing sets in homes 25 to 65 miles from transmitter. Commenting on early findings

of the test, Commissioner Lee said he doesn't doubt that uhf is markedly inferior to vhf beyond 25 miles.

He said the FCC test showed the same thing, and that the commission not only expected this but designed its antenna "to concentrate its energy to nearby areas at the expense of outlying areas."

Commissioner Lee, who has advocated moving all television to the uhf band, refused to concede Mr. Lindow's statement that uhf is not a substitute for vhf and that the FCC test showed the need for both vhf and uhf.

"I fail to perceive the manner in which our data would infer any such conclusion," Commissioner Lee said. "Our tests were designed to obtain information and little else."

He said the commission didn't intend its test to compare uhf with vhf.

Commissioner Lee expressed some irritation at the AMST criticism of the test in view of the association's participation, in an advisory capacity, in the project. He said that there may have been some disagreements as to procedures to be followed but that he wasn't aware of "any basic differences of opinion."

"I am greatly surprised," he added, "that you now raise substantial questions as to the procedures used and of the analysis of results."

WIBW-TV denied leave to assist translator

A community-owned translator station on ch. 3 (K03BR) in Clyde, Kan., will have to get along without financial support from WIBW-TV (ch. 13) Topeka, Kan., the FCC decreed last week.

The commission refused to waive its rule which prohibits vhf stations from extending their normal Grade B contour by owning or contributing to the support of vhf translator stations: WIBW-TV was denied permission to donate \$500 to the translator station. "Experience has indicated that if there is a need in a locality for translator tv service, the citizens will join together to satisfy that need," the commission said.

To permit vhf stations to extend their coverage area via vhf translators "would result in extension of service at relatively little cost with no responsibility for meeting the needs of the new community for local programming," the FCC said. Also, the agency maintained, such a practice could result in delaying the development of a local station and the expansion of existing stations through authorized facilities.

Chairman Newton N. Minow and Commissioner Rosel H. Hyde dissented.

When is an operator a 'chief engineer'?

Radio and television station "engineers" will have to be able to document their right to that title if they want to be addressed as such by FCC field personnel.

FCC Chief Engineer E. W. Allen, in response to a complaint from the National Society of Professional Engineers, said the commission would be willing to cooperate by "instructing its field staff to avoid the term 'engineer' when dealing with persons not known to be registered engineers."

The NSPE contacted the commission after hearing complaints from South Carolina that holders of first class radio telephone operators li-

censes were calling themselves "chief engineers," in violation of that state's registration law.

In his letter to NSPE, Mr. Allen said "the title of the license issued by the FCC is an operator's license and in no way confers upon the holder of this license the right, from any FCC action, to use the term 'chief engineer.'"

He added that FCC field personnel who ask for "the chief engineer" when contacting broadcasting stations were "merely acceding to (established) custom" and were not implying commission recognition of the personnel "as professional engineers."

SATELLITES OFF, ON AGAIN

Scientists get Telstar, Relay functioning anew after failures from malfunctions, other damages

America's two communications satellites, Telstar and Relay, came to life last week and scientists were hoping the sparks may brighten.

Telstar, silent since Nov. 23, began operating properly on Jan. 3 after Bell Telephone engineers succeeded in getting its transmitter and receiver to operate on command from the ground. Plans were underway to attempt a live television exchange with England and France Friday (Jan. 4).

Telstar operated perfectly for four months before radiation damage to two transistors in the command circuit caused it to go silent. Bell Engineers reproduced the difficulty in the laboratory and based on what was learned in this way were able to get the command circuit to respond.

Earlier in the week, AT&T announced it will launch the second Telstar in the spring of this year. Telstar II will be launched for AT&T by the National Aeronautics & Space Administration, the telephone company paying all launching costs as it did for Telstar I. The cost was reported to be \$2.7 million.

Bell scientists hope to incorporate shielding for the command circuits to overcome the radiation damage suffered by Telstar I. A higher orbit for Tel-

star II is also expected to aid in overcoming radiation damage; this will be possible through the use of a Thor Delta rocket. At a higher altitude, Telstar II would be exposed to less of the high energy levels of the inner Van Allen Belt. Telstar I's orbit was 600 to 3,500 miles.

Around noon on Thursday NASA scientists found Relay's circuits working normally, and at 4 p.m. on that day on a second test Relay again worked perfectly, sending successfully a tv test pattern from the Bell station at Andover, Me., to the NASA facility at Nutley, N. J. NASA plans to continue testing for the next few days until it can be determined that the radio relay satellite actually is operative.

Relay, manufactured for NASA by RCA, was sent into orbit Dec. 17 but was found to be suffering from power supply anemia on its first test (BROADCASTING, Dec. 17). A second test discovered no change in the trouble. Relay, in a 800-4,500-miles high orbit, has been successfully transmitting telemetry, however.

Technical topics...

'Product Index' ■ Lighting & Electronics Inc., Brooklyn, N. Y., announces the availability of its *Product Index*, which lists the company's lighting and control equipment. Firm's address is 81 Prospect St.

Sales outlet ■ Shure Brothers Inc., Evanston, Ill., has appointed F. W. Moulthrop & Assoc., 1530 E. 12th St., Oakland, Calif., as representative in northern California and northern Nevada for Shure's line of microphones, high fidelity and electronic components.

New Zenith tv sets ■ Zenith Radio Corp., Chicago, announced last week the expansion of its color tv line to a total of 19 basic models, more than double the number offered last year. Prices range from \$495 to \$1,750. Zenith also announced additions to its radio lines and black-and-white tv lines.

New TACO antenna ■ Technical Appliance Corp., Sherburne, N. Y., has announced a new, powerful broadband receiving antenna said to provide high definition color tv on all vhf channels. Called the "Color Guard" (Model C-33), the antenna provides an average

gain of 10.5 db on the high band channels and a gain of 8.5 db on the low-band channels with uniformly flat response. It lists for \$17.95.

NBC gets Eidophors ■ Two TNT Eidophor large screen tv projectors have been added by NBC-TV. The Eidophor is used in studios for large screen tv displays, usually behind a news reporter or tv personality.

RCA's new L.A. headquarters

Ground was broken Thursday (Jan. 3) for the new West Coast headquarters of RCA at 6363 Sunset Blvd. in Hollywood. John West, RCA staff vice president, Frank Muller, owner of the building and Ann-Margret, RCA Victor recording star, jointly pushed a button which electronically set off an explosive charge moving the first few pounds of earth from the site of the nine-story \$4 million structure.

RCA will occupy the four lower floors and part of the fifth, or about 41,500 square feet of the 82,000 square foot building, which is scheduled to be completed by the end of this year. The West Coast corporate offices of RCA will be housed in the new building in Hollywood.

California's No. 1 industry

Electronics has become the number one manufacturing industry of California, according to data compiled by the Western Electronic Manufacturers Assn. As of Dec. 1, 1962, WEMA reports, electronic employment in the state was estimated at 210,000, substantially ahead of the 175,000 employed in food and food processing and the 195,000 workers in the aircraft and parts industry. Since 1957, 100,000 new jobs have been created by California's electronic activities.

During 1962, California also became the top state in the country in terms of electronic employment, well ahead of New York's estimated 185,000. Factory sales of electronics equipment in California totaled approximately \$2.78 billion, WEMA reports, with a gross of more than \$3.1 billion predicted for 1963.



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ITA GETS CENSORING POWER

Bill implementing White Paper gives Authority more control on program material, commercials

The U.K. government's new television bill, which gives effect to its recent White Paper proposals [BROADCASTING, Dec. 24] to increase Independent Television Authority control over the commercial network, extends ITA's life 12 years from 1964 and ITA will have to initiate program standards on violence, especially for times when young people might be viewing. All program schedules must be approved by ITA before transmission and ITA will have the power to cancel, cut or change material which violates its code of conduct.

A new definition of ITA's duty to viewers has been made. Currently it is required to "entertain, instruct and inform" but in the new bill the terms used are "information, education and entertainment." This brings ITA into line with the BBC charter which has the same order of priorities.

New power will be given to ITA to regulate natural breaks and decide where they may occur in the program. An advertising code will be formulated and the postmaster-general will have a final say in any dispute. The code will prescribe products and methods which are prohibited in commercials. It will be kept under review by a strengthened advisory committee which will include representatives of the public.

A medical advisory panel will also be appointed and will advise ITA on commercials for medicines, medical and surgical treatments and appliances, toilet products which include claims as to the therapeutic or prophylactic effect of the product, and veterinary medicines and treatments. Successive commercials must be recognizably separate; commercials must not be presented so that they appear to be part of a continuous fea-

ture; audio must not be "excessively noisy or strident."

The commercial network will have the same leeway as BBC in presenting controversial subjects. Instead of having to balance conflicting views within one program, as at present, it will be possible for balance to be worked out over a series.

A curb will be placed on big quiz prizes. ITA will have the duty of approving the amount of prize money in any show.

As promised in the White Paper, payment by the tv companies to ITA is on two levels. One will be to cover ITA expenses and the other will be a levy on each company's profit before taxes.

Power will be granted, when the bill becomes law, to direct ITA on the collection of information about company profits. The bill provides a maximum \$280 fine and three months imprisonment for refusing to give information.

One clause of the bill bans subliminal advertising, which is defined as "any technical device, which by using images of a very brief duration or by any other means" could influence an unsuspecting audience.

'Broadway Goes Latin' sold in 19 countries

Broadway Goes Latin, syndicated music-variety series offered for foreign distribution last month, has been sold in 19 countries.

Overseas markets purchasing the Independent Television Corp. series include Canada, Japan, Australia, United Kingdom, Argentina, Uruguay, Rho-

Tv political success story

Canadian politicians of the Social Credit Party have been using television in the French speaking Quebec province for the past two years. Because of the party's success in last June's election, when it won 26 seats in Parliament, the party has decided to expand its use of tv.

Previously, deputy party leader Real Caouette had aired the party's views on three rural area stations. Now he will be on 10 tv stations in both metropolitan and rural areas for a weekly 15-minute program.

Agency is Transocean Adv. Ltd., Montreal.

desia, Costa Rica, Honduras, Hong Kong, and others. Contract negotiations are reportedly nearing completion in other foreign countries.

Canadian-made sets show sales increase

Canadian-made radio and television receiver sales were up in the first ten months of 1962 as compared to the same period in 1961, according to the Dominion Bureau of Statistics, Ottawa.

Canadian-made radio receiver sales totaled 507,915 in the January-October 1962 period, as against 464,570 the previous year, while television receiver sales amounted to 340,801 units as compared with 284,992 units the previous year. There was an increase in all categories of Canadian-made radio receivers except portables.

The imports in the first six months of this year are reported at 294,322 transistor-type radio sets, 92,881 other radio receivers and 8,943 television receivers.

Well over half the Canadian-made radio receivers, 316,227 units, were sold in the province of Ontario in the January-October period. Ontario residents bought just over a third, 119,539 receivers, of the total Canadian-made television receivers sold in the first ten months.

Abroad in brief...

Marital advice abroad - *Marriage, Before and After*, a radio series of 260 one-minute segments on marital and pre-marital problems, has been sold by Alan Sands Productions, New York, to EMI Ltd. for distribution in Australia and New Zealand and to outlets in Trinidad. The series has been aired weekly on ABC Radio since 1961.

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BROADCAST ADVERTISING

Werner Michel, who resigned in December 1961 as vp in charge of radio-tv at Reach, McClinton & Co., New York, has been retained by N. W. Ayer & Son, Philadelphia, as tv programming and commercial production consultant. Before joining former agency in 1957, Mr. Michel was under contract to Benton & Bowles and Procter & Gamble as producer of *Edge of Night* series. He was executive producer at DuMont tv network from 1952-56, and earlier had been associate tv director-producer at Kenyon & Eckhardt, where he created and produced Ford's 50th anniversary show; producer-director at CBS, and with Voice of America as director.



Mr. Michel

Alvin Eicoff, executive vp and media director of Mohr & Eicoff Inc., New York, has withdrawn as officer from agency in order to form Gottschalk & Eicoff, Chicago advertising agency. Two agencies reportedly will provide reciprocal services for each other's clients in Chicago and New York, and other joint ventures between Mel Mohr, president of Mohr & Eicoff, and Mr. Eicoff will be continued.



Mr. Marker

Robert S. Marker, senior vp in charge of creative services for MacManus, John & Adams, Bloomfield Hills, Mich., joins Leo Burnett Co., Chicago, as vp and creative director, heading up new creative section

to be organized in Burnett's creative services division. Prior to his 8-year service with MacManus organization, Mr. Marker was copy group head at Maxon Inc., Detroit; account executive and copywriter at Griswold-Eshleman agency in Cleveland, and advertising manager of B. F. Goodrich Co.

Jules H. Beskin, **John A. Groen** and **Vincent B. Neill**, art directors with Foote, Cone & Belding, Chicago, elected vps.

Harold Gold, pr director of Communications Industries Corp., joins Jay Victor & Assoc., Newark, N. J., advertising agency, as vp in charge of pr. Mr. Gold joined CIC last March after serving six years as pr director of MBS.

Ray Howard, marketing research manager of Container Corp. of America, named director of marketing for Post-Keyes-Gardner, Chicago-based ad-

vertising agency which was formed recently from merger of Post, Morr & Gardner and Keyes, Madden & Jones. Before joining Container Corp. in 1956 as research analyst, Mr. Howard was with Kimberly-Clark's cellucotton division.

Michael Gradle, former vp and western manager of Needham, Louis & Brorby and for past 18 months advertising and promotion manager of KNBC (TV) Los Angeles, resigns to form his own advertising agency in San Fernando Valley.

David W. Stotter, vp in charge of marketing for Drewry's Limited U.S.A. Inc., South Bend, Ind., brewery, elected president, filling post left vacant by death of **Rudy A. Moritz** last Nov. 18. Mr. Stotter, who served from 1950 to 1962 as chief of agency contact and account management for Drewry's account at MacFarland, Aveyard & Co., Chicago, joined Drewry's last Nov. 12 as marketing vp. When he left Chicago advertising agency, he was senior vp and member of executive and marketing committees.



Mr. Stotter

Richard L. Chalmers, former general manager of WNHC-AM-FM New Haven, Conn., named regional director in Radio Advertising Bureau's member development department.

Cecil E. Bundren, former merchandising supervisor for general merchandise division of BBDO, joins Ketchum, MacLeod & Grove, Pittsburgh, as director of marketing.



Mr. Layman

Carroll R. Layman, advertising tv consultant who for many years was vp and western manager of Harrington, Righter & Parsons, New York-based station rep firm, joins George Ray Hudson Adv. Co., Chicago, as vp, new business manager and radio-tv director. Prior to joining HR&P, Mr. Layman was associated with T. R. Bauerle Adv. Agency and Grant Adv. in account executive capacities.

John S. Connolly Jr. and **Oliver L. S. Joy**, both former assistant advertising managers of Miles Products Div. of Miles Laboratories Inc., Elkhart Ind., promoted to division's administrator for new product marketing and product director, respectively.

THE MEDIA

Timothy F. Moore elected vp and member of board of directors of Star Broadcasting Inc., owners and operators of KISN Vancouver, Wash.-Portland, Ore. Mr. Moore has served as general manager of station for past 18 months and will continue to function in that capacity. Star Broadcasting is wholly owned subsidiary of Star Stations Inc., owners and operators of KISN and KOIL-AM-FM Omaha, Neb.



Mr. Moore

Claude Sullivan, former executive vp of Bluegrass Broadcasting Co. (WVLK Lexington and WCMI-AM-FM Ashland, both Kentucky, and WHOO-AM-FM Orlando, Fla.), joins Kentucky Central Broadcasting Co. (WINN Louisville) as vp and general manager. Mr. Sullivan had served in various capacities at WVLK for past 11 years.



Mr. Farnsworth

Guy B. Farnsworth, sales manager of WUSJ Lockport, N. Y., joins broadcast division of Triangle Publications Inc., effective today (Jan. 7), as assistant general manager in charge of sales for KFRE Fresno, Calif. Mr. Farnsworth is former general manager of WOKW Brockton, Mass. **Robert E. Klose**, program director of Triangle's WFIL Philadelphia, appointed KFRE program manager. **Don Shepherd**, promotion director of WLOS-TV Asheville, N. C., joins KFRE-AM-TV and KRFM (FM) Fresno, effective Jan. 14, in similar capacity.

Sol Radoff, executive vp and station manager, elected to board of directors of Cream City Broadcasting Co., licensee of WMIL-AM-FM Milwaukee. Mr. Radoff joined WMIL as account executive in 1956.

Arthur L. Martin, vp in charge of sales and promotion for WMRN-AM-FM Marion, Ohio, assumes added duties of station manager. Mr. Martin joined station as commercial manager in 1953. **Sheldon Dodds**, WMRN sales representative, elected assistant vp for sales and promotion.

Walter H. Simon, assistant manager and news director of KGMJ (FM) Seattle, promoted to station manager. **Ronald Todd**, with KGMJ's sales and promotion department for past four

Actor-producer Dick Powell, succumbs to cancer



Mr. Powell

Richard Ewing Powell, 58, board chairman of Four Star Television, Hollywood, died of cancer Jan. 2 at his apartment in Beverly Hills, Calif. Mr. Powell, a Hollywood celebrity for more than 30

years, had been a singer, actor, producer and director in motion pictures before founding Four Star in 1952 with Charles Boyer and David Niven to produce filmed programs for television.

He soon took over active management of Four Star, guiding its development into one of the top tv production companies. Last fall, after being stricken with cancer, he turned management duties over to Tom McDermott, who three years earlier had left Benton & Bowles where he had directed agency's broadcast activities, to join Four Star as executive vp. Mr. McDermott became president of Four Star, succeeding Mr. Powell, who moved up to board chairmanship. Since then Mr. Powell had concentrated more on his duties as producer, host and frequent star of *The Dick Powell Show*, hour-long anthology series on NBC-TV.

Mr. Powell's death will not alter Four Star operations. Mr. McDermott, in a statement expressing "a tremendous sense of personal loss," said that when Mr. Powell "retired as president of Four Star last October, he arranged his affairs so that the corporation he founded could continue to grow and prosper without his services—but we shall miss him."

Born in Mountain View, Ark.,

Dick Powell was a singer and musician as a boy, had his own band before he was out of high school and began his professional career as singer and banjo player with a traveling orchestra. After being taken to Hollywood in 1932 by Warner Bros. from the Stanley Theatre in Pittsburgh, he was starred in more than 40 musical movies made at that studio before breaking into dramatic roles as a tough private eye in "Murder, My Sweet." Along with his movie work, Mr. Powell also starred in such radio series as *Richard Rogue* and *Richard Diamond, Private Detective*.

Mr. Powell added directing to his other activities with "Split Second," an RKO picture released in 1952, the year Four Star was founded. He directed a number of motion pictures after that but soon the new tv production firm began to monopolize his time. The first Four Star series, *Four Star Playhouse*, ran four years on CBS-TV with Singer Sewing Machine Co. as sponsor, and before that run had ended, the company had secured the tv rights to the works of Zane Grey, which went on tv as *Dick Powell's Zane Grey Theater*, with Mr. Powell as host and sometimes star. Outdoing *Four Star Playhouse*, this series enjoyed a run of five years on CBS-TV.

This season, Four Star has had six programs on the tv networks and has put some of its former network series into syndication through its own distribution subsidiary. The firm has also entered the recording field and is about to produce its first theatrical motion picture.

Mr. Powell is survived by his wife, June Allyson, their adopted daughter, Pamela, 16, and son, Richard, 12, as well as a daughter, Ellen, 23, and son, Norman, 25, by his former wife, Joan Blondell.

promoted to assistant program manager and production supervisor, respectively.

Ralph Story, conductor of *Story-Line* program on KNX-AM-FM Los Angeles, has taken eight-month leave of absence for around-the-world trip. **Bob Ferris**, host of KNX's *Kaleidoscope* program, will replace Mr. Story for duration of his absence.

Bram Emous, former vp of Flower Bulbs Inc., joins BTA Div. of Blair Television, New York, in sales service staff.



Mr. Sanders

Charles R. Sanders, manager of WSPA-AM-FM Spartanburg, S. C., appointed assistant general manager of Spartan Radiocasting Co., owners and operators of WSPA-AM-FM-TV. Mr. Sanders be-

came associated with WSPA in early 1961 when he was named assistant to president. He was appointed manager in October of that year. Previously, Mr. Sanders was with Sears, Roebuck & Co. for 15 years.

Joe Mansfield, veteran producer-director formerly with Warner Bros. Pictures, Bruce Chapman Co. and NBC, joins WALE Fall River, Mass., as director of *The Sounding Board*, public opinion, commentary, interview program starting today (Jan. 7).

Allen Grey, program personality with WCBS-AM-FM New York, resigns to become food broker in Minneapolis-St. Paul area.

David Bringham appointed news director of KOOL-AM-FM Phoenix, Ariz.

Ray Dantzler and **Richard A. Hardy** join news and sports staff respectively of WTVT (TV) Tampa-St. Petersburg.

Murry Salberg, former director of advertising and sales promotion for WABC-TV New York, joins WNEW-TV, that city, as director of advertising and promotion. Mr. Salberg has also served as radio-tv consultant with Marshall & Coch, and manager of program promotion department of CBS radio network.



Mr. Salberg

Richard Bate, former CBS News reporter, joins ABC News' Washington bureau as staff correspondent covering Pentagon. Before joining CBS News, Mr. Bate was Cape Canaveral correspondent for Time Inc.

Ross Miller appointed assistant program manager of WTIC-AM-FM Hartford, Conn.

months and former broadcast operations manager of Market-Casters Inc. (KMCS [FM] Seattle), appointed sales manager.

Tom Feldman and **Eugene C. Keenan Jr.** named national sales manager and promotion-merchandising manager, respectively, of WEBB Baltimore, Md.

William J. Lemanski, account executive with WBBM-AM-FM Chicago, joins national sales division of RKO General, New York, as radio sales executive in Chicago office.

Elmer D. Krammer and **Hal Siegel** join WRGP-TV Chattanooga, Tenn., as

account executives.

Mark Evans, vp in charge of public affairs for Metromedia Inc., named general vice chairman for 1963 Cherry Blossom Festival in Washington, D. C.

Eugene W. Whitaker, assistant director of engineering for KSL-AM-FM-TV Salt Lake City, joins King Broadcasting Co. (KING-AM-FM-TV Seattle, KGW-AM-TV Portland, Ore., and KREM-AM-FM-TV Spokane) as assistant to vp in charge of engineering.

James Davis and **Monroe Brinson**, members of program and production staffs of WBT-AM-FM Charlotte, N. C.,

George Finkel, formerly with WTVO (TV) Rockford, Ill., joins staff of WFIE-TV Evansville, Ind., as production manager.

GOVERNMENT

William D. Moyers, 28-year-old Texan who formerly worked in continuity department of KTBC-AM-FM-TV Austin as chief traffic director and later assistant tv news editor, has been chosen by President Kennedy to be deputy director of Peace Corps. President said last week he would nominate Mr. Moyers for the \$20,000-a-year post when 88th Congress opens Jan. 9. Mr. Moyers, former reporter for *Marshall* (Tex.) *News-Messenger*, is U. of Texas journalism graduate who served as executive assistant to Lyndon B. Johnson during 1960 Kennedy-Johnson campaign.

PROGRAMMING



Mr. Allgood



Mr. Stearns

Ralph M. Allgood, former manager of WAPX Montgomery, Ala., joins Associated Press in Washington, D. C., as regional membership executive responsible for all broadcast membership activity in Maryland, Virginia, West Virginia and District of Columbia. Mr. Allgood replaces **Frank Stearns**, regional membership executive in Washington for past 19 years, who moves to Los Angeles to assume similar responsibilities there.

Aubrey Austin, president of Bank of Santa Monica, Calif., and **LeRoy Lattin**, president of Universal Products and

former board chairman of General Telephone Corp., elected to board of directors of Home Entertainment Co. of Los Angeles at special meeting Jan. 2. Home Entertainment is planning to provide pay-tv service for Santa Monica, with homes connected to central studios through facilities supplied by General Telephone (BROADCASTING, Dec. 10, 1962). Other HEC board members are: **Wendell Corey**, president; **Oliver A. Unger**, board chairman; **H. W. Sarbent Jr.**, vp, technical operations; **Leon Caplan**, general counsel; **Jerry Gabriel**, vp, operations; **Henry Rogers**, president of Rogers & Cowan, pr firm; and **Maurice Hibbert**, attorney.

Leonard A. Johnson elected to newly created corporate office of assistant treasurer of Four Star Television, Hollywood. Mr. Johnson joined production company last September following his resignation as president of Sterling Electric Motors Inc., Los Angeles manufacturer of variable speed drives, gearmotors and ac motors.

A. J. (Andy) Schrade, vp in charge of west coast operations of Columbia Records, retires after 47 years with company. Mr. Schrade joined Columbia Graphophone Co. in New York in 1915. **William J. Leo**, manager of credit section, finance staff, and assistant treasurer of CBS, joins Columbia Records as credit and collections director.

Stan Major, former program director and air personality with WJJD-AM-FM Chicago, has formed Stan Major Enterprises, radio-tv program service organization, in Los Angeles. New firm is supplying airchecks of West Coast radio stations and plans to extend service to nationwide proportions. Stan Major Enterprises is located at 1122 S. Cardiff Ave., Los Angeles 25. Telephone: Crestview 6-8376.



Mr. Major

Robert M. Fresco, writer-producer at Wolper Productions, Hollywood, assumes added duties of associate producer of *The Story of . . .* series. Mr. Fresco will also assist series producer Mel Stuart in development of new subjects for documentary series.

Philip S. Goodman, tv writer-director and motion picture producer, appointed creative director of Fred Niles Communication Center, New York.

ALLIED FIELDS

Paul L. Wimmer and **Bernard R. Segal**, consulting engineers with Washington, D. C., firm of Jules Cohen, become partners of firm which is now

known as Jules Cohen & Assoc. Mr. Wimmer has been with Jules Cohen for past 10 years; Mr. Segal, formerly with FCC's Broadcast Bureau, joined Cohen in 1959. New firm, currently located at Albee Bldg., 1426 G St., N.W., will relocate to Securities Bldg., 729 15th St., N.W., effective Jan. 14. Telephone remains 393-4616.



Mr. Schwerin



Mr. McCollum



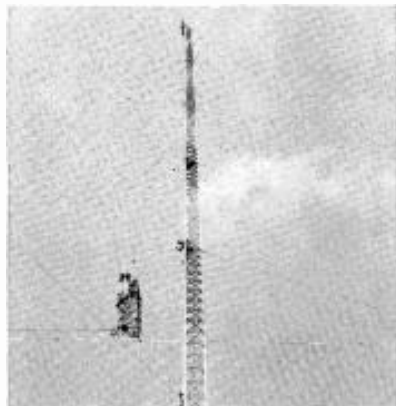
Mr. Kudisch

Leonard Kudisch, former executive vp of Schwerin Research Corp. (radio, tv, motion picture qualitative research, commercial studies), New York, succeeds **Horace S. Schwerin** as president of company.

Mr. Schwerin, who founded organization in 1946, has resigned presidency to become board chairman. **Donald McCollum**, previously vp in charge of client relations, elected executive vp in reorganization of executive officers.

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UNITED CEREBRAL PALSY

Sen. Robert S. Kerr, 66, dies of heart attack



Sen. Kerr

where he had been convalescing from an earlier attack Dec. 18 (BROADCASTING, Dec. 31).

Death of the 66-year-old lawmaker caused considerable speculation in the capital as to Mr. Kerr's successor as Oklahoma senator and on the three committees where he served with great influence and power (see story page 62).

Sen. Kerr was chairman of the Aeronautical & Space Committee, and helped lead the fight for the administration's space communications satellite legislation. He was ranking Democratic member on both the Finance and Public Works Committees.

A wealthy oilman, the senator was a principal owner and chairman of

the board of Kerr-McGee Oil Industries Inc. of Oklahoma City and owned 50.6% of WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois, and 13.1% of KVOO-TV Tulsa, Okla. His widow, Mrs. Grayce B. Kerr, owns 14.8% of KVOO-TV and 10% of KOCO-TV Enid, Okla., of which Kerr-McGee is also 20% owner.

Sen. Kerr was born in a log cabin at Ada (then Indian territory), Okla., Sept. 11, 1896. A former Army officer and later a drilling contractor, he was a practicing lawyer and was state commander of the American Legion in 1925. As a politician, he was his state's Democratic national committeeman from 1940-48, governor of Oklahoma from 1943-47, elected U. S. senator Nov. 2, 1948, and was re-elected in 1954 and 1960, serving continuously until his death last week.

President Kennedy, congressional and business leaders from around the country attended Sen. Kerr's funeral held last Friday (Jan. 4) in Oklahoma City.

Sen. Kerr is survived by his widow, a daughter, Kay Clark, and three sons, Robert Jr., Breene and William, all of Oklahoma City.

of central radio propagation laboratory of Bureau of Standards. In 1922, Mr. Dellinger was instrumental in forming Interdepartmental Radio Advisory Committee which assigns radio frequencies among government agencies and served several terms as its chairman. He attended numerous international telecommunications conferences as U. S. representative. Among Mr. Dellinger's many honors was the International Radio Engineer's Pioneer Award.

Col. James Hale Steinman, 76, president and co-publisher of Lancaster Newspapers Inc., died Dec. 31 at his home in Lancaster, Pa. Steinman Stations, owned equally by Col. Steinman with his brother, John F., are: WGAL-AM-FM-TV Lancaster, WLEV-TV Bethlehem, WKBO Harrisburg, WORK York, WEST-AM-FM Easton, and WRAK-AM-FM Williamsport, all Pennsylvania, and WDEL-AM-FM Wilmington, Del. Purchase of KOAT-TV Albuquerque, N. M., and KVOA-TV Tucson, Ariz., are pending FCC approval.



Col. Steinman

Wilbert Brockhouse, 52, superintendent of radio regulations engineering for Department of Transport, Ottawa, Ont., and flying saucer investigator, died Dec. 27 in Ottawa.

Jack Carson, 52, comedian who was noted chiefly for his roles in such theatrical movies as "The Male Animal" and "A Star is Born," died of cancer Jan. 2 at his home in Encino, Calif. Mr. Carson had worked in radio network shows for Sealtest, Campbell Soups and General Foods. In 1950-51, he was in *All-Star Review* on NBC-TV, alternating as host with Ed Wynn, Danny Thomas and Jimmy Durante, and in 1954-55 had his own program, *The Jack Carson Show*, on that network. Mr. Carson had recently completed pilot for new tv series, *The Kentucky Kid*, on which NBC-TV had an option.



Mr. Carson

Mrs. A. J. Fletcher, 77, wife of A. J. Fletcher, owner of WRAL-AM-FM-TV Raleigh, N. C., died Jan. 2 in Raleigh after long illness. Mrs. Fletcher was mother of Floyd, co-general manager of WTVD (TV) Durham, N. C.; Frank, Washington communications attorney; Fred, vp and general manager of WRAL, and Mrs. Ray Goodmon, Raleigh, N. C.

DEATHS

manager for RCA industrial tube product sales, named manager for west coast microwave engineering operation of electron tube division. Mr. Walley's headquarters will be in Los Angeles.



Mr. Bleich

Max Bleich, vp in charge of production for Cornell-Dubilier Electronics Div. of Federal Pacific Electric Co., Newark, N. J., resigns to join Filtron Co. (manufacturer of radio frequency interference [RFI] filters and systems), Flushing, N. Y., as plant manager. Mr. Bleich had been associated with Cornell-Dubilier for 30 years.

DEATHS

J. Howard Dellinger, 76, widely known government expert on radio telecommunications research, died Dec. 27 in Suburban Hospital, Bethesda, Md., following heart attack. Mr. Dellinger had 40 years service with Department of Commerce and National Bureau of Standards and for three months in 1928 was chief engineer of Federal Radio Commission. At time of his retirement in 1948 he was chief

EQUIPMENT & ENGINEERING



Mr. Trainer

Andrew F. Inglis, who was recently elected division vp for communications products operations. Mr. Trainer, who joined RCA in 1930, was formerly manager of company's electronic recording products department.

Jack J. Lawson and David W. Evans appointed general sales manager and production manager, respectively, of Sparta Electronic Corp., Sacramento, Calif., manufacturer of tape cartridge systems, fully transistorized audio consoles and portable studios.

John G. Humble, audio engineer at KMBC-AM-FM Kansas City, named regional sales manager for Altec Lansing Corp., covering territory between Tennessee and Wyoming.

Bernard Walley, western district

TELEVISION NETWORK SHOWSHEETS

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: *sust.*, *sustaining*; *part.*, *participating*; *alt.*, *alternate sponsor*; *co-op*, *cooperative local sponsorships*. All times EST. Published first issue in each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, *sust.*; 10:30-11 *Look Up and Live*, *sust.*; 11-11:30 *Camera Three*, *sust.*; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV *Challenge Golf*, *part.*
CBS-TV 12-12:30 No network service; 12:30-1 *Washington Report*, *sust.*
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 No network service; 1:30-2 *Meet the Professor*, *sust.*
CBS-TV No network service.
NBC-TV 1:30-2 *Religious Programs*, *sust.*

2-3 p.m.

ABC-TV 2-2:30 *Directions '63*, *sust.*; 2:30-3 *Adlai Stevenson Reports*, *sust.*
CBS-TV 2-2:30 No network service; 2:30-4 *Sunday Sports Spectacular*, *part.*
NBC-TV No network service.

3-4 p.m.

ABC-TV 3-3:30 *Issues & Answers*, *sust.*; 3:30-4 No network service.
CBS-TV *Sports Spectacular*, *cont.*
NBC-TV 3-3:30 No network service; 3:30-4 *Wild Kingdom*, *part.*

4-5 p.m.

ABC-TV 4-4:30 No network service; 4:30-5 *Alumni Fun*, *American Cyanamid*.
CBS-TV *Public service programs*.
NBC-TV *Wonderful World of Golf*, *part.*

5-6 p.m.

ABC-TV *Major Adams: Trailmaster*, *part.*
CBS-TV 5-5:30 *Amateur Hour*, *J. B. Williams*; 5:30-6 *GE College Bowl*, *GE*.
NBC-TV 5-5:30 *Update*, *sust.*; 5:30-6 *Bullwinkle*, *part.*

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *Twentieth Century*, *Prudential*; 6:30-7 *Password*, *part.*
NBC-TV 6-6:30 *Meet The Press*, *co-op*; 6:30-7 *McKeever and the Colonel*, *sust.*

7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8 *The Jetsons*, *part.*
CBS-TV 7-7:30 *Lassie*, *Campbell Soup*; 7:30-8 *Dennis The Menace*, *Best Foods*, *Kellogg*.
NBC-TV 7-7:30 *Ensign O'Toole*, *L&M, Ford*; 7:30-8:30 *Walt Disney's Wonderful World Of Color*, *RCA. Eastman Kodak*.

8-9 p.m.

ABC-TV 8-10 *Sunday Night Movie*, *part.*
CBS-TV *Ed Sullivan Show*, *Pillsbury*, *Revlon*, *P. Lorillard*.
NBC-TV 8-8:30 *Walt Disney Show*, *cont.*; 8:30-9 *Car 45*, *Where Are You?*, *P&G*.

9-10 p.m.

ABC-TV *Movie*, *cont.*
CBS-TV 9-9:30 *Real McCoys*, *Ralston Purina*; 9:30-10 *True Theatre*, *Gen. Electric*.
NBC-TV *Bonanza*, *Chevrolet*

10-11 p.m.

ABC-TV 10-10:30 *Voice of Firestone*, *Firestone*; 10:30-11 *Howard K. Smith*, *Nationwide Insurance*.

CBS-TV 10-10:30 *Candid Camera*, *part.*; 10:30-11 *What's My Line?*, *part.*
NBC-TV *Du Pont Show of the Week*, *du Pont*.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS News with Eric Sevareid*, *Whitehall*, *Carter*.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

6-10 a.m.

ABC-TV No network service.
CBS-TV 6-8 No network service; 8-9 *Captain Kangaroo*, *part.*; 9-10 No network service.
NBC-TV 6-7 *Continental Classroom*, *sust.*; 7-9 *Today*, *part.*; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Calendar*, *part.*; 10:30-11 *I Love Lucy*, *part.*
NBC-TV 10-10:25 *Say When*, *part.*; 10:25-10:30 *NBC News Morning Report*, *Gen. Mills*, *Bristol-Myers*; 10:30-11 *Play Your Hunch*, *part.*

11 a.m.-noon

ABC-TV 11-11:30 *Jane Wyman Presents*, *part.*; 11:30-12 *Yours For A Song*, *part.*
CBS-TV 11-11:30 *The McCloys*, *part.*; 11:30-12 *Fete & Gladys*, *part.*
NBC-TV 11-11:30 *The Price Is Right*, *part.*; 11:30-12 *Concentration*, *part.*

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Tennessee Ernie Ford*, *part.*; 12:30-1 *Father Knows Best*, *part.*
CBS-TV 12-12:25 *Love Of Life*, *part.*; 12:25-12:30 *News*, *part.*; 12:30-12:45 *Search For Tomorrow*, *P&G*; 12:45-1 *Guiding Light*, *P&G*.
NBC-TV 12-12:30 *Your First Impression*, *part.*; 12:30-12:55 *Truth Or Consequences*, *part.*; 12:55-1 *News*, *Gen. Mills*.

1-2 p.m.

ABC-TV No network service.
CBS-TV 1-1:30 *College Of The Air*, *sust.*; 1:30-2 *As The World Turns*, *part.*
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:25 *Day In Court*, *part.*; 2:25-3 *News*, *sust.*; 2:30-3 *Seven Keys*, *part.*
CBS-TV 2-2:30 *Password*, *part.*; 2:30-3 *Art Linkletter's House Party*, *part.*
NBC-TV 2-2:55 *Merv Griffin Show*, *part.*; 2:55-3 *News*, *sust.*

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, *part.*; 3:30-4 *Who Do You Trust?*, *part.*
CBS-TV 3-3:30 *To Tell the Truth*, *part.*; 3:30-4 *Millionaire*, *part.*
NBC-TV 3-3:30 *Loretta Young Theatre*, *part.*; 3:30-4 *Young Dr. Malone*, *part.*

4-5 p.m.

ABC-TV 4-4:30 *American Bandstand*, *part.*; 4:30-4:55 *Discovery '63*, *part.*; 4:55-5 *American Newsstand*, *part.*
CBS-TV *The Secret Storm*, *part.*; 4:30-5 *Edge Of Night*, *part.*
NBC-TV 4-4:25 *Match Game*, *part.*; 4:25-4:30 *News*, *sust.*; 4:30-5 *Make Room For Daddy*, *part.*

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, *sust.*; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, *part.*; 6:15-7:30 No network service.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, *part.*; 7-7:15 No network service; 7:15-7:30 *News*, *part.*
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, *R. J. Reynolds*, *American Home Products*; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:10 *ABC News Final*, *part.*
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight*, *part.*

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Dakotas*, *part.*; 8:30-9 *Rifeman*, *Procter & Gamble*.
CBS-TV 7:30-8 *To Tell the Truth*, *Whitehall Pharmacal*, *R. J. Reynolds*; 8-8:30 *I've Got a Secret*, *Gen. Foods*, *Toni*; 8:30-9 *The Lucy Show*, *Lever*, *Gen. Foods*.
NBC-TV 7:30-8:30 *It's A Man's World*, *part.*; 8:30-9:30 *Saints and Sinners*, *part.* (in Feb.: 7:30-9:30 *Monday Night At The Movies*, *part.*)

9-10 p.m.

ABC-TV *Stoney Burke*, *part.*
CBS-TV 9-9:30 *Danny Thomas Show*, *Gen. Foods*; 9:30-10 *Andy Griffith Show*, *Gen. Foods*.
NBC-TV 9-9:30 *Saints and Sinners*, *cont.*; 9:30-10 *Price is Right*, *P. Lorillard*, *Whitehall* (in Feb.: 9:30-10 *Art Linkletter Show*, *part.*)

10-11 p.m.

ABC-TV *Ben Casey*, *part.*
CBS-TV 10-10:30 *New Loretta Young Show*, *Lever*, *Toni*; 10:30-11 *Stump the Stars*, *Ralston*.
NBC-TV 10-10:30 *David Brinkley's Journal*, *Pittsburgh Plate Glass*, *Douglas Fir Plywood Assn.*; 10:30-11 No network service.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, *part.*; 8:30-9:30 *Hawaiian Eye*, *part.*
CBS-TV 7:30-8 *Marshall Dillon*, *local sales*.



8-8:30 *Lloyd Bridges Show*, Kaiser; 8:30-9:30 *Red Skelton Show*, Best Foods, S. C. Johnson, Lever, Philip Morris.
 NBC-TV 7:30-8:30 *Laramie*, part.; 8:30-9:30 *Empire*, Amer. Tobacco, Gen. Mills, Chrysler.

9-10 p.m.

ABC-TV 9-9:30 *Hawaiian Eye*, cont.; 9:30-10:30 *Untouchables*, part.
 CBS-TV 9-9:30 *Red Skelton*, cont.; 9:30-10:30 *Jack Benny*, State Farm, Gen. Foods.
 NBC-TV 9-9:30 *Empire*, cont.; 9:30-10:30 *Dick Powell Show*, Reynolds Metals, American Gas, Kimberly-Clark, Shulton.

10-11 p.m.

ABC-TV 10-10:30 *Untouchables*, cont.; 10:30-11:30 *Close-Up!*, Bell & Howell, alt. with *Specials*, Consolidated Cigar.
 CBS-TV *Garry Moore Show*, Oldsmobile, S. C. Johnson, R. J. Reynolds.
 NBC-TV 10-10:30 *Dick Powell*, cont.; 10:30-11:30 *Chet Huntley Reporting*, part.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Wagon Train*, part.; 8:30-9:30 *Going My Way*, part.
 CBS-TV 7:30-8:30 *CBS Reports*, part.; 8:30-9:30 *Dobie Gillis*, Colgate, Vick, Polaroid.
 NBC-TV *The Virginian*, part.

9-10 p.m.

ABC-TV 9-9:30 *Going My Way*, cont.; 9:30-10:30 *Our Man Higgins*, Pontiac, Amer. Tobacco.
 CBS-TV 9-9:30 *Beverly Hillsbillies*, Kellogg, R. J. Reynolds; 9:30-10:30 *Dick Van Dyke Show*, Procter & Gamble, P. Lorillard.
 NBC-TV *Perry Como's Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, part.
 CBS-TV *U. S. Steel Hour*, U. S. Steel, alt. with *Armstrong Circle Theatre*, Armstrong.
 NBC-TV *Eleventh Hour*, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Adventures of Ozzie & Harriet*, part.; 8-8:30 *Donna Reed Show*, Campbell Soup, National Biscuit; 8:30-9:30 *Leave it to Beaver*, part.
 CBS-TV 7:30-8:30 *Mister Ed*, part.; 8-9:30 *Perry Mason*, part.
 NBC-TV 7:30-8:30 *Wide Country*, part.; 8:30-9:30 *Dr. Kildare*, part.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10:30 *McHale's Navy*, part.
 CBS-TV *Twilight Zone*, part.
 NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10:30 *Hazel*, Ford.

10-11 p.m.

ABC-TV *Alcoa Premiere*, Alcoa, alt. with *Premiere*, part.
 CBS-TV *The Nurses*, Whitehall, Johnson & Johnson, Brown & Williamson.
 NBC-TV *Andy Williams Show*, part.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Valiant Years*, part.; 8-8:30 *Father Knows Best*, part.; 8:30-9:30 *The Flintstones*, part.
 CBS-TV 7:30-8:30 *Rawhide*, part.; 8:30-9:30 *Route 66*, Chevrolet, Philip Morris, Sterling.
 NBC-TV 7:30-8:30 *International Showtime*, part.; 8:30-9:30 *Sing Along With Mitch*, part.

9-10 p.m.

ABC-TV 9-9:30 *I'm Dickens—He's Fenster*, El Producto, Procter & Gamble; 9:30-10:30 *77 Sunset Strip*, part.
 CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10:30 *Alfred Hitchcock Hour*, part.
 NBC-TV 9-9:30 *Sing Along*, cont.; 9:30-10:30 *Don't Call Me Charlie*, co-op. (in Feb.: 9:30-10:30 *The Price Is Right*, part.)

10-11 p.m.

ABC-TV 10-10:30 *77 Sunset Strip*, cont.; 10:30-11:30 No network service.
 CBS-TV 10-10:30 *Hitchcock*, cont.; 10:30-11:30 *Eyewitness*, part.
 NBC-TV *The Jack Paar Show*, part.

SATURDAY MORNING & AFTERNOON

8-10 a.m.

ABC-TV No network service.
 CBS-TV 8-9:30 *Captain Kangaroo*, part.; 9-10:30 No network service.
 NBC-TV 8-9:30 No network service; 9:30-10:30 *Ruff and Reddy*, part.

10-11 a.m.

ABC-TV No network service.
 CBS-TV 10-10:30 *Alvin and the Chipmunks*, part.; 10:30-11:30 *Mighty Mouse*, part.
 NBC-TV 10-10:30 *Shari Lewis Show*, part.; 10:30-11:30 *King Leonardo*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *Top Cat*, part.; 11:30-12:30 *Beany & Cecil*, Mattel.
 CBS-TV 11-11:30 *Rin Tin Tin*, part.; 11:30-12:30 *Roy Rogers*, part.
 NBC-TV 11-11:30 *Fury*, part.; 11:30-12:30 *Magic Midway*, Marx.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods; 12:30-1:30 *Magic Land of Allakazam*, Marx, Lakeside.
 CBS-TV 12-12:30 *Sky King*, Nabisco; 12:30-1:30 *Reading Room*, sust.
 NBC-TV 12-12:30 *Make Room for Daddy*, part.; 12:30-1:30 *Exploring*, Kraft.

1-2 p.m.

ABC-TV 1-1:30 *My Friend Flicka*, part.; 1:30-2:30 No network service.
 CBS-TV 1-1:15 *CBS News*, sust.; 1:15-2:30 No network service.
 NBC-TV 1-1:30 *Exploring*, cont.; 1:30-2:30 *Watch Mr. Wizard*, sust.

2-5 p.m.

ABC-TV 2-2:30 No network service; 2:30-3:30 *Challenge Golf*, part.; 3:30-5:30 *Pro Bowlers' Tour*, part.
 CBS-TV No network service.
 NBC-TV 2-2:30 No network service; 3:30-5:30 *Sports Specials*, part.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, part.; 6:30-7:30 No network service; 7-7:30 *Matty's Funnies*, Mattel.
 CBS-TV No network service.
 NBC-TV 5-5:30 *TBA*; 5:30-6:30 *Captain Gallant*, part.; 6-6:15 *News*, sust.; 6:15-7:30 No network service.

SATURDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Gallant Men*, part.; 8:30-9:30 *Mr. Smith Goes To Washington*, part.
 CBS-TV 7:30-8:30 *Jackie Gleason Show: The American Scene Magazine*, part.; 8:30-9:30 *The Defenders*, Brown & Williamson, Lever, Allstate, Speidel, Bristol-Myers.
 NBC-TV 7:30-8:30 *Sam Benedict*, part.; 8:30-9:30 *Joey Bishop Show*, P. Lorillard, Procter & Gamble.

9-10 p.m.

ABC-TV *Lawrence Welk Show*, part.
 CBS-TV 9-9:30 *Defenders*, cont.; 9:30-10:30 *Have Gun, Will Travel*, Amer. Tobacco, Whitehall.
 NBC-TV 9-11 *Saturday Night At the Movies*, part.

10-11 p.m.

ABC-TV 10-10:50 *Fight of the Week*, Gillette, Gen. Cigar; 10:50-11:30 *Make That Spare*, Brown & Williamson.
 CBS-TV *Gunsmoke*, Johnson & Johnson, Gen. Foods, Procter & Gamble, Alberto Culver.
 NBC-TV *Movies*, cont.

Specials scheduled for January, February and March

ABC-TV
 Jan. 13: 2 p.m.-concl.
AFL All-Star Game, P. Lorillard, Texaco, Gillette, Bristol-Myers, Lincoln-Mercury.
 Jan. 15: 10:30-11 p.m.
As Caesar Sees It, Consolidated Cigars.
 Jan. 20: 8:30-10 p.m.
Here's Edie, Consolidated Cigars.
 Jan. 23: 7:30-8:30 p.m.
Hollywood: The Fabulous Era, Procter & Gamble.
 Jan. 26: 10-11 p.m.
All-Star Bowling Tournament, Gillette.
 Feb. 12: 10:30-11 p.m.
As Caesar Sees It, Consolidated Cigars.
 Feb. 25: 9-10 p.m.
Victor Borge Show, Pontiac
 Feb. 26: 10:30-11 p.m.
Here's Edie, Consolidated Cigars.
 March 7: 10-11 p.m.
Close-Up!, Bell & Howell.
 March 13: 10-11 p.m.
Hollywood: The Great Stars, Procter & Gamble.
 March 21: 9-9:30 p.m.
As Caesar Sees It, Consolidated Cigars.
 March 26: 10:30-11 p.m.
Close-Up!, Bell & Howell.
 March 31: 9:30-10 p.m.
Here's Edie, Consolidated Cigars.

CBS-TV
 Jan. 13: 12 Noon-1 p.m.
Meet the New Senators, sust.

Jan. 15: 7:30-8:30 p.m.
Young Peoples Concert, Shell Oil.
 Jan. 31: 10-11 p.m.
Anti-Defamation League Program, sust.
 Feb. 1: 8:30-9:30 p.m.
Arthur Godfrey Show—Sounds of the City, Quaker State Oil Refining Corp, Menley & James Labs.
 Feb. 17: 8-9 p.m.
Tour of Monaco with Princess Grace, Chemstrand, Ford.
 Feb. 21: 8-9 p.m.
Leonard Bernstein and the New York Philharmonic, Ford.
 Feb. 24: 10-11 p.m.
An Evening with Carol Burnett, Lip-ton.
 March 19: 8:30-9:30 p.m.
Judy Garland Show, Chemstrand, Ford.
 NBC-TV
 Jan. 13: 4 p.m.-concl.
Pro Bowl Game of NFL, Liggett & Myers, Carter Products, United Motors.
 Jan. 16: 9-10 p.m.
Bob Hope Christmas Show, Timex, Lever Bros.
 Jan. 18: 10-11 p.m.
Bell Telephone Hour, AT&T.
 Jan. 20: 10-11 p.m.
Dinah Shore Show, Sperry Hutchinson.
 Feb. 24: 8:30-9:30 p.m.
World of Benny Goodman, Purex.
 Jan. 27: 2-4 p.m.
NBC Opera—"The Love of Three Kings", sust.

Jan. 27: 10-11 p.m.
The Death of Stalin, Scott/TBA.
 Feb. 3: 10-11 p.m.
The Rise of Khrushchev, Scott/TBA.
 Feb. 4: 9:30-10:30 p.m.
Bell Telephone Hour, AT&T.
 Feb. 6: 7:30-9 p.m.
Hallmark Hall of Fame—"Pygmalion", Hallmark Cards.
 Feb. 9: 7-9 p.m.
Peter Pan, Lipton, Timex.
 Feb. 11: 9:30-10 p.m.
Eisenhower on Lincoln, Union Central Life.
 Feb. 17: 10-11 p.m.
Dinah Shore Show, Sperry Hutchinson.
 Feb. 21: 7:30-8:30 p.m.
California: Number One, Lincoln-Mercury.
 Feb. 22: 8:30-9:30 p.m.
World of Maurice Chevalier, Purex.
 March 3: 2-3 p.m.
NBC Opera "Labyrinth", sust.
 March 7: 3-4 p.m.
Special for Women, Purex.
 March 13: 9-10 p.m.
Bob Hope Show, Timex, Lever Bros.
 March 13: 10-11 p.m.
Bell Telephone Hour, AT&T.
 March 17: 10-11 p.m.
Dinah Shore Show, Sperry Hutchinson.
 March 19: 8:30-9:30 p.m.
World of . . ., Purex.
 March 26: 7:30-8:30 p.m.
Gary Cooper—Tail American, Savings & Loan.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 27 through Jan. 2 and based on filings, authorizations and other actions of the FCC in that period.

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

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New tv stations

APPLICATIONS

Guastl, Calif.—Bcstg. Service of America. Uhf ch. 40 (626-632 mc); ERP 69.5 kw vis., 37.15 kw aur. Ant. height above average terrain 2865 ft., above ground 131 ft. P.O. address c/o William A. Myers, Box 1134, Guastl. Estimated construction cost not given, since facilities are to be leased; first year operating cost \$136,000; revenue \$150,000. Studio location Guastl, trans. location Mt. Wilson. Geographic coordinates 34° 13' 36" N. Lat., 118° 03' 59" W. Long. Type trans. RCA TTU-12A; type ant. RCA TFU-6B. Legal counsel Weaver & Glassie, consulting engineer A. D. Ring & Assoc., both Washington, D. C. Principals: William A. Myers (38.1%), Ethel J. Myers (27.8%), and others. Mr. Myers is member of Board of Water and Power Commission, Los Angeles. Ann. Dec. 31.

San Juan, P. R.—Quality Bcstg. Corp. Uhf ch. 19 (500-506 mc); ERP 228 kw vis., 115 kw aur. Ant. height above average terrain 139 ft., above ground 223 ft. P. O. address c/o George A. Mayoral, First Federal Bldg., Ponce de Leon at Parque St., San Juan. Estimated construction cost \$176,200; first year operating cost \$65,000; revenue \$65,000. Studio and trans. location both San Juan. Geographic coordinates 18° 26' 51" N. Lat., 66° 03' 59" W. Long. Type trans. ITA TVU-12A; type ant. Alford 1044S. Legal counsel Loucks & Jansky, consulting engineer Raymond E. Rohrer & Assoc., both Washington, D. C. Applicant is large corporation with no majority stockholder. Applicant also owns WKYN & WFQM (FM), both San Juan; WORA-AM-TV Mayaguez, P. R.; WJMR & WRCM (FM) New Orleans; and WIVI St. Croix, V. I. Ann. Jan. 2.

Existing tv stations

CALL LETTERS ASSIGNED

WCKT (TV) Miami, Fla.—Sunbeam TV Corp.

WRCB-TV Chattanooga, Tenn.—Rust Craft Bcstg. Co. Changed from WRGP-TV.
*KOET (TV) Ogden City, Utah—Board of Education. Changed from KVOG-TV.

New am station

ACTION BY FCC

Hyde Park, N. Y.—Ubiquitous Corp. Granted cp for new am to operate on 950 kc, .5 kw-D. P. O. address 1 Washington St., Poughkeepsie, N. Y. Estimated construction cost \$21,387; first year operating cost \$42,000; revenue \$60,000. Principals are Carlton D. Durfey, 60%, Thomas C. Durfey, 30%, and James E. Carroll Jr., 10%. Carlton Durfey is teacher. Thomas C. Durfey, teacher, has been associated with several radio stations as engineer. Mr. Carroll is lawyer. Action Jan. 2.

Existing am stations

CALL LETTERS ASSIGNED

KGMR Jacksonville, Ark.—Jacksonville Bcstg. Inc. Changed from KCKM.

KALO Little Rock, Ark.—Glen A. Harmon. Changed from KAJI.

KKLO San Diego, Calif.—Broadmoor Bcstg. Corp. Changed from KSON.

WTAL Tallahassee, Fla.—WTAL Radio Inc. Changed from WTNT.

WTNT Tallahassee, Fla.—Tallahassee Appliance Corp. Changed from WTAL.

WYOQ Wyoming, Mich.—Wolverine Bcstg. Co.

KCCV Independence, Mo.—KANS Inc. Changed from KANS.

WEEP Pittsburgh, Pa.—Golden Triangle Bcstg. Co. Changed from WYRE.

APPLICATION

KRZY Albuquerque, N. Mex.—Cp to change hours of operation to unl. from D; using power of 250 w-N, 1 kw-D and install new trans. Ann. Dec. 28.

New fm stations

ACTION BY FCC

*Meadville, Pa.—Allegheny College. Granted cp for new fm to operate on 88.1 mc, ch. 201, 33 w. Ant. height above average terrain 79 ft. P. O. address Box 28, Meadville. Estimated construction cost \$10,384; first year operating cost \$2,125. Principals: officers of college. Action Dec. 28.

APPLICATIONS

Shelbyville, Ind.—Shelby County Bcstg. Inc. 97.1 mc, ch. 246, 6.9 kw. Ant. height above average terrain 334 ft. P. O. address Box 385, Shelbyville. Estimated construction cost \$14,105; first year operating cost \$7,000; revenue \$8,000. Principals: Robert D. Ingram (32.5%), John A. Hartnett (27.5%), Willard Fickett (25%) and Fred V. Cramer, Lowell Rudicel & Morris Bass (each 5%). Applicant owns WSVL Shelbyville. Ann. Dec. 31.

Louisville, Ky.—Kentucky Technical Institute Inc. 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 32 ft. P. O. address 1701 S. 3rd St., Louisville. Estimated construction cost \$9,650; first year operating cost \$19,000; revenue \$24,000. Principals:

Clarence E. Henson (70%), Elmer G. Sulzer (20%) and Paul D. Everman (10%). Messrs. Henson (86%) and Selzer (14%) own Electronic Laboratories Inc., owner of WORX-AM-FM Madison, Ind., and majority owner of WXVW Jeffersonville, Ind.; Mr. Everman is employe of farm organization. Ann. Dec. 31.

Portland, Me.—Guy Gannett Bcstg. Services. 102.9 mc, ch. 275, 100 kw. Ant. height above average terrain 1513 ft. P. O. address 390 Congress St., Portland. Estimated construction cost \$50,730; first year operating cost \$16,000; revenue \$16,000. Applicant, large corporation with no majority stockholder, owns WGAN-AM-TV Portland. Ann. Dec. 31.

Rochester, Minn.—Northland Radio Corp. 96.7 mc, ch. 244, 2.997 kw. Ant. height above average terrain 120 ft. P. O. address 1908 Foshay Tower, Minneapolis 2, Minn. Estimated construction cost \$19,438; first year operating cost \$20,000; revenue \$24,000. Principals: Carroll E. Crawford and Kingsley H. Murphy Jr. (each 50%). Applicant owns KWEB Rochester. Ann. Dec. 31.

Oklahoma City, Okla.—Bonebrake & Co. 96.1 mc, ch. 241, 10.5 kw. Ant. height above average terrain 120 ft. P. O. address 101 N.E. 28th St., Oklahoma City. Estimated construction cost \$15,000; first year operating cost \$1,800; revenue \$1,000. Principals: Matthew H. (57.2%), Sue (36.8%) and Ronal K. Bonebrake (6%). Applicant owns KOCY Oklahoma City. Ann. Dec. 31.

Hato Rey, P. R.—International Bcstg. Corp. 92.3 mc, ch. 222, 17.85 kw. Ant. height above average terrain minus 103.25 ft. P. O. address Box 765, Carolina, P. R. Estimated construction cost \$24,657; first year operating cost \$12,000; revenue \$16,000. Angel O. Roman, local contractor, is sole owner. Applicant also applicant for new am in Hato Rey. Ann. Dec. 31.

Rio Piedras, P. R.—Abacoa Radio Corp. 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 110 ft. P. O. address Box 1252 Hato Rey, P. R. Estimated construction cost \$10,696; first year operating cost \$24,000; revenue \$30,000. Principals: Manuel P. & Carlos P. Lopez (each 37.5%) and Carmen E. & Jose L. Lopez (each 12.5%). Applicant also has interest in WISO Ponce and WAEL Mayaguez, P. R. Ann. Dec. 31.

Houston, Tex.—Jack H. MacDonald. 106.9 mc, ch. 295, 37 kw. P. O. address 321 S. San Vicente, Los Angeles 48, Calif. Ant. height above average terrain 361 ft. Estimated construction cost \$25,898; first year operating cost \$54,995; revenue \$48,000. Mr. MacDonald, Los Angeles contractor, is sole owner. Ann. Jan. 2.

Existing fm stations

CALL LETTERS ASSIGNED

WSTO (FM) Owensboro, Ky.—Owensboro On The Air Inc. Changed from WVJS-FM. KJEF-FM Jennings, La.—Jennings Bcstg. Inc.

WGLI-FM Babylon, N. Y.—WGLI Inc. Changed from WQMF (FM).

*WGSU Geneseo, N. Y.—State U. of New York.

*WVCR-FM Loudonville, N. Y.—Saint Bernardine of Siena College.

WMNC-FM Morganton, N. C.—Nathan J. Cooper.

WKTN-FM Kenton, Ohio—Radio Kenton Inc.

WITT (FM) Pittsburgh, Pa.—Golden Triangle Bcstg. Inc. Changed from WYRE-FM. WABA-FM Aguadilla, P. R.—Hector Reichard.

APPLICATIONS

WRUF-FM Gainesville, Fla.—Cp to change frequency to 103.7 mc, ch. 279, from 104.1 mc, ch. 281; increase ERP to 17.2 kw from 12 kw. Ann. Dec. 31.

WVJS-FM Owensboro, Ky.—Cp to change frequency from 96.1 mc, ch. 241, to 105.3 mc, ch. 287; increase ERP from 10 kw to 32.652 kw; change ant. height above average terrain from 370 ft. to 347 ft.; install new trans. and ant. Ann. Dec. 31.

Ownership changes

ACTIONS BY FCC

KLYD-AM-TV Bakersfield, Calif.—Granted transfer of control of licensee corporation from Lincoln Dellar (41.18%), Edward E. Urner (23.54%), Bryan J. Coleman (17.64%) and Maurice St. Clair (17.64%), d/b as Kern County Bcstg. Co., to Lincoln and Sylvia Dellar (each 50%), tr/as Dellar Bcstg. Co. Consideration \$117,640. Mr. and Mrs. Dellar own KROY Sacramento (each 50%) and majority interest in KACY Port Hueneme (each 37½%), both California. Action Dec. 31.



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KRCW (FM) Santa Barbara, Calif.—Granted assignment of license and SCA from Cameron A. Warren (74%), Dorothy A. Warren (13%), Roger A. Clarke (8%) and Andrew H. Burnett (5%), d/b as Channel Bcstg. Inc., to Richard W. Johnston (100%). Consideration \$50,000. Mr. Johnston owns theatrical production company. Action Dec. 26.

WPRY Perry, Fla.—Granted assignment of license from Alpha B. Martin (100%), d/b as Taylor County Bcstg. Co., to Orrel R. Buckler, Arthur D. Pepin and Ira W. Brown (each 33 1/3%), tr/as WPRY Radio Bcstrs. Inc. Consideration \$45,000. Mr. Buckler is gen. mgr. of WPUP Gainesville, Fla.; Mr. Pepin is beverage distributor; Mr. Brown is employed by WPUP. Action Dec. 27.

WXLW Indianapolis, Ind.—Granted assignment of license from Lyman S. Ayres (33.1%), Frederick M. Ayres Jr. (26.4%), Robert D. Enoch (21.5%), F. Eugene Sandford (13.5%) and Edwin E. Weldon (5.5%), d/b as Radio Indianapolis Inc., to Mr. Enoch (100%), tr/as Greater Indianapolis Bcstg. Inc. Consideration \$675,000. Action Dec. 27.

WDBQ Dubuque, Iowa—Granted transfer of control of licensee corporation from O. A. Friend Jr. (59.6%), M. D. Price Jr. (24.8%) and R. B. Tennant (14.9%), to Hart N. Cardozo Jr. (84.82%) and Philip T. Kelly (15.38%), d/b as Dubuque Bcstg. Co. Consideration \$155,000. Mr. Cardozo owns WDBC Escanaba, Mich., and KATE Albert Lea, Minn. Action Dec. 28.

WDTM (FM) Detroit, Mich.—Granted acquisition of positive control of licensee corporation, WDTM Inc., from Merle H. & Ophelia L. Miller (each 48.8%) and Mary W. Carpenter (2.4%) to Mr. Miller (62.5%) and Mrs. Miller (37.5%), liquidating stock held by Mrs. Carpenter. Consideration \$2,000. Action Dec. 31.

WDHA-FM Dover, N. J.—Granted assignment of license and cp from Peter L. Arnow (98%) and his mother & father (each 1%), d/b as Drexel Hill Assoc., to same parties tr/as Drexel Hill Assoc. Inc. No financial consideration. Action Dec. 31.

WEND-AM-FM Ebensburg, Pa.—Granted assignment of license from Gary H. Simpson (100%), d/b as Cambria County Bcstg. Co., to Mr. Simpson (99%) and John W. Eschbach & John P. Knorr (each 5% to qualify as directors), tr/as Cambria County Bcstg. Inc. No financial consideration involved. Mr. Simpson is sole owner of WTRN Tyrone, WBLF Bellefonte, WGMR(FM) Tyrone, all Pennsylvania; majority owner of WFRM Coudersport & WNBT Wellsboro, both Pennsylvania; and 50% owner of WKBI St. Marys, Pa. Mr. Eschbach is gen. mgr. of WTRN, WBLF, WGMR(FM), all above, and WEND-AM-FM. Mr. Knorr is program dir. of WTRN & WGMR(FM), both above. Action Dec. 31.

WFCT Knoxville, Tenn.—By order, on showing of compliance with exceptions to three-year holding rule commission granted transfer of control of licensee corporation, Radio Tennessee Inc., from Frederick L. Allman and Robert K. Richards (each 50%) to J. Olin Tice Jr. (100%). Consideration \$125,000. Mr. Tice has majority interest in WCAY Cayce, S. C.; Charlotte, N. C.; WBAZ Kingston, N. Y.; and WKEN Dover, Del. (sale now pending). Action Dec. 28.

KJIM-AM-FM Fort Worth, Tex.—Granted transfer of control of licensee corporation, Trinity Bcstg. Co. (13,023 shares issued), from James M. Stewart, Paul E. Taft & Milton R. Underwood (each 2,630 shares), William D. Schueler (2,503 shares), Ann Johnson Mitsch (519 shares), F. Kirk Johnson Jr. (518 shares) and F. Kirk Johnson (1,593 shares) to W. C. Windsor Jr. Consideration \$300,000. Mr. Windsor owns film production company. Action Dec. 28.

APPLICATIONS

KDEY Boulder, Colo.—Seeks assignment of cp from Kenneth G. & Misha S. Prather (each 50%) to Mr. & Mrs. Prather (100% jointly), d/b as Bonanza Bcstg. Corp. No financial consideration involved. Ann. Dec. 31.

WNOP-AM-TV Newport, Ky.—Seeks transfer of control of licensee and permittee corporation, Tri-City Bcstg. Co., from James G. Lang (58.8%) to Dean C. Stuhlmueller (41.5% before transfer, 100% after), tr/as Dean Miller Bcstg. Corp. Consideration \$342,300. Mr. Stuhlmueller owns WLMJ Jackson, Ohio. Ann. Dec. 28.

WJBM Jerseyville, Ill.—Seeks relinquishment of positive control of licensee corporation, Tri-County Bcstg. Co., by Wilbur J. Meyer (50.5% before transfer, 25.5% after) to Ferdinand & Janet Gorecki (25%); other ownership remains stable. Consideration \$15,400. Dr. Gorecki is physician. Ann. Dec. 31.

KWK St. Louis, Mo.—Seeks assignment of license from KWK Radio Inc. to parent company, Milwaukee Bcstg. Co. No financial consideration involved. Milwaukee also owns WEMP-AM-FM Milwaukee. Ann. Dec. 28.

KCHO (FM) Amarillo, Tex.—Seeks assignment of license from B. W. Spiller and U. C. Sterquell (each 50%), d/b as Panhandle Bcstrs., to Mr. Sterquell (100%). tr/as company of same name. Consideration is assumption of liabilities and \$9,550 reimbursement. Ann. Jan. 2.

KFST Fort Stockton, Tex.—Seeks transfer of negative control of licensee corporation, KFST Inc., from Kenneth Z. Bond and R. L. Billingsly (each 25% issued stock) to James W. Hawkins (50% issued stock). Consideration \$9,425. Mr. Hawkins is KFST gen. mgr. Ann. Dec. 31.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of New Mexico Bcstg. Inc. for new tv to operate on ch. 2 in Santa Fe, N. Mex. Applicant proposes to operate Santa Fe station as satellite of its station KGGM-TV (ch. 13) Albuquerque. Action Dec. 28.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting applications for new daytime am stations of Russell H. Morgan to operate on 1230 kc, 250 w, in Chestertown, Md., and Bel Air Bcstg. Co. to operate on 1520 kc, 250 w, in Bel Air, Md., both conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Dec. 27.

■ Hearing Examiners Isadore A. Honig and Chester F. Naumowicz Jr. issued supplemental initial decision looking toward (1) denying application of R. L. McAlister for new am to operate on 1550 kc, 5 kw, D, in Odessa, Tex., and (2) affirming denial for default application of Western Bcstg. Co. for new am to operate on 1550 kc, 50 kw, D, in Odessa. Action Dec. 27.

OTHER ACTIONS

■ Commission gives notice that Oct. 26 initial decision which looked toward denying application of KDOK Bcstg. Co. to change operation of station KDOK Tyler, Tex., on 1330 kc from day to unl. time with 500 w-N, DA-N, continued daytime operation with 1 kw, became effective Dec. 17 pursuant to Sec. 1.153 of rules. Action Jan. 2.

■ Commission gives notice that Nov. 8 initial decision which looked toward granting application of General Communications Inc. to increase daytime power of KKKW Lafayette, La., on 1520 kc from 500 w to 10 kw, continued nighttime operation with 500 w, and change from DA-1 to DA-2 but with daytime DA during critical hours only;

conditions and pending final decision in Doc. 14419 pre-sunrise operation with daytime facilities precluded, became effective Dec. 28 pursuant to Sec. 1.153 of rules. Action Jan. 2.

■ By order, commission granted petition by KWK Radio Inc. and extended time to Jan. 10, 1963, to file reply to Broadcast Bureau exceptions and brief in proceeding on revocation of license of KWK St. Louis, Mo. Action Dec. 31.

■ By order, commission granted petition by W. D. Frink, tr/as Jefferson Radio Co., and extended time to Feb. 11, 1963, to file exceptions to initial decision in proceeding on application for license to cover cp for WIXI Irondale, Ala. Action Dec. 31.

■ By order, commission granted motion by Jefferson Standard Bcstg. Co. and extended time to Dec. 31 to respond to motion by Southern Bcstrs. Inc. to strike Jefferson's response pleading in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action Dec. 31.

■ Commission gives notice that Sept. 27 initial decision which looked toward granting application of WHYI Inc. for new tv to operate on noncommercial educational basis on commercial ch. 12 in Wilmington, Del., and denying competing application of Rollins Bcstg. Inc. seeking same facility for commercial use became effective Dec. 26 pursuant to Sec. 1.153 of rules. Action Dec. 27.

■ By order, commission granted petition by Nueces Telecasting Co. and extended time to Jan. 23, 1963, to file exceptions and brief to initial decision in Corpus Christi, Tex., tv ch. 3 proceeding. Action Dec. 26.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order, denied petition by Broadcast Bureau to enlarge issues in proceeding on application of Ouachita Valley Radio Corp. for new am in Camden, Ark. and to consolidate it in hearing with applications of Smackover Radio Inc. for new am in Smackover and Magnolia Bcstg. Co. to increase power of station KVMA Magnolia, both Arkansas, in Docs. 14193-4. Action Dec. 27.

■ By memorandum opinion & order in proceeding on applications of Bluestem Bcstg. Inc. and KAYS Inc. for increase in daytime power of stations KVOE Emporia and KAYS Hays, respectively, both Kansas, denied KAYS' petition for deletion or mod. of issues. Action Dec. 27.

■ By memorandum opinion & order in consolidated am proceeding on applications of William S. Cook, Colorado Springs, Denver Area Bcstrs. (KDAB), Arvada, both Colorado, and Charles W. Stone (KCHY), Cheyenne, Wyo., in Docs. 14815-7, (1) denied untimely filed motion by KDAB for

Continued on page 86

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 2

	Lic.	Cps.	ON AIR	CPS	TOTAL APPLICATIONS
			Not on air		for new stations
AM	3,745	58		124	550
FM	1,051	27		143	167
TV	512	64		76	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 2

	VHF	UHF	TOTAL
			TV
Commercial	486	90	576
Non-Commercial	47	21	68*

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,741	1,038	512
Cps on air (new stations)	61	40	66
Cps not on air (new stations)	122	138	74
Total authorized stations	3,924	1,216	659
Applications from new stations (not in hearing)	295	148	49
Applications for new stations (in hearing)	204	13	59
Total applications for new stations	499	161	108
Applications for major changes (not in hearing)	331	97	43
Applications for major changes (in hearing)	57	3	9
Total applications for major changes	388	100	52
Licenses deleted	1	0	1
Cps deleted	1	4	1

* Includes 3 stations operating on unreserved channels.

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

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.

Wanted immediately experienced sales manager for Rochester, N. Y. area station. Excellent salary. Send photo and full particulars. Box 100T, BROADCASTING.

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.

Sales

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 78T, 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.

Salary plus commission, liberal mileage allowance, paid hospitalization insurance, group life, retirement plan, cartridge tape equipped. If you can do country music show we talk better. KMMO, 1000 watts, Marshall, Missouri.

Upper midwest, medium market multiple ownership operation is seeking experienced salesman. Excellent opportunity for the right man. Box 7T, 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.

New Opportunities, sales personnel. 650 stations nationwide. Broadcast Employment Service, 4825 10th Ave. So. Minneapolis 17, Minnesota.

Announcers

Virginia daytimer independent has opening for top notch announcer with personable and ideas. Good pay, good working conditions. Box 1A, BROADCASTING.

Good staff man with versatility. Newscasting ability a must. Basic pop music, with no rock and roll. WLAG, LaGrange, Georgia.

Announcer for long established Virginia full-time station in small market. Position offers security and many benefits. Will consider recent broadcasting school graduate with top ability or man with light experience. This is a settled, hardworking, friendly operation, and we want a man with the same qualities. Box 9A, BROADCASTING.

Good men, good pay. All degrees experience. Many openings. Write, Broadcast Employment Service, 4825 10th Ave So. Minneapolis 17, Minnesota.

Help Wanted—(Cont'd)

Announcers

Florida daytimer needs announcer with first class license. Permanent position, with rapidly growing organization. Box 8A, BROADCASTING.

Announcer . . . that can write some copy. 5000 watt station in eastern Carolina. Send resume, tape, picture immediately. Box 62T, 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.

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.

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.

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. Wirth, 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.

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!

D.J. wanted. Top modern station in moderate size New England market. Sent tape to Box 13A, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Imeriate opening for both experienced announcer and newsman. Small market station expanding staff. Resume, Tape and photo to Box 261, Williamson, West Virginia.

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.

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.

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.

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, \$100 weekly. Box 326R, BROADCASTING.

Experience, ability, with morning man potential. Needs self starter to advance. Stable modern station in Mid Atlantic suburb. Send picture, resume, tape, salary desired. To Box 27A, BROADCASTING.

Top Chain continually on lookout for top airmen with format experience. Believeable personality, and creativity important qualifications. To be considered send tape and resume to Box 52A, BROADCASTING.

Announcer-newsman. New Jersey. Must have local news experience. Box 54A, BROADCASTING.

Morning man, experienced. East coast. Well-established non-format station, strong on local programming. Box 53A, BROADCASTING.

Wisconsin regional station wants bright morning man with 1st phone. New building and equipment. Tape and resume WDUX, Waupaca.

Announcer, first phone, for fast paced daytimer. Some maintenance necessary. Send tape, resume, salary expected. WEBO, 61 North Avenue, Owego, New York.

Announcer with 1st class ticket—must be good air man. Top salary for right man interested in growing with new 5000 watt station covering thumb of Michigan. Send tape, resume, photo to Box 1530, Lapeer, Michigan.

Help Wanted—(Cont'd)

Technical

Chief engineer, Southeast. Regional fulltime DA night. 10 kw fm. Send complete resume including expected salary. Box 37A, BROADCASTING.

Engineer for 10 kw daytime station, fastest growing station in great southwest. Number one in market, is the undisputed leader and offers unsurpassed working conditions, equipment nearly new and adequately maintained, we don't cut corners write or phone on Wednesday, Thursday, Friday, Bill Dahlsten, General Manager, KAWA, Box 482, Waco, Texas. Phone PLaza 4-1488.

Chief Engineer for WVOS, Liberty, New York. Good salary.

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.

Good music network affiliate needs stable, experienced chief. Box 82T, BROADCASTING.

Radio, TV, Combos, technicians. Apply today. Broadcast Employment Service, 4825 10th Ave. So. Minneapolis 17, Minnesota.

Production—Programming, Others

Copy writer, male or female. Air work and sales opportunity, too, if qualified. WLAG, LaGrange, Georgia.

Wanted program director-aggressive station with quality production seeks program director who really knows music and can direct staff with a bright up beat format of the best standards and the best of current tops. Growing progressive kilowatt full time in down station Illinois, metropolitan area, is willing to pay above average salary, but expects to get choice man. Write Box 24A, BROADCASTING with references details as to training, experience and availability for interview.

Electronics instructors. To train an FCC licensing teachers. Teaching experience not essential. Must relocate. Openings in nation's principal cities. Apply by mail only, Elkins Institute of Radio and Electronics, Inc., 2603 Inwood Road, Dallas 35, Texas.

Need a man who can edit speech and music tape, record outside events, hold first phone with or without maintenance, announces and board. I'll take a man who can do any three of the above properly. We have a good job for a hard worker. You can start tomorrow. Send full details to Jerry Grainger, Program Director, WWCA, Gary, Indiana.

Graduate assistants for teaching and radio television station production. School of Speech, Ohio University, Athens, Ohio.

RADIO**Situations Wanted—Management**

Minow to Henry to Cox!! No use arguing with the umpire after the play is over. Convince him you can combine commercial acceptance with community acceptance. Twenty years with one of nation's best stations qualifies me to run your's or take key group programming role. Prefer incentive plan Box 3A, BROADCASTING.

Situations Wanted—(Cont'd)

Management

Virginia broadcaster, 27, married, draft exempt, 10 years announcing. Experience in programming, sales, continuity, tv award winning newscaster. Desire small station management opportunity. Presently employed. Bob Fulcher, 144 DuPont Circle, Waynesboro, Virginia.

Attention: major/medium market stations: Aggressive, successful small station manager 34, seeking advancement. Solid background, college grad., family. Interested in management, programming, sales, promotion. Air work if necessary. Box 19A, BROADCASTING.

Sales

Radio tv sales experience. Available immediately. Position with future desired. Box 47A, BROADCASTING.

Top salesman for loot. Four years in large southern market. Desires change to larger kw west or southwest, preferred. Only permanent connection considered. Box 50A, BROADCASTING.

Announcers

DJ, 5 years experience, top flight personality type. Formerly news director, dj. Now performing duty as program director, dj. Veteran, married. 27. I know modern format. Box 2A, BROADCASTING.

Negro announcer. The talk of your town will be the tall man with big wonderful voice. Mature, broadcasting school and college graduate. Creative writer. Box 4A, BROADCASTING.

Experience staff announcer wishes to locate in Michigan or surrounding area. Deep voice with smooth commercial and news delivery. Professional musician. Married. Box 6A, BROADCASTING.

Announcer, tight production, mature voice. Veteran, dependable, want permanent position. Box 10A, BROADCASTING.

DJ. Professional swinger for tight station. Young. Versatile. Cheerful. Reliable. Box 38, BROADCASTING.

DJ. Popular adult programming. Production gimmicks. Now employed. Seeks growth. Box 39T, BROADCASTING.

First phone D.J. needs job. Age 20, year experience, married, draft exempt. Ron Romero, 1700 Ida, Arlington, Texas. CR 5-0874.

Whose that warm relaxed personable guy, looking for decent music station? Why that little ole announcer is me! Box 72R, 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.

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.

Announcer with first phone desires midwest location if possible. News, commercials, dj. shows. Box 16A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Personality tv staffer. Bandstand show, top ratings, excellent references, relocate major markets. Box 20A, BROADCASTING.

Merry morning man: Seasoned skillful humor; alert delivery, production. \$150. Box 21A, BROADCASTING.

Announcer, dj, first phone. Experienced, authoritative sound, available, will relocate. Box 31A, BROADCASTING.

Inexperienced first phone seeks learning grounds. 22, married, draft free. Willing to work and learn. Available immediately. Box 32A, BROADCASTING.

Experienced anncr-salesman (radio-tv) seeks change single, 28, mobile. Box 38A, BROADCASTING.

Hal Willard willing to consider your proposition. Available Feb. 11. Box 43A, BROADCASTING.

Single, university trained announcer. 3rd phone. Some commercial experience, but need more. Seeking position with good music station in midwest preferably, Ohio. But will relocate anywhere. Available immediately. Box 44A, BROADCASTING.

150 miles of Philadelphia. 3 years of dj, news, production voices. Humorous approach. Veteran. Box 48A, BROADCASTING.

Female-versatile, ambitious, pleasant, single, twenty. Two years college, type, emceeing and library experience. Broadcasting, charm school graduate. Prefer midwest. 2036-169th Street, Hammond, Indiana.

Hello out there in radio land. On the air I sound like I've never seen the inside of a top 40 radio station, but luckily the ratings show I have. I want to move south. Married, two children. Experienced, references. Tape on request. P.S. first phone and know how to use it. \$125 week. Available immediately. Sonny Limbo, WAKY Radio, Louisville, Ky.

Technical

Transmitter operator, first ticket, some experience. Permanent position with progressive small station desired. No announcing. Box 26A, BROADCASTING.

Engineering supervisor desires chiefs position. Strong design, installation, and maintenance background. Major market radio and television experience. First phone. Available February 1, 1963. Box 45A, BROADCASTING.

Production—Programming, Others

10 Years, radio and tv. Top markets. Announcer and p.d. Top Top ratings. Excellent references, college, personality. Bright style. Solid salesman. Relocate. Currently employed. Box 5A, BROADCASTING.

Have political science background from city planning to Soviet foreign policy: News background in reporting, writing, film editing, assigning, producing specials: Want reporting or documentary position with station that cares about news. Box 14A, BROADCASTING.

Children's comedian interested in developing top children's show in major tv market. Highest professional and character references. Pics and brochure available. Box 15A, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

Here! if you're a general manager . . . neither an Alice-sit-by-the-fire nor a Paul Fry, heed these words: We are two guys given to doing good stuff; taking a one-lunger 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.* Mayhapp can do same for you. Won't send tape, but will bring one, wrapped in plain brown paper, upon request of invitation to lunch, etc. Boss knows not of this ad, nor will you when we leave you. Your managerial jerkin bulging with fat hoopers.** Turning to hide wry smiles, we remain Box 97T, BROADCASTING.
*Pretty Quick **Little Green Bugs

Major markets only, dynamic personality with 6 years as PD, wants air show and/or pd position. Top 40 only. Box 49A, BROADCASTING.

TELEVISION**Help Wanted—Sales**

Tv sales opportunity. VHF station in major Pennsylvania market seeks experienced salesman. This is a solid opportunity with good base salary and incentive. Applicants with at least three years television sales experience send resume and photo to Box 56T, BROADCASTING.

Technical

Engineering supervisor for New England VHF. State qualifications, experience and salary requirements in first reply. Box 23A, BROADCASTING.

Production—Programming, Others

Promotion manager for moderate size UHF market, New England area. Starting salary \$6500. Send resume to Box 12A, BROADCASTING.

Promotion assistant with eastern medium market station, group owned. Some radio and TV experience preferred. Write in confidence. Box 22A, BROADCASTING.

Production manager. Live programming expansion creates opening for top flight production man with creative abilities and thoroughly grounded in all production techniques. Prefer versatile man with directing experience and who is a good performer in his own right with capabilities to assume additional administrative responsibilities. All replies strictly confidential. Box 41A, BROADCASTING.

Exceptional opportunity for energetic male television writer. The man chosen must be capable of writing creative copy in volume. He should be a self starter because of opportunity for advancement. Excellent starting salary, five day week plus all company benefits. A personal interview will be required. Send sample copy, recent photo, and complete resume to: Robert Smith, Program Director, WTVO TV, Rockford, Illinois.

Newsman for dual city am-tv operation. Writing gathering air work. Send resume, picture, film or tape to Bob Johnson, News Director, WSAZ AM-TV, Huntington, W. Va.

TELEVISION**Situations Wanted—Sales**

Tv salesman billing ¼ million local sales—medium large market seeks sales management or larger market. Box 58A, BROADCASTING.

Announcers

Attractive, experienced newsman, 29, New York and international background wants broadcasting reporting. Box 18A, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Quality, employed tv announcer. Nine years, all phases. Strong news, commercials. Married relocate. Box 29A, BROADCASTING.

Experienced on camera anncr., salesman in metro city single, 28, Box 39A, BROADCASTING.

Two man comedy team for kiddie show. Also dance parties. Box 40A, BROADCASTING.

Technical

1st phone desires permanent position, transmitter operator and maintenance. California or Pacific northwest. Will consider any location if good opportunity. Box 25A, BROADCASTING.

Chief engineer or supervisor position desired. 14 years tv, 8 years as chief. All phases. Box 28A, BROADCASTING.

Experienced all phases tv studio operations and production especially camera operation and techniques directing technical directing audio consoles lighting telecine and floor manager duties. Graduate RCA TV Institutes, New York. Box 42A, BROADCASTING.

Television technician with 1st phone, and A.A.S. degree in radio and television production and programming, looking to apply experiences to television, have experience in film. Prefer northeast locale . . . but for good opportunity will travel. Box 41T, BROADCASTING.

Production—Programming, Others

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.

Program director, currently major market, looking for stability, permanence. Nine years experience every phase programming/production. Creative, aggressive. 34, married. Box 30A, BROADCASTING.

Production manager, producer director. Seasoned professional. Stimulates best team operation. Tops present market. However, further advancement limited do to slow turnover. Strong administrative background. College, no drifter. Seven years same organization. Box 46A, BROADCASTING.

Available immediately. Fourteen years continuous experience in the third and fourth markets with three major corporations. Box 51A, BROADCASTING.

WANTED TO BUY**Equipment**

GE fm frequency modulation monitor. Box 64T, BROADCASTING.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

For Sale

Equipment

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1½" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for \$40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Telembar 2-3527.

Gates MO 2639 modulation monitor NEW \$275. Jones-micromatch directional coupler 3½ line, new \$100. Calbest multiplex monitor \$200. Frequency meter 85-1000 mc \$100. REL fm frequency modulation monitor \$450. 1½" coax Andrew 561 \$1 per foot. Box 65T, BROADCASTING.

Gates BFIA fm transmitter. 1000 watts. Esceter in excellent condition and can be used as 250 watt transmitter. Final needs modification for change of tubes. Have parts for modification. Sell for \$1250.00 FOB. Also 2 used 4 X 500F Eimac tubes and 3 new 4 X 500A tubes to sell. WLAG-FM, Drawer 189, LaGrange, Georgia.

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to KSAN Radio, 1111 Market Street, San Francisco, California, Attention: Mr. Richard Osborne, Executive Assistant to the President.

Thermometer, remote electrical; used by over 100 stations, enables announcer to read the correct outside temperature from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Biley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also A. M. monitor service. Nationwide unsolicited testimonials praise our products and fast service. Edison Electronic Company, Box 31, Temple, Texas.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 450 Weaver Street, Larchmont, N. Y. OW 8-0258.

Rec-O-Cut Imerial disc cutter. Two lead screws, disc's. Like new. Midwest owner. \$200.00. Box 35A, BROADCASTING.

For sale—2 perfectone tape players made by Audiomation Laboratories, plus Auto Control Amplifier. 3¼ and 7½ inches per second, handles up to 14 inch reels. For standard rack. Used, fair operating condition. Reasonable. Write Chief Engineer, KIUF, Box 641, Durango, Colorado.

Several 250 watt AM, 1 kw AM transmitter. Prices from \$200 up. Also 1000 . . . 3000 . . . and 10,000 watt fm transmitter. Priced from \$750 up. Brand new RCA 12 Bay FM antenna, tuned for 105.9 megacycles with deicer . . . \$6000. For complete details write or call: Mr. Al Timms, ITA Electronic Corp., 130 E. Baltimore Avenue, Landsdowne, Pa.

Electronic test equipment bought and sold. A-OK Electronics, P. O. Box 38350, Hollywood California, Hollywood 5-8774.

Miscellaneous

Commercial productions. Top announcers. Satisfaction guaranteed. Special \$3.50, \$4 for \$10.00. 270 N. Crest Chattanooga, Tennessee.

Miscellaneous—(Cont'd)

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.

Special rates to Christian religious broadcasters 6 AM to 9 AM. WTOS, Milwaukee 13, Wisconsin.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave., Hollywood 27, California.

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.

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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.

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Distributor is seeking three qualified men to handle Eastern, Midwestern, and Western sales of former network television series. Stock includes 52 new videotapes, produced expressly for syndication. Several markets already sold. Excellent client history. Prefer applicants with established knowledge and contacts in their markets. Excellent commissions.

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WANTED:

A good guy morning man with showmanship, tight production needed immediately for number one station in top 20 market. Personable top 40 format with wide appeal. 6-9 A.M. Monday through Friday, 6-12 Saturday, and to work with production department. AFTRA Union, excellent employee benefits and advancement opportunities. Send resume, salary expected and music and commercial tape to:

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We need two men of excel. Exper. & mature quality to round out a top staff by Feb. 1. Strictly a growth opport. in specially built & designed exclusive FM-MPX. If you want a top operation name your price in letter and tape. KRGN-FM, 310 Fremont Street, Las Vegas, Nevada.

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college degree in business, Elkins graduate. Army service. Want job to learn all phases of radio. Married, twenty-four years old.

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Greenwood 6-5545.

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Stations**

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serving diversified industrial, agricultural area of 150,000 in southern state. Priced under two times annual gross. Financially sound, experienced broadcaster can handle with \$50,000 down.
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Northwest Daytimer 1 kw. New equipment . . . good lease. Average gross \$45,000. Will take cash \$40,000 & include acct. rec plus cash in bank.
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Small commercial FM station. Profitable operation for owner-operator. Total price \$24,000. Low down payment.
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CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Continued from page 81

mod. of issues and request of Lakewood Bcstg. Service Inc. (KLAK), Lakewood, Colo., party respondent, made in its answer to motion for mod. of issues, and (2) on own motion, modified issues Nos. 6 and 7 with respect to determinations as to whether Arvada is separate community from Denver. Action Dec. 27.

■ Granted petition by Radio Corp. of America and National Bcstg. Co. and extended time to Dec. 12 to respond to Philco Bcstg. Co.'s appeal from Examiner's order quashing latter company's subpoena duces tecum in proceeding on NBC-RKO broadcast transfers and related applications in Docs. 13085 et al. Action Dec. 27.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

■ Ordered that Examiner Chester F. Naumowicz Jr., in lieu of Annie Neal Huntting, will preside in proceeding on application of Southwestern Bcstg. Co. of Mississippi (WAFP), McComb, Miss.; prehearing conference is scheduled for Jan. 4 and hearing for Jan. 17, 1963. Action Dec. 26.

■ Granted motion by Ressie M. Shelton to extent of dismissing, but with prejudice, her application for new am in Pilot Mountain, N. C., and retained in hearing status application of Tri-County Bcstg. Inc. (WIFM), Elkin, N. C. Action Dec. 26.

■ Scheduled prehearing conference for Jan. 21, 1963, in Washington, D. C., and hearing for Feb. 25, 1963, in Vero Beach, Fla., in proceeding on application of R. M. Chamberlin for renewal of license of WAXE Vero Beach. Action Dec. 20.

■ Scheduled prehearing conference for Jan. 18, 1963, and hearing for Feb. 6, 1963, in proceeding on application of Paul Dean Ford for new am in Casey, Ill. Action Dec. 20.

By Hearing Examiner James D. Cunningham

■ On own motion, reopened record and scheduled hearing conference for Jan. 7, 1963, in matter of revocation of license and SCA of Carol Music Inc. for fm station WCLM Chicago, Ill. Action Dec. 28.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued Dec. 20 further prehearing conference to Jan. 10, 1963, in consolidated am proceeding on applications of The Greenwich Bcstg. Corp., Greenwich, Conn., et al. Action Dec. 20.

By Hearing Examiner Arthur A. Gladstone

■ Upon request by applicant, continued certain procedural dates and rescheduled Jan. 11 hearing for Feb. 20, 1963, in proceeding on application of Avoyelles Bcstg. Corp. for new am in New Roads, La. Action Dec. 21.

By Hearing Examiner Isadore A. Honig

■ On own motion, continued from Dec. 26 to Jan. 8, 1963, hearing in proceeding on applications of WKLM-TV Inc. and Cape Fear Telecasting Inc. for new tv stations to operate on ch. 3 in Wilmington, N. C. Action Dec. 20.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Peter-Mark Bcstg. Co., reopened record and received in evidence its engineering exhibit which is marked for identification as "Peter-Mark Exhibit No. 5," and closed record in proceeding on its application for new am in Vandalia and that of Progressive Bcstg. Corp. for new station in Highland, Ill. Action Dec. 28.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Helix Bcstg. Co. and continued Jan. 7 hearing to Feb. 7, 1963, in proceeding on its application for new am in La Mesa and that of Cabrillo Bcstg. Co. for new station in San Diego, both California. Action Dec. 28.

By Hearing Examiner David I. Kraushaar

■ Granted joint motion by applicants and made suggested corrections to transcript in Syracuse, N. Y., tv ch. 9 proceeding, and on own motion made certain other corrections. Action Dec. 20.

By Hearing Examiner Forest L. McClenning

■ On own motion, continued Jan. 4 prehearing conference to Jan. 7, 1963, in proceeding on application of Dr. Charles H. Haggard and Kenneth R. Rogers for new am in Crystal City, Tex. Action Dec. 20.

By Hearing Examiner Chester F. Naumowicz Jr.

■ By memorandum opinion & order in proceeding on application of Pinellas Radio Co. for new am in Pinellas Park, Fla., scheduled certain procedural dates and ordered resumption of hearing for Feb. 4, 1963. Action Dec. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Dec. 31

KFBC Cheyenne, Wyo.—Granted license covering increase in daytime power and installation of new trans.

KAIT-TV Jonesboro, Ark.—Granted extension of completion date to Feb. 20, 1963.

■ Granted licenses for following fm stations: **WAXO** Kenosha, Wis.; **WKYF** Greenville, Ky.

Actions of Dec. 28

WLWM(FM) Nashville, Tenn.—Granted license.

WXUR Media, Pa.—Granted license. **WOHI** East Liverpool, Ohio.—Granted license covering increase in daytime power, installation of DA-D and new trans.

WION Ionia, Mich.—Granted license covering increase in day power, installation of new trans. and DA-D.

WGFA Waukegan, Ill.—Granted license covering changes in ant. pattern.

WFAA-FM Dallas, Tex.—Granted license covering change in ERP.

KFFI Tucson, Ariz.—Granted extension of authority to remain silent for period ending Jan. 31, 1963.

WOHI East Liverpool, Ohio.—Granted license covering use of old main trans. at present main trans. location as aux. trans. (non-DA).

WLRW (FM) Champaign, Ill.—Granted mod. of cp to change type trans. and type ant.; remote control permitted.

Actions of Dec. 27

K70CM, K78AX York and Grand Island, both Nebraska.—Granted licenses for uhf tv translator stations and specify type trans. for K78AX.

WHVF Wausau, Wis.—Granted license covering use of old main trans. as aux. trans. at main trans. site.

WATZ Alpena, Mich.—Granted license covering installation of new aux. trans. at main trans. location.

KPBA Pine Bluff, Ark.—Granted license covering installation of new trans.

WLSL Roanoke, Va.—Granted license covering changes in DA, D system and DA pattern.

WTVB Coldwater, Mich.—Granted license covering increase in nighttime power.

WANE Fort Wayne, Ind.—Granted license covering increase in day power.

WCLS Columbus, Ga.—Granted license covering change in hours of operation, installation DA-N, move of ant.-trans. location and changes in ground system.

WDAY Inc., Jamestown, N. D.—Granted cp for new vhf tv translator station on ch. 2 to translate programs of **WDAY-TV** (ch. 6) Fargo, N. Dak.

KHDN Hardin, Mont.—Granted mod. of cp to change type trans.; make changes in ant. system; and change studio and remote control point location.

■ Granted licenses for following am stations: **KKEX** Fresno, Calif., and **WJOR** South Haven, Mich., and specify studio location.

■ Granted licenses for following fm stations: **KUDU-FM** Ventura, Calif.; **WYCR** York-Hanover, Pa.; **KEEN-FM** San Jose, Calif., and specify type trans.; **KXOL-FM** Fort Worth, Tex.; **WSBT-FM** South Bend, Ind.; **WCOR-FM** Lebanon, Tenn.

■ Following stations were granted extensions of completion dates as shown: **WDJK (FM)** Smyrna, Ga., to March 25, 1963; **WLVN** Nashville, Tenn., to Feb. 28, 1963; **WDOK** Cleveland, Ohio, to June 26, 1963; **KGON** Oregon City, Ore., to June 5, 1963; **WTCN** Minneapolis, Minn., to Feb. 28, 1963; **WGHQ** Kingston, N. Y., to Feb. 28, 1963; **KUMU** Honolulu, Hawaii, to Jan. 27, 1963; **KVIO** Cottonwood, Ariz., to Jan. 31, 1963; **WHOT** Campbell, Ohio, to April 14, 1963; **WCBM** Baltimore, Md., to April 16, 1963; **WLNG** Sag Harbor, N. Y., to June 4, 1963; and **WNOG** Naples, Fla., to Feb. 28, 1963.

Actions of Dec. 26

WIVI Christiansted, V. I.—Granted increased daytime power on 970 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw; and install new trans.

KKAN Phillipsburg, Kan.—Granted increase in daytime power from 250 w to 1 kw, continued operation on 1490 kc. SH, and install new trans.; remote control permitted: conditions.

KGIN-TV Grand Island, Neb.—Granted license for tv station.

KTOW Sand Springs, Okla.—Granted license covering increase in power and installation new trans.

WDNC-FM Durham, N. C.—Granted license covering change in type trans. and type ant.

KFJB Marshalltown, Iowa.—Granted license covering installation of old main trans. as aux. trans.

KRSN Los Alamos, N. Mex.—Granted license covering increase in day power and installation new trans.

WIRB Enterprise, Ala.—Granted license covering installation new aux. trans. with remote control operation.

KPOI Honolulu, Hawaii.—Granted cp to install new aux. trans. at main trans. location (in connection with new ant. system for main trans.).

WMLQ Beverly, Mass.—Granted cp to replace expired permit for am station.

K02CI, K03BI, Pioche and Ursine, both Nevada.—Granted cps to replace expired permits for vhf tv translator stations.

KPLI (FM) Riverside, Calif.—Granted extension of authority to March 15, 1963, to remain silent.

KTEM Temple, Tex.—Granted mod. of cp to change type trans.

KJAY Sacramento, Calif.—Granted mod. of cp to change type trans.

Actions of Dec. 20

Kitzmiller TV Translators Inc., Kitzmiller, Md.—Granted cp for new vhf tv translator

station on ch. 8 to translate programs of **WJAC-TV** (ch. 6) Johnstown, Pa.

Kilauea Community Tv Assn., Kilauea, Hanalei, and Coast Guard Station, Kauai, all Hawaii.—Granted cp for new vhf tv translator station on ch. 3 to translate programs of **KGMB-TV** (ch. 9) Honolulu, Hawaii.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ ***KVIE** Sacramento, Calif. — Requests amendment of Sec. 3.606 of rules so as to reserve ch. 46 at Sacramento for non-commercial educational use. Filed by Norman E. Jorgensen and Robert A. Woods. Received Dec. 18.

■ **New Jersey Educational Tv Corp.**—Requests institution of rulemaking proceeding to allocate ch. *14 to Montclair, N. J., as an educational channel and re-assign chs. *41+ in Trenton and *52+ in Atlantic City, both New Jersey, as educational channels. Filed by Robert L. Heald. Received Dec. 19.

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We seek a man of BROAD interests and ACCOMPLISHMENT, with as many of these qualifications as we can find in one man:

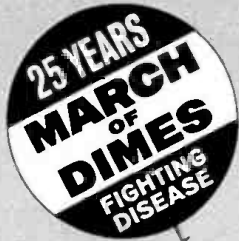
- 1 Knowledge in depth of sound equipment and amplification, use and upkeep.
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- 4 Some knowledge of stage management techniques.
- 5 Free and willing to travel extensively.

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"ONCE UPON A DIME"—one-hour spectacular—16mm, black and white, starring (alphabetically): Morey Amsterdam, Pearl Bailey, Neville Brand, Richard Chamberlain, Bing Crosby, Frank Garshin, Lionel Hampton, Don Knotts, Dean Martin, Dick Powell, Andre Previn, Juliet Prowse, Rose Marie, Soupy Sales, Connie Stevens, Dick Van Dyke, Cara Williams, Jane Wyatt and Ed Wynn.

"INVITATION"—15 min.—Documentary with Jane Wyatt and Dr. Frank C. Baxter.

SPOTS—1 min., 40 sec. and 10 sec.—Featuring Bing Crosby, Jack Bailey, Helen Hayes, Basil O'Connor, President of The National Foundation, and children assisted through the March of Dimes; plus—slides, cards, canisters and special copy.

RADIO TRANSCRIPTIONS FIVE MINUTE MUSICAL SHOWS featuring Eddy Arnold, Chet Atkins, Diahann Carroll, Perry Como and Frank Gallup, George Maharis.

CELEBRITY SPOTS—1 min., 30 sec. and 15 sec.—by show business notables: Johnny Carson, Rosemary Clooney, Bing Crosby, Robert Merrill, Garry Moore, Robert Taylor, Shelley Winters and Jane Wyatt.

"DISCS FOR DIMES"—30 sec. deejay specials featuring favorites such as Molly Bee, Tony Bennett, Rosemary Clooney, Nat King Cole, Jimmy Dean, Connie Francis, George Maharis, Della Reese, Bobby Rydell, Leslie Uggams, Andy Willoms.

THE SPANISH SHOW—special five minute musical shows featuring Juan Garcia Esquivel, Machito, and Johnny Rodriguez and spots for Spanish language stations.

Plus—Special for FM

THE MARCH OF DIMES CONCERT HALL featuring Robert Merrill of the Metropolitan Opera plus a five minute musical show featuring George London.

AND NEW THIS YEAR FOR FM Spots of 1 min., 30 sec. and 15 sec., featuring Jerome Hines, George London, Robert Merrill and Rise Stevens.

THE NATIONAL FOUNDATION Franklin D. Roosevelt, Founder 800 Second Av., New York, N. Y. OXford 7-7700 GEORGE P. VOSS, Vice President for Public Relations



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THEIR TIME



TO THE



MARCH OF DIMES



will you?

Unique challenge: to create and build a new business

In typical Storer tradition, Peter Storer, president of Storer Television Sales Inc., New York, within the last two years has demonstrated a talent for management that places him in the forefront in the second generation of broadcasting industry executives.

His executive wings have passed the hardest test—the successful launching of a new business enterprise. Understandably, he considers the growth record of STS his proudest accomplishment. “The opportunity to develop, create and build an organization like this,” he noted in a recent interview, “was a unique challenge.”

Peter, the third son of George B. Storer, founder and chairman of Storer Broadcasting, was doing more than just upholding family standards when he was elected to start a new business.

Well trained in management matters, he was ready to apply both sales experience and an intimate knowledge of station operations. The sales arm opened July 1, 1961, as a smoothly functioning firm that could compare favorably with established representatives.

Breaks In At Stations ■ A 1951 graduate of the U. of Miami, with a degree in business administration, Peter had served in various capacities at five Storer stations and also worked for CBS Radio Spot Sales before assuming the helm of STS.

Peter was born in Toledo, Ohio, on Aug. 12, 1928, which was just a few months after his father had acquired WTAL, that city, and changed the call letters to WSPD. The first in the string of Storer stations, WSPD is still part of the group as WSPD-AM-FM-TV. The family moved to Michigan in 1931, and Peter spent his childhood and teen years in Bloomfield Hills.

Following four years at the U. of Miami, Peter returned to Michigan to become promotion manager of WJBK-TV Detroit. Accompanying him was his wife, the former Virginia Parker, of Miami, whom he had married there on Oct. 19, 1951.

In 1952 Peter stepped into his first sales position, becoming a local salesman for the Storer-owned WJBK-TV. He left in October 1954 to join CBS Radio Spot Sales, his only position away from Storer companies and one which provided “invaluable experience” as well as contacts that have continued through the years.

Back To Toledo ■ He rejoined the Storer group in June 1955 when he was

named national sales manager for WAGA-TV Atlanta and WBRC-TV Birmingham. In August 1957 he was transferred to WJW-TV Cleveland, as general sales manager, and two years later he moved back to his birthplace; this time as managing director of WSPD-TV. He stayed there until December 1960, when he was elected to his present position and was sent to New York to reorganize the former national sales office of Storer stations into a house representation firm for five outlets (WSPD-TV, WJBK-TV, WJW-TV, WAGA-TV, and WITI-TV Milwaukee).

His first order of business in New York was to attract “high-powered” men to help put STS on a solid foundation. To secure a staff of 19, including a general manager and office managers, he conducted more than 300 interviews. He believes those persons selected rank among the best in the business. For proof, he can point to their sales success in the past year. With obvious pride, he noted that 1962 was “very satisfactory” and that October and November “were the two biggest months in the history of the tv stations.”

Reflecting on the firm's first full year of operation, Peter is convinced that the industry assumptions that led to the establishment of STS turned out as expected. Among the basic industry trends that were underway as far back as 1955, he said, were the increase in the number of stations and in spot tv billings. “To grow with the industry we felt we had to adopt the most spec-



Peter Storer
Primary job is sales

ialized selling technique possible and we realized it was best done with a strong, compact organization.”

STS was set up as a completely independent subsidiary of Storer Broadcasting. It has its own board of directors and functions just as any other rep would in representing its stations. Working out of an office at 500 Park Ave., Peter makes frequent trips to the company's regional offices in Chicago, Detroit, Los Angeles, San Francisco, and Atlanta as well as to the Storer stations. He travels between 250,000-400,000 miles a year.

Little Time Off ■ Peter's traveling also includes occasional long week-end visits to his parents' winter home in Miami Beach and summer home, a ranch, in Wyoming. When time does permit he enjoys playing golf, hunting, and fishing.

Like the Storer business operations, the Storer family, though widely separated, maintains a close-knit relationship. But rarely do all four sons and their families manage a complete family reunion. Brother George B. Storer Jr., president of both Storer Broadcasting and Storer Programs Inc., lives in Miami. Brothers Bob and Jim are with the Storer stations in Los Angeles and Cleveland, respectively.

Peter's own family of four children (Peter Jr., 9; Leslie, 7; Elizabeth, 5, and Linda, 1) makes their home in Greenwich, Conn.

Though active in community affairs while living in Toledo, Peter's long hours the past two years have limited his outside activities in New York and Connecticut. He is a member of New York's International Radio & Television Society.

Meanwhile, Peter and staff are busy in the primary task of selling. To do it well, he believes it is also a rep's function to advise stations on such matters as rate cards, program availabilities and types of programs for national sales and national sales projections. He is in command of a complete service that includes in-depth research, sales promotion, national client relations, traffic service and sales service.

The success of STS is an accomplished fact. Modestly, Peter is reluctant to take all the credit he well deserves; he prefers to pass compliments on to his staff. A man who has lived with broadcasting all his life, Peter says: “The representative field has confirmed my feeling that it is one of the most vigorous and exciting in the broadcasting business.”

Money talks—and doubletalks

RADIO'S 1961 financial record, which was released by the FCC only a few weeks ago, is being used as an argument for federal restraint of radio competition. The fact that nearly 40% of all radio stations lost money in 1961 is being quoted by those who want the government to apply birth control and possibly euthanasia to the station population.

The fact of radio's losses does not, however, give a clear judgment of radio's health. It is a superficial fact. Without a deeper look into the flow of income and expense within those stations that show net losses, it is impossible to appraise the viability of the radio system.

A good question that is raised by the report of radio losses is: Why, if all these stations are losing money, do they stay in business? The answer must be that a good many of them stay in business because their owners are making money even if the stations are not. This assumption cannot be verified by the information that is now available; the reports that stations now file with the FCC give no indication of how much salary or how many perquisites may be flowing to the proprietors and officers of stations that show a corporate or company loss.

As reported in this publication Dec. 24, the FCC has decided to begin requiring stations to provide information that will give a clearer indication of profitability. Although a fundamental question still may be raised as to the propriety and perhaps legality of the commission's exacting information of that kind, there is a need for better information if any information is to be gathered at all.

The danger in the collection of any information about radio economics is that it will lead to the government's assumption of a big brother attitude. Whether 40% of all stations are losing money, or 10% or 100%, it would be fatal to broadcasting if the government introduced a policy of economic protectionism. The minute an FCC began granting or withholding licenses on the probability of economic success it would also be forced to impose limits on the profits of those it allowed to survive.

This week the FCC and the NAB will begin conferences on radio "overpopulation," a word that suggests both parties have already concluded there are now more stations than the economy can support. As long as these conferences are restricted to the repair of engineering standards, which have been allowed to degenerate, they will be performing a useful service.

If the conferees start to talk about limiting stations on economic grounds, the way will be opened for utility regulations.

Flyspecking

REGULAR users of Nielsen, ARB and Pulse audience measurements have long been aware of the imperfections that the Federal Trade Commission described last week. Nobody who knows anything about the various ratings services, least of all the ratings services themselves, claims that their measurements approach the accuracy of, say, a United States Census.

Yet the FTC announcement last week implies the discovery of wrongdoing. In the FTC's words, "the consent orders signed by Nielsen, ARB and Pulse have the effect of halting the . . . three concerns from misrepresenting the accuracy of their radio and television audience measurements and from using survey techniques which cause bias or error in their rating reports." We have no doubt the FTC announcement will be used by those who personally

dislike popular television and radio programming and who therefore wish to discredit the methods by which popularity is measured.

Except to provide a small packet of ammunition to those critics, however, the FTC orders will have little practical effect. The three services will have to be more explicit in describing their methods and the probability of errors, but the basic nature of their functions will be unchanged. The case falls somewhat short of the earth-shaking category. Some days a government agency can't make a headline no matter how it tries.

The great decibel mystery

WE suppose the FCC just naturally assumed that questions involving loudness could not be answered without hearing. Otherwise there is no tolerable explanation for its decision, just before the recent holidays, to investigate its suspicion—and a handful of lay complaints—that commercials sometimes sound too loud.

What the commission would like to prove is that stations play commercials louder than programs. But it confessed it had not been able to pin the rap on anybody, even after years of investigation. One FCC survey of 816 stations turned up exactly one culprit. Unless the commission plans to stray now from technical regulation, it will be investigating a problem which, by its own evidence, does not exist.

One of the best-publicized outcries against loudness preceding the FCC action was a news release issued by H. H. Scott Inc., a hi-fi manufacturer. The release grabbed big headlines with its report on a so-called survey showing that most tv commercials are louder than dramatic programs. Yet when NBC's Ernest Lee Jahncke wrote for a copy of the survey, Scott confessed the problem is far from simple, has nothing to do with stepped-up volume and is probably "social" and "philosophic" rather than "technical."

If the FCC intends to get into the social and philosophic areas of advertising, its action changes from the merely ridiculous to the downright dangerous. Would it forbid the use of strident voices except in programs? Would hard-sell commercials be outlawed? As Rex Howell of KREX-AM-TV Grand Junction, Colo., wrote to the commission: "What you are really saying is you don't like commercials delivered in a certain manner of speech."

We think Mr. Howell was right when he told the FCC that "I'm sure you will agree that this is outside the commission's jurisdiction. . . ."



Drawn for BROADCASTING by Sid Hix
"Look, a public service announcement."



Miss Texas, Penny Lee Rudd

COLOR

(SINCE 1954)

ANOTHER PLUS

WBAP-TV

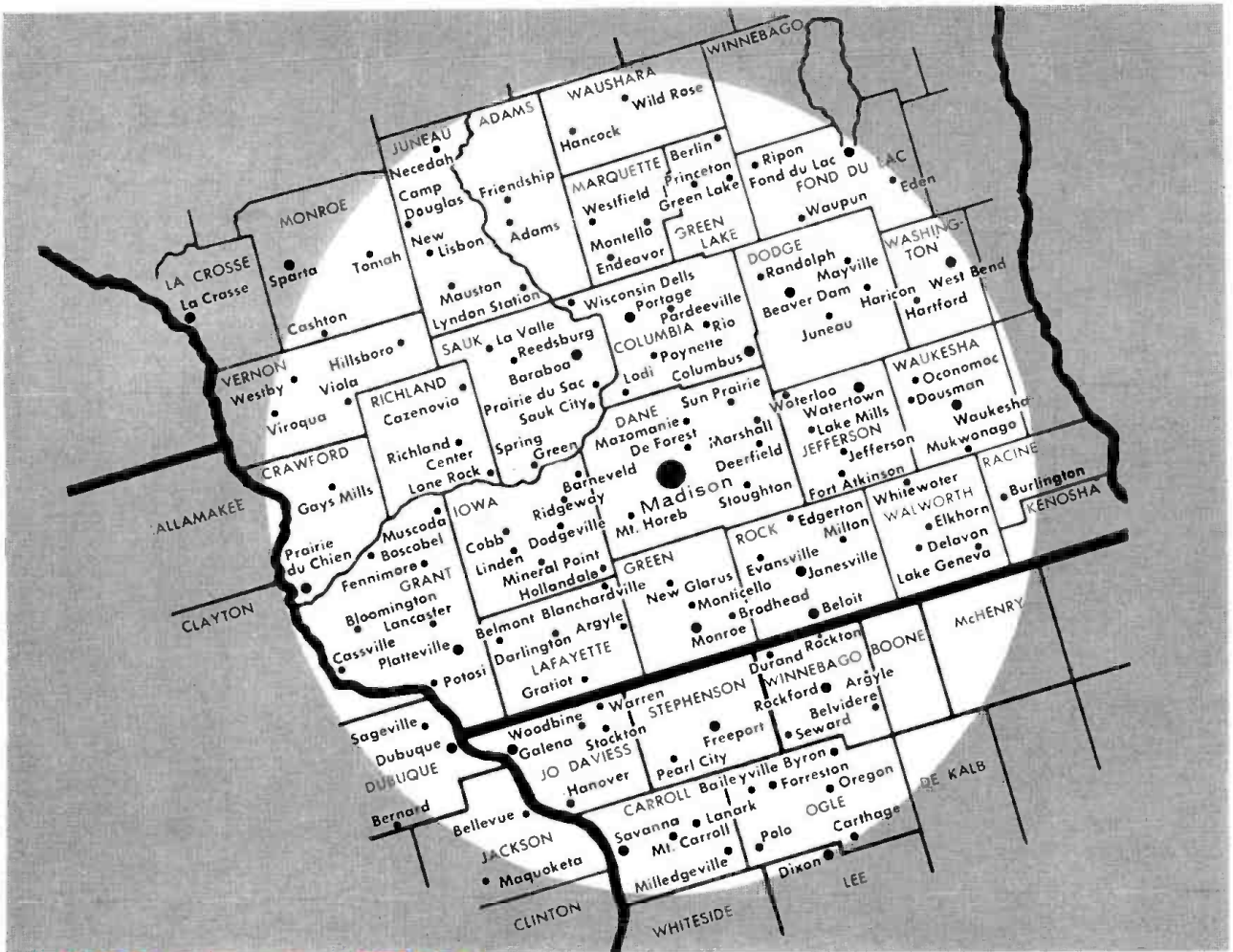
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DALLAS-
FORT WORTH

ALL LOCAL LIVE



WISC-TV meets with viewer approval

These facts speak for themselves

Population (00)	1,641.9	Gross Farm Income (000)	842,203
Households (00)	473.3	Total Retail Sales (000)	1,945,808
TV Homes	427,620	Food Sales (000)	449,860
Effective Buying Income (000)	\$3,080,581	Drug Sales (000)	63,725

SM — 1962 SRDS — 6/62

More than 400 thousand TV homes in Wisconsin, Illinois and Iowa rely on WISC-TV for up-to-the-minute farm programming, practical educational programs, responsible children's shows, accurate and authentic news, weather and sports programming, and top CBS network broadcasts.

These Channel 3 "neighbors" make up a near 2 billion dollar retail market and, therefore, constitute an essential ingredient in any Madison area media mix.



WISC-TV
MADISON, WISC.



Represented Nationally by Peters, Griffin, Woodward, Inc.