



# BI TING

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NEWSPAPER

N AND RADIO

FEBRUARY 4, 1963

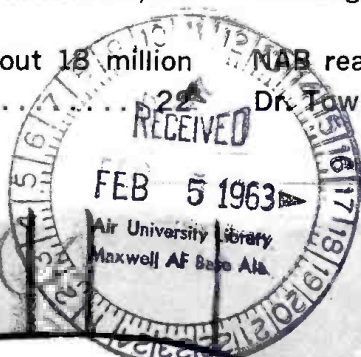
Omahans like tv's programming but are told that may not be enough ..... 21, 30

The FCC's goals in '63: the commissioners' thinking on current issues ..... 48

BAR estimates there'll be about 18 million tv commercials this year .....

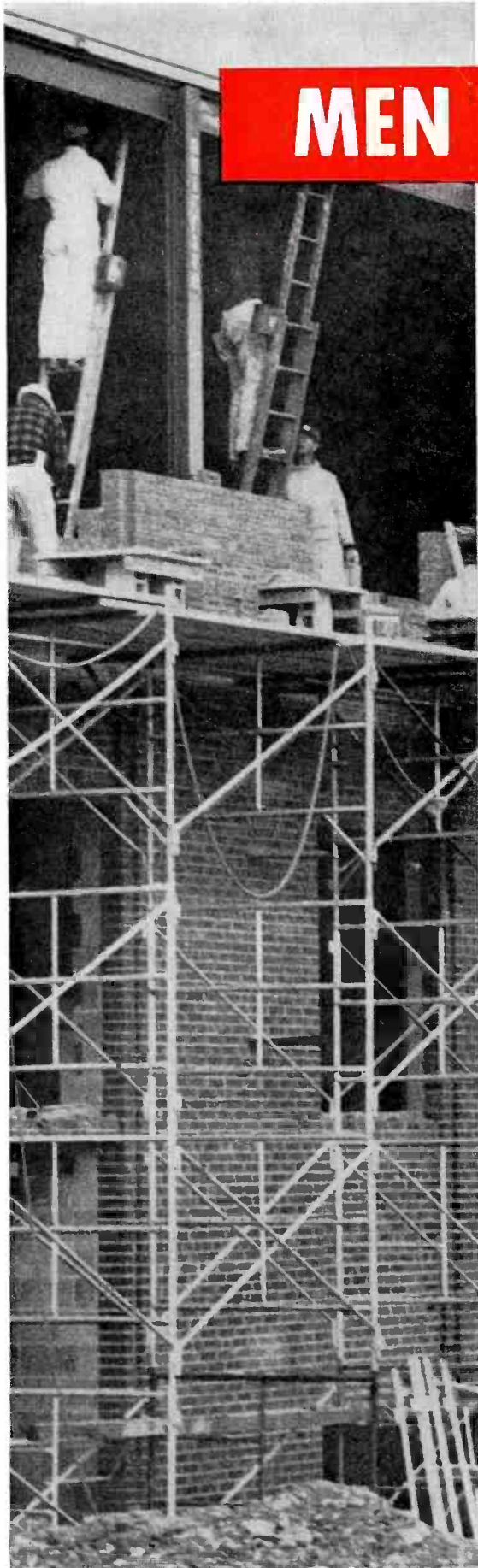
NAB reactivates engineering advisory group; Dr. Town to be honored ..... 60

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\*Just one of the many great **COLUMBIA POST-48's**

DISTRIBUTED EXCLUSIVELY BY **SCREEN GEMS, INC.**



# MEN AT WORK

## IN THE JOHNSTOWN-ALTOONA MARKET

You have to believe in the potential of an area that believes in itself. In this Johnstown-Altoona Market, leading industries and major utilities are plowing millions of dollars into modernization and expansion--public and private projects are going forward at full speed. The result---a real boost in family buying power---a receptive audience for your sales story.

### IT'S TIME TO PUT WJAC-TV TO WORK FOR YOU!

The most potent, persuasive salesman in this Johnstown-Altoona Market is WJAC-TV---the station more people watch, more of the time. And, doesn't it stand to reason---the bigger the audience, the greater the number of live prospects for your product? Tell 'em . . . and sell 'em . . . via WJAC-TV!

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*Get all the marketing facts from  
Harrington, Righter and Parsons, Inc.*

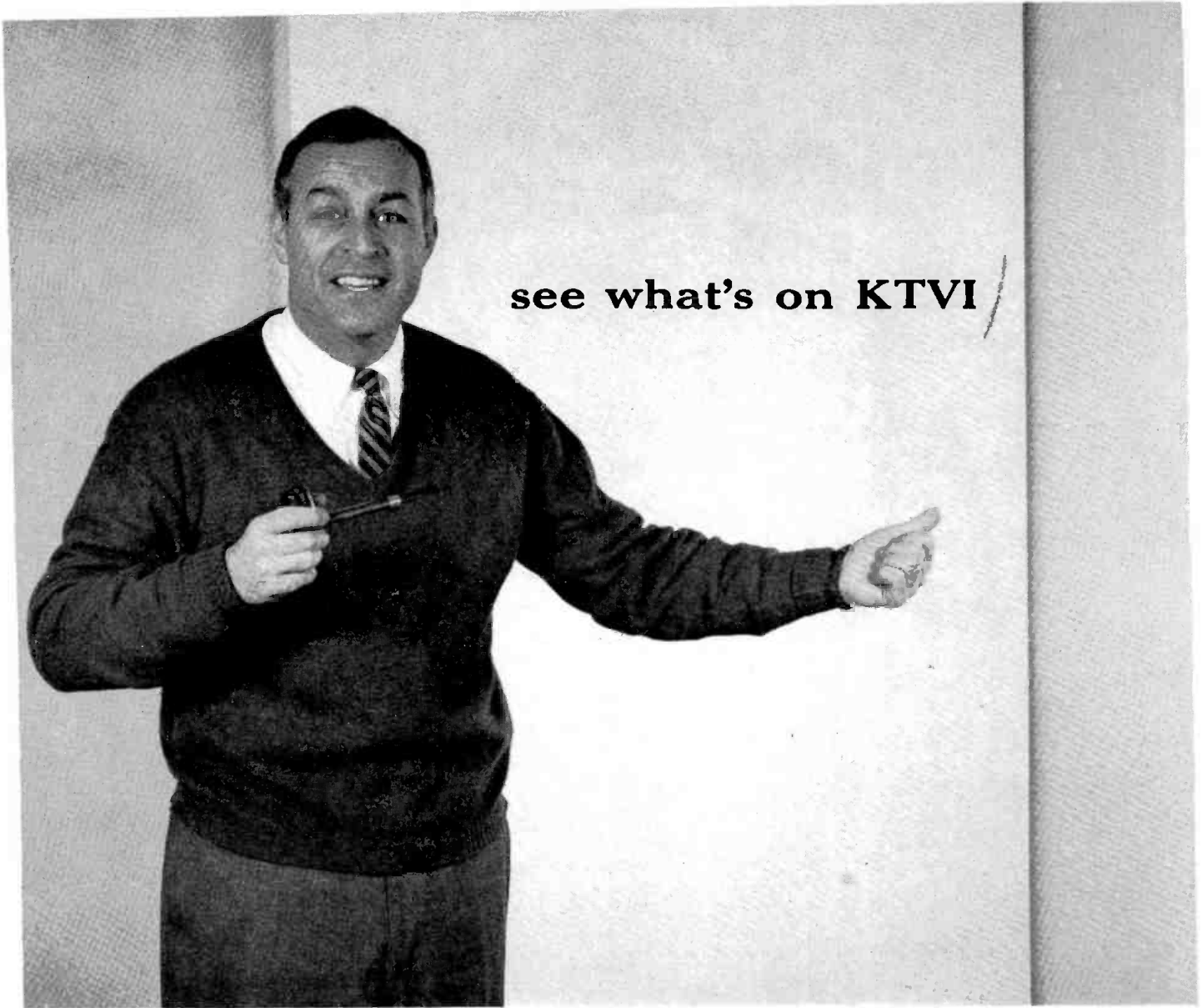
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Affiliated with WJAC-AM-FM  
The Johnstown Tribune-Democrat Stations

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see what's on KTVI

**St. Louis** has developed an active "See what's on KTVI" attitude.

We encourage it with:



**Total Information News**  
**6-6:30 p. m. Mon.-Fri.,**  
**and**  
**The Steve Allen Show**  
**10:15 p. m. Mon.-Fri.**

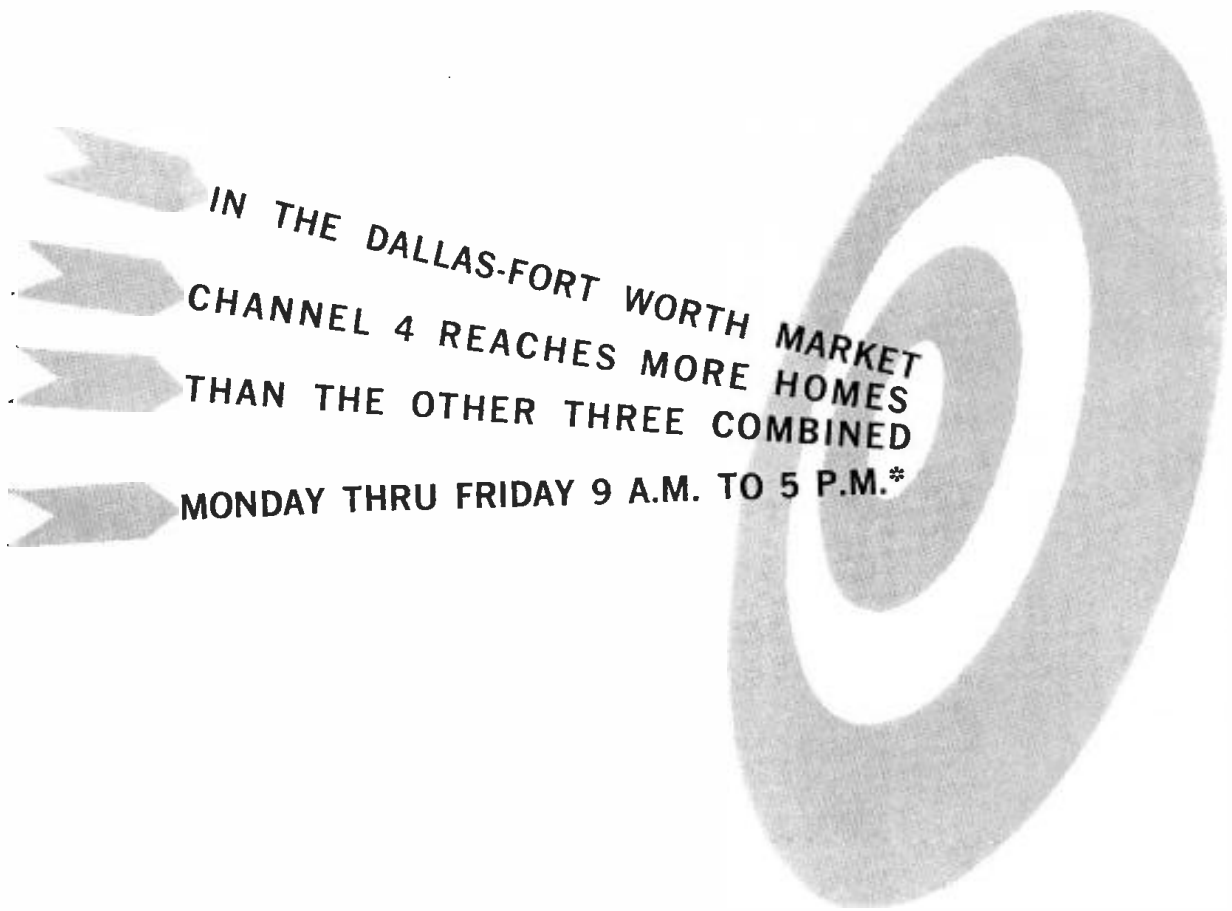
"Total Information News" offers residents of the greater St. Louis area a full half hour of information starting with network news

that is fifteen minutes *ahead* of the other stations. At 6:15, they see local news in action; ten minutes of filmed reports *in motion* on "City Camera". A local sports personality captures the final five with a personal "Sports Comment".

Steve Allen simply keeps the market awake to see what will happen next.

Programming like this balanced with the ABC lineup fosters the curiosity attitude we welcome. See what's on KTVI; it creates a buying attitude, daily!

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



IN THE DALLAS-FORT WORTH MARKET  
CHANNEL 4 REACHES MORE HOMES  
THAN THE OTHER THREE COMBINED  
MONDAY THRU FRIDAY 9 A.M. TO 5 P.M.\*

Yes, according to the November-December, 1962, Nielsen Station Index, KRLD-TV reaches more homes per average quarter-hour in a 4-station market than its three competitors' averages combined, Monday thru Friday, 9:00 a.m. to 5:00 p.m.

And, KRLD-TV reaches 43.9% more homes per average quarter-hour than the next station in the market, 6:30-10:00 p.m. Sunday thru Saturday.\*

Take advantage of Channel 4's superior market coverage. See your ADVERTISING TIME SALES representative.

\*NSI, Nov-Dec., 62



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**

## Mobile meters

That long-demanded metered measurement of "the total radio audience" may not be far off. It's understood NBC Radio thinks it'll be able to announce in few weeks that it plans to subscribe to service of that kind. Since William K. McDaniel, executive vice president in charge of NBC Radio, has been dickering with A. C. Nielsen Co. along these lines, it's assumed Nielsen has now perfected gadget that would attach to portable radio sets to record non-plug-in set usage which NBC and radio broadcasters generally have been calling for (BROADCASTING, Jan. 21).

## Under a new gun

Advertising acceptance standards of radio and television will be given long, hard look in Senate investigation of land deals and health-aid products that are offered to the elderly and aged. Print media have already been criticized (BROADCASTING, Jan. 21). Investigation by Special Committee on Aging (or perhaps by new special subcommittee on frauds) will turn to broadcast advertising. There's conjecture that Sen. George A. Smathers (D-Fla.) may become chairman of Committee on Aging and new fraud subcommittee. Hearings in mid-January have provoked "unparalleled flood" of complaints of bilkings and misrepresentations, committee sources say.

## End of the line?

Some folks in high places are now saying that FCC's Omaha hearing on tv programming (story page 21) may be blessing in disguise. They predict it will be second and last one (first was in Chicago) largely because of congressional reaction. It was clear at last Thursday's hearing on confirmation of FCC Broadcast Bureau Chief Ken Cox for membership on commission that both Republican and Democratic senators looked with disfavor on such fishing expeditions. And it was apparent, too, that Mr. Cox got message.

*Both Republican and Democratic senators also inquired into delays in license renewals. In inquiring of Mr. Cox about renewal backlog, Senator Thurmond (D-S. C.) observed that in broadcast cases it often happens that "justice delayed is justice denied."*

## Mattel winds up a new one

Big toymaker, Mattel Inc., which has been heavy user of television but critic of most children's programming now available, has come up with novel plan to get its advertising on what it thinks will be better shows. Toy com-

# CLOSED CIRCUIT®

pany proposes to finance 260 five-minute kid shows (*The Funny Company*) and sell them "at low cost" to tv stations. As part of deal Mattel would buy spot positions in its programs. Mattel plans to merchandise toy reproductions of characters in its shows.

*Mattel proposal was tried out on some 30 station representatives in private New York meeting last week, will be explained to other reps in Los Angeles this week. Word given New York reps was that Mattel will commit at least \$7.5 million over two years to its project if stations accept it. Carson/Roberts, Los Angeles, is Mattel agency.*

## Sweet charity

Those 10 commercial radio stations that turned over their facilities to Voice of America during Cuban crisis will get small thanks from government. VOA has already said it can't reimburse them for their service because of statutory limitations on its funds. Now Internal Revenue Service reportedly has indicated that stations cannot take tax deductions for lost advertising revenue—and what's more, operating expenses they incurred while carrying government propaganda to Cuba cannot be charged off in tax returns. IRS may be following precedent that contribution of broadcast time or newspaper space is not deductible as charitable contributions. Unmentioned so far but possible: act of Congress for special relief.

## The Pacifica case

Strange case surrounding non-commercial fm stations operated by Pacifica Foundation in California and New York, currently being investigated by Senate Internal Security Subcommittee, shortly will be considered by FCC. License renewals of three non-commercial stations have been held up for three years, originally because questions had been raised about allegedly obscene poetry on station, but Senate committee, in closed session, is inquiring into purported "Communist infiltration" (BROADCASTING, Jan. 14, 28). Stations involved are KPFK Los Angeles, KPFA Berkeley and WBAI New York.

*FCC staff, it's understood, now is preparing papers for commission consideration. Question of free speech may be involved since stations carry all shades of opinion, ranging from John Birch Society to California Communist Party. But there may be other questions too, involving possibility of*

*ownership qualifications and whether substantial amount of contributed support is derived from objectionable sources.*

## A look at media control

Mid-March is target date for beginning of Rep. Celler's House Antitrust Subcommittee inquiry into concentration of ownership in newspaper field, with definite radio-tv ownership overtones. For some six months (BROADCASTING, Oct. 1, 1962) Celler committee staff of seven has been preparing for public hearings with several field investigations made, particularly in Los Angeles, where two newspapers folded last year, and in New Orleans, where S. I. Newhouse interests acquired ownership of *Times-Picayune*.

## Crimp in correspondence

FCC is shortening reins on staff members who've been trying to force changes in tv station schedules by questioning local program proposals at license renewal time. WKY-TV Oklahoma City was renewed last week after commission put stop to flow of staff hints that station refused to heed (story page 52). Staff also tried to clear second letter to WFAA-TV Dallas on grounds station's reply to its first had been unsatisfactory, but was told by FCC to start renewal machinery. Action on WFAA-TV renewal is expected this week.

*Among those favoring immediate renewal of WFAA-TV license was Chairman Newton Minow. Last summer Mr. Minow appeared in special interview show on WFAA-TV.*

## The auction bloc

FCC is still considering legislative proposal to eliminate 1952 "anti-Avco" amendment to Communications Act which prohibits commission from ordering competitive bidding in station sales. Commission had stopped practice on own motion before 1952 amendment was adopted. But some members now would like amendment scrapped and commission given "discretion" in deciding how to proceed in station transfers.

*One proposal being offered would require that proposed purchaser be able to demonstrate he could do better job of broadcasting than seller. Proposal, offered by Commissioner Robert T. Bartley, hasn't picked up much support. One critic says it would "put premium on being a lousy broadcaster."*



# B'WANA DON <sup>in</sup> JUNGLE-LA



## NEW, UNIQUE CHILDREN'S PROGRAM

**SALEABLE . . . Top Rated in the 3 Major Test Markets\***  
**UNIQUE . . . Entertaining and Informative**  
**RECOMMENDED . . . By Parents and Teachers**

A Storer Station-Tested program . . . 130 Half-Hour Programs . . . Visitors to Jungle-La range from alligators to zebras — or maybe even from armadillos to zorils. Bongo's "Submarine Safari" takes your viewers to see rare tropical fish. The "Water Hole" shows animals in their natural habitat. B'Wana Don brings to Jungle-La virtually every species known to the animal world.

\*November ARB, Detroit, Cleveland and Atlanta.



**Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVENUE, NEW YORK**

# WEEK IN BRIEF

Omaha tv stations get kudos from local citizens but Commissioner Henry implies stations have an affirmative duty to do more local live programming. The citywide hearing gets few complaints; stations' turn this week. See . . .

## LIKING TV IS NOT ENOUGH . . . 21, 30

There are going to be 18 million spot and local tv commercials on the air this year, according to BAR which monitored 42 key stations for a full week, round-the-clock in 10 cities. Weekly rate is 352,000 spots. See . . .

## 18 MILLION TV COMMERCIALS . . . 22

Republicans throw barbs at FCC's Omaha hearing at Cox session on nomination to be an FCC commissioner. Cox defends hearing but promises to study record; agrees the FCC must not censor programs. See . . .

## COX FIELDS OMAHA QUERIES . . . 38

The FCC is seeking a method to reduce interference by the staff in license renewal proceedings; one such move may be publication of criteria so that everyone knows the score. Other prospects for the new year. See . . .

## FCC GOALS IN '63 . . . 48

WKY-TV gets its license renewed for a regular three-year term. The FCC says the station amended its application; WKY-TV denies it made any revisions. Action considered significant in light of local programming push. See . . .

## WRITER'S CRAMP AT FCC? . . . 52

Tv stations aimed at Negro audiences are ready to start in Washington and Los Angeles. WOOK-TV in Washington plans opening Feb. 11; KIIIX (TV) Los Angeles shooting for a March debut. Both use uhf channels. See . . .

## NEW UHFS AIM FOR NEGROES . . . 56

Daytimers hitch up pants to fight for longer hours. Association board agrees to oppose present FCC proposals on pre-sunrise broadcasting and votes to open a Washington office to fight for "six to six" authority. See . . .

## DAYTIMERS OPPOSE PLAN . . . 52

An industry-wide committee has been established to draw up plans for an emergency warning system to replace Conelrad. Requested by Defense Dept. is a system using am, fm, and tv stations. See . . .

## REPLACEMENT FOR CONELRAD . . . 63

A stationary communications satellite is to be launched soon. Syncom relay to orbit 22,300 miles above earth. The first unit will be used for telephone and teletype, tv transmissions will come later in an advanced model. See . . .

## SYNCOM SATELLITE READY . . . 70

Both radio and tv national advertising in Canada for the first 10 months of 1962 were up over the same period in the previous year. Tv jumped by \$8 million, radio by \$2 million, Elliott-Haynes survey shows. See . . .

## CANADIAN TIME SALES UP . . . 68

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

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

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

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



# RED HOT reading

For advertisers and advertising agency executives. **RADIO 63** — Blair's new guide to national radio coverage. Tells how America's most influential group of radio stations delivers 75.4% of the U.S. 79.2% of the consumer spendable income! **RADIO 63** includes a comparison check list with the only other national radio groups — the four networks. Shows how you get more flexibility and freedom in planning with a custom-tailored Blair Group Plan — matching the impact of the Blair stations with the marketing needs of your product. Send for your free copy today! Write Arthur McCoy, President. **BLAIR RADIO**, 77 Fifth Avenue, New York 22, New York.

THE BLAIR  GROUP PLAN



## ABA group opposes change in Canon 35

Canon 35 should remain as is, with slight revision, special committee of American Bar Assn. reported Friday.

Committee, which has been investigating possibility of changing prohibition against tv and radio and news photographic coverage of court trials since 1958, submitted recommendations to ABA board. ABA House of Delegates will vote on report today or tomorrow. American Bar Assn. is meeting in New Orleans.

In bow to sensitivities of broadcast industry, committee suggested that reference to radio and tv coverage as instruments that "degrade the court" be eliminated.

Report drew scathing comment from LeRoy Collins, NAB president, who called it "shocking lack of confidence in the integrity and objectivity of the judiciary."

This was pointed at references in report which hold that many judges who are elected would find it difficult to preserve proper decorum during televised trials.

Gov. Collins also said recommendation "reflects both a lack of knowledge and of understanding . . . [and is] reactionary. . . ."

**News Directors** — "Insulting" is how Bill Small, CBS News, chairman of Freedom of Information Committee of Radio-Television News Directors Assn., termed report.

Bar Assn. committee cavalierly dismissed test series proposal, Mr. Small commented, with no good reason for refusing to judge broadcast coverage on pragmatic basis.

ABA committee said tv and radio reporters may attend trials and report via their medium outside courtroom. It also emphasized that right of fair trial is protection to defendant, not requirement that trial be publicized.

Agreeing that mechanics of covering court by tv and radio has improved since 1937 when Canon 35 was adopted following Lindbergh kidnapping trial, committee said recent examples of tv coverage continue "serious doubt" that decorum of court can be maintained.

Test series suggested by RTNDA would not be "fruitful," committee said.

## FCC grants WDKD stay

FCC has granted stay of its order for WDKD Kingtree, S. C., to leave the air by Feb. 8 (BROADCASTING, Jan. 14). Commission said order will be stayed

## White now specialist

Frank K. White, retired network and agency executive, is embarking at 63 upon government career. Along with three other "specialists," he left Feb. 1 on two-month assignment in Europe for Dept. of Agriculture in its program to help expand overseas markets for U. S. farm products. Mr. White, now residing in Leesburg, Va., is on board of Advertising Council. He was former chairman of McCann-Erickson (International); president of NBC (1952-53); president of Mutual (1949-52); vice president and treasurer of CBS (1937-47) and treasurer and business manager of Newsweek Inc. (1936-37).

until 30 days after decision by appeals court on station's appeal from FCC order.

## Fogarty criticizes program regulation

Testifying Friday at FCC's hearing on local programming in Omaha (see story page 30), Frank P. Fogarty, vice president of Meredith Broadcasting Co. and general manager of WOW-AM-FM-TV Omaha, expressed concern over FCC efforts to regulate programming.

During renewal period, Mr. Fogarty said, Omaha stations were required to give extensive public notices. Any complaints should have been made by public then, he said.

During afternoon FCC cross-examination, Commissioner Henry asked witness if antitrust waiver were provided, would it be feasible for three Omaha stations to get together on children's programming?

"I think it would be feasible but not desirable," Mr. Fogarty replied.

C. Alfred Larson, WOW-TV station manager, and William McBride, program director, took witness stand late Friday.

## CBS-TV giving choice of 30-minute news

CBS-TV has revised its plan for half-hour evening newscasts next fall (BROADCASTING, Dec. 10, 1962) to give affiliates a choice of time periods. Originally scheduled at 7-7:30 p.m. EST, week-night program will be fed at both 6:30 to 7 and 7 to 7:30. This move is intended to accommodate stations unable

or unwilling to move local programming out of high-volume 7-7:30 station time.

On theory that value will be diluted by inability to deliver entire lineup at one time, network is also reducing corollary plan to return late-afternoon half-hour to affiliates for local use. Original plan contemplated return of 4:30 to 5 p.m. period; new plan is to return only 4:45 to 5 p.m. Some re-programming by network will be necessary; authorities indicated *Edge of Night*, now seen 4:30 to 5, will move to new period as yet undetermined.

## Fm group approves rate standards

QXR Network, which has 43 fm station affiliates, has approved recommended standards that stations could adopt for their rate cards. Action is not binding on stations. Roughly, standardization would include half-hour at 60% of hour rate, quarter-hour at 40%, five minutes at 30%, all on one-time basis. Double "a" would include 5-11 p.m., Mon.-Sat., and Noon-11 p.m., Sunday, and "a" time would be all other periods. Rate for class a would be 60% of hour rate in double a. Maximum discounts in programming time: 5% for 13 weeks, 10% for 26 weeks, 15% for 39 weeks, and 20% for 52 weeks. Discount on spots depends on frequency with maximum of 15% for over 1,040 one-minute announcements per year. One-minute spot generally would be priced at 20% of hourly rate.

In other affiliate actions taken in recent meeting, it was disclosed Friday (Feb. 1), plan was put into motion to expand sustaining programming on network from average now of less than 5 hours per week to 7-10 hours weekly, and new study being prepared showing demographic profile on fm audience in QXR markets.

## Joseph McDonald dies; was former NBC vp

Joseph A. McDonald, 59, partner in Washington communications law firm of Hennessey & McDonald, plunged to his death Friday (Feb. 1) from bridge near his suburban Bethesda, Md., home. His associates reported he had been despondent recently.

Mr. McDonald, former NBC vice president, was with network 20 years and was expert on labor and copyrights in broadcasting. He had been in private practice in Washington since 1958. Mr. McDonald is survived by his wife, one son and two daughters.

more AT DEADLINE page 10

## WEEK'S HEADLINERS



Mr. Giegerich

**Carl R. (Cal) Giegerich**, former senior vp and director of Cunningham & Walsh, New York, elected president of The Jack Wyatt Co., Dallas-New York advertising and pr firm. He succeeds founder

**Jack Wyatt**, who moves up to board chairmanship. Following graduation from Lehigh U., Mr. Giegerich joined Newell-Emmett Co., predecessor of Cunningham & Walsh, and was responsible for creative work on Chesterfield Cigarette account. He joined Cecil & Presbrey agency in New York in 1946, and resigned as vp three years later to return to Newell-Emmett. Among accounts Mr. Giegerich has been responsible for campaigns include E. R. Squibb & Sons, Liggett & Myers, Colgate, Italian Line, American Export Lines, Eversharp and Folger Coffee. His most current project is "Let Your Fingers Do the Walking" Yellow Pages campaign for AT&T.



Mr. Greene

**Henry V. (Hank) Greene Jr.**, sales manager of KDKA-TV Pittsburgh, appointed national tv sales manager for Westinghouse Broadcasting Co., New York, effective Feb. 15. He succeeds **John Sias**, who resigned recently to join Metro Broadcast

Tv Sales as vp and director (WEEK'S HEADLINERS, Jan. 21). Mr. Greene

joined WBC as assistant sales manager of WBZ-TV Boston, and was named to his current post in May 1959. Previously, he served as assistant to president of Mutual Broadcasting System and as manager of Boston office of Weed & Co. Westinghouse Broadcasting tv stations are WBZ-TV Boston; WJZ-TV Baltimore; KDKA-TV Pittsburgh; KYW-TV Cleveland; and KPIX (TV) San Francisco.



Mr. Crutchfield



Mr. Bryan

**Charles H. Crutchfield**, 34-year veteran of broadcasting, elected president of Jefferson Standard Broadcasting Co., succeeding **Joseph M. Bryan**, who becomes board chairman, newly created position. Mr. Bryan is retired senior vp of Jefferson Standard Life Insurance Co., board chairman of Pilot Life Insurance Co., and member of executive committee of North Carolina National Bank. Mr. Crutchfield, who joined company as announcer in 1930, was promoted to program director in 1935. He was appointed general manager when Jefferson Standard Life Insurance purchased WBT Charlotte in 1945 from CBS, was elected to board of directors following year, and named executive vp in 1952. Mr. Crutchfield is currently on board of directors of CBS affiliate research committee of National Assn. of Broadcasters; member of Radio & Television Executives Society, and

board member of Charlotte Downtown Assn. Jefferson Standard Broadcasting Stations are WBT-AM-FM and WBT (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C.

**Dr. George R. Town**, dean of engineering at Iowa State U., Ames, was named by NAB last week as recipient of its 1963 Engineering Achievement Award (see story, page 60). Dr. Town, who directed 1957 TASO

study of tv allocations, was chosen because of "his valuable contributions to technical knowledge and literature, his development of new engineering techniques and his leadership in broadcast engineering activities," the NAB said. The award will be presented to Dr. Town on April 3 at annual broadcast engineering conference during NAB convention in Chicago.

**Richard J. Farricker**, executive vp of Geyer, Morey, Ballard, New York, elected president, succeeding late **Sam M. Ballard**. Mr. Farricker becomes third president in GMB's 52-year history. He had been associated with Cunningham & Walsh, Kudner Agency and McCann-Erickson before joining GMB in December 1959 as executive vp. Mr. Ballard died Jan. 25 (AT DEADLINE, Jan. 28).



Dr. Town



Mr. Farricker

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

### Trigg-Vaughn buys Tyler catv system

Major sale of catv system to broadcast interests was reported Friday.

Trigg-Vaughn group is acquiring Tyler, Tex., system serving 10,000 subscribers in Tyler-Jacksonville-Palestine area, plus microwave system used to bring Dallas-Fort Worth tv station to area.

Price for system, owned by Glenn Flinn and Raymond Hedge, is understood to be over \$1.5 million. Mr. Flinn is chairman of National Community Tv Assn., catv trade group. Broker was Bill Daniels & Co.

Also reported Friday was acquisition of Lock Haven and Tyrone, Pa., catv systems by James M. Cox interests for undisclosed price. Purchase is subject to approval of stockholders in owning corporation. Two systems have 7,000-8,000 subscribers. Cox group already owns catv systems.

### CBS Radio signs Smucker

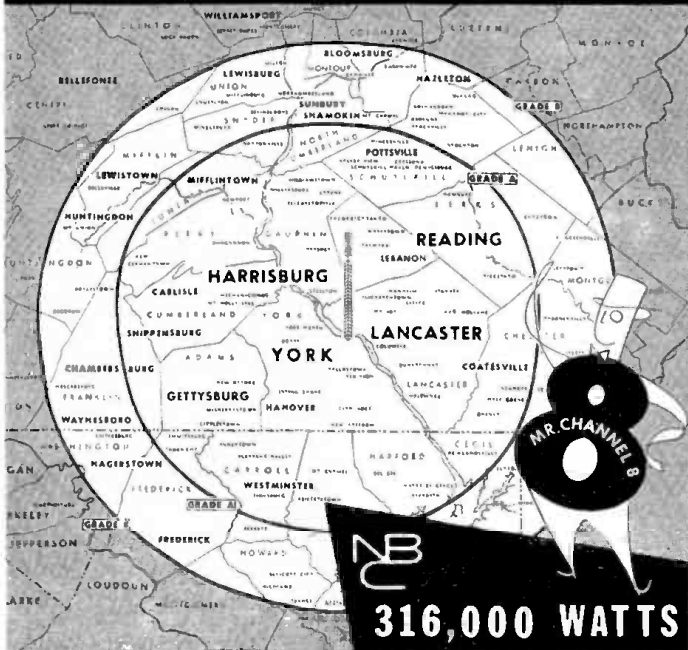
J. M. Smucker Co., Orrville, Ohio (jellies, preserves), in launching first national ad campaign in any medium, will co-sponsor *Garry Moore Radio Show* on CBS Radio. Contract is for minimum of 26 weeks, beginning March 18. Agency is Wyse Adv., Cleveland.

### WCBS-TV's 'Late Show' marks 12th anniversary

WCBS-TV New York will celebrate 12th anniversary of its *Late Show* (oldest feature film program in metropolitan New York) next month by beginning all-night programming on station (CLOSED CIRCUIT, Jan. 28). Additional programming, starting Feb. 26, will consist of motion pictures titled "Late Late Show," Parts 2, 3 and 4. Length of films and period station starts following morning's schedule will determine number of movies to be shown. (WCBS-TV goes on air at 5:45 a.m. weekdays; 7:15 a.m. Saturdays and Sundays.)



**MULTI-CITY TV MARKET**



WGAL-TV delivers a loyal, responsive audience. This unequalled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

# WGAL-TV

## Channel 8

### Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

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



SINCE 1894 **CB**

## COATS & BURCHARD COMPANY

appraisers

- Specialists in radio and TV property appraisals
- Acquisitions — sales — mergers — or purchase
- Allocations under Section 334(b) 2 of the 1954 Internal Revenue Code

Write for complete information and analysis of your specific requirements (no obligation).

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SERVICE — COAST TO COAST  
Industrial • Commercial • Institutional Appraisals

"You can count  
the great restaurants in America  
on the fingers of one hand!"



Restaurant Voisin is one of them.  
Open every day for luncheon, cocktails and dinner.  
30 East 65th St. For reservations: Michel, LE 5-3800

## DATEBOOK

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

\*Indicates first or revised listing

### FEBRUARY

Feb. 4—Hollywood Ad Club luncheon meeting, Hollywood Roosevelt Hotel. Lucille Ball, comedienne and president of Desilu Productions, will be presented the club's "Red Carpet Award" for outstanding achievement in the field of entertainment. Miss Ball and Elliott Lewis, producer of *The Lucy Show*, will speak.

Feb. 4—Reply comments due on FCC proposed rulemaking to require all applicants, permittees and licensees to keep file for public inspection of all broadcast applications.

Feb. 5-6—Fifth annual midwinter conference sponsored by Advertising Federation of America and Advertising Assn. of the West, Statler-Hilton, Washington. Legislative roundup will include speakers from government and business. Speakers include: Peter G. Peterson, president of Bell & Howell, Chicago; Donald H. McGannon, president of Westinghouse Broadcasting Co.; Andrew Heiskell, chairman of Time Inc.; Palmer Hoye, publisher of *Denver Post*; Paul Rand Dixon, chairman of FTC; Newton N. Minow, chairman of FCC; and Ralston H. Coffin, vp of RCA.

Feb. 6—Stockholders meeting, Warner Bros. Pictures Inc. Wilmington, Del.

Feb. 6-7—Seventh annual legislative dinner and mid-winter convention, Michigan Assn. of Broadcasters, Jack Tar Hotel, Lansing.

Feb. 7-8—Public Service Institute sponsored by NAB in cooperation with American U., American U. Communications Center, Washington, D. C.

Feb. 9—Annual awards dinners of the Directors Guild of America will be held simultaneously in Hollywood and New York. West Coast affair will take place at the International Ballroom of the Beverly Hilton Hotel; Eastern function at the Starlight Roof of the Waldorf Astoria Hotel. Highlights of the evening will be outstanding directorial achievement for motion pictures to be announced at the Hollywood dinner with similar awards for television at the eastern function.

Feb. 9-10—Texas Assn. of Broadcasters spring convention in Austin at Commodore Perry Hotel.

\*Feb. 11—Advertising Club of Metropolitan Washington luncheon, Presidential Arms Hotel. FCC Commissioner Robert E. Lee, and Richard Eaton, president of United Broadcasting Co., will be guest speakers.

Feb. 11—FCC continues NBC-Philco hearings.

Feb. 11-13 — Electronic Sales-Marketing Assn. first annual convention, Americana Hotel, New York City. A. D. Adams, vice president and general manager of New York office of Burton Brown Adv., will be convention chairman. For convention applications and more details, industry members are asked to contact Alex White, ESMA executive director, P. O. Box 1, Bellerose, L. I., N. Y.

\*Feb. 14—Assn. of National Advertisers clinic on tie-in promotion programs, Savoy Hilton, New York.

Feb. 14-15—British Columbia Assn. of Broadcasters annual convention, Empress Hotel, Victoria, B.C.

Feb. 14-15—Winter meeting, board of directors, National Community Television Assn. To be preceded by meetings of research and development council, Feb. 12-13, and NCTA executive committee, Feb. 13. Royal Orleans Hotel, New Orleans.

Feb. 14-16—Mutual Advertising Agency Network meeting, Royal Orleans Hotel, New Orleans, La. Those interested in attending should write to the executive secretary of the MAAN, A. J. Copeland, c/o Mandabach & Simms, 20 North Wacker Drive, Chicago 6.

Feb. 15—Western States Advertising Agencies Assn., "Advertising Citizen of the Year" award luncheon, Ambassador, Los Angeles.

Feb. 15—Comments are due on FCC's proposed fm allocations table.

Feb. 15—Entries due for fourth annual American Tv Commercials Festival. Entries, accompanied by \$20 entry fee, should be addressed to Wallace A. Ross, American Tv Commercials Festival, 40 E. 49th St., New York 17.

Feb. 15 — Academy of Television Arts & Sciences annual ball, Coconut Grove, Hotel Ambassador, Los Angeles.

Feb. 16—Deadline for entries for 1963 Ohio State Awards of Ohio State U. They should be sent to Ray Stanley, acting director, Institute for Education by Radio-Television, Ohio State U., Columbus, Ohio. Awards are for best productions in field of educational broadcasting.

Feb. 16—Annual dinner meeting of Mid-Western Advertising Women in Chicago. Earl Holliman, star of *Wide Country* series, plans to attend meeting to accept award of "television's man of the year" made by group.

Feb. 20—American Federation of Television & Radio Artists, Los Angeles chapter, annual meeting, 8 p.m. Hollywood Knickerbocker Hotel. New officers will be installed and a committee will report on wages and working conditions.

Feb. 21-23—Western Radio & Television Assn., 16th annual conference on the educational use of television, Ambassador Hotel, Los Angeles.

Feb. 25—Third annual Mike Award banquet of Broadcast Pioneers, Imperial Ballroom, Americana Hotel, New York City. Cocktails at 6:30 p.m. in the Versailles Ballroom; dinner at 7:30 p.m. in the Imperial Ballroom. Performances by Marguerite Piazza and Jerome Hines will be the featured entertainment.

Feb. 26—Third annual International Broadcasting Awards formal presentation dinner, Hollywood Palladium.

Feb. 26-27—NAB Conference of the state association presidents, Shoreham Hotel, Washington, D. C.

Feb. 27-March 1—Western Assn. of Broadcasters Engineers, division meeting, McDonald Hotel, Edmonton, Alta.

Feb. 28—Academy of Television Arts & Sciences, Hollywood chapter, 8 p.m., "Meet the Creative Team" session with the producers of *The Eleventh Hour*. Place to be announced.

### MARCH

March 6—International Radio & Television Society banquet, Waldorf-Astoria Hotel, New York.

March 6—Assn. of National Advertisers workshop on tv advertising, Waldorf-Astoria Hotel, New York.

\*March 7—California Assn. of Broadcasters, Mark Hopkins Hotel, San Francisco.

\*March 11—Florida Assn. of Broadcasters, U. of Florida broadcasting day, Gainesville.

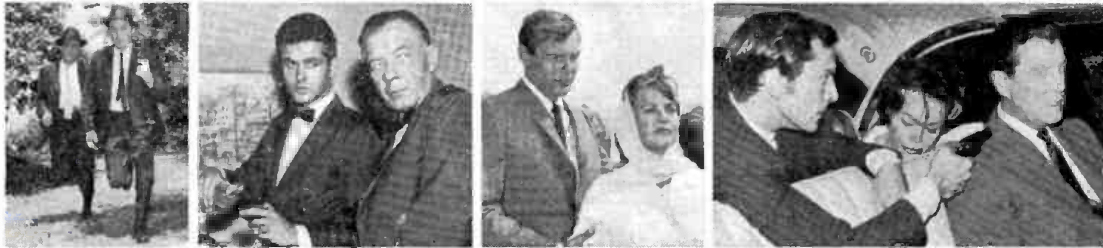
\*March 12—Puerto Assn. of Broadcasters, San Juan. Howard Bell, NAB vice president, will speak.

March 13-15—Audio Engineering Society's West Coast spring convention, Hollywood Roosevelt Hotel, Los Angeles. Fm stereo

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**MUST READING**  
**TELEVISION**  
**FEBRUARY ISSUE**

**The television formula  
for Colgate's surging sales**

The accent is on tomorrow at Colgate-Palmolive, one of the nation's oldest soap makers now finding a new way of life in developing and marketing new products. Colgate doubled the number of products advertised on TV in one year, and added \$165 million to its sales in the process. The company is now TV's No. 2 customer.

**New applause for old TV  
in cultural retrospective**

The Museum of Modern Art in New York will unveil this month its first "retrospective" devoted to television, giving the medium a cultural recognition heretofore reserved for such visual arts as the motion picture, architecture and painting. It's a 54-episode recollection of the better moments from 13 seasons of television.

**What's right, what's wrong  
with TV—and who says so**

Eight men, representing nearly all shades of opinion about the television industry, were brought together on one stage to tell what's right and wrong about the medium. Among their texts, condensed in this issue, the reader can find just about all the positions you can take, and about all there is to say, on the subject.

**Networks at midseason:  
special 3-page pullout**

As usual, no TV network found the hand it drew at the first of the season good enough to stand pat on all the way through, but one almost did. CBS, running up a string of rating victories the likes of which haven't been seen ever, proved that what the people want in 1963 is (1) comedy and (2) stars. A special 3-page pullout puts it in focus.

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broadcasting, disc recording and reproduction, microphones and earphones and audio applications in the space age are among topics to be dealt with in technical papers.

\*March 15—Louisiana Assn. of Broadcasters, Opelousas Inn, Opelousas.

March 15—Deadline for comments on FCC proposed rulemaking to allow daytime stations to go on the air at 6 a.m. or sunrise, whichever is earlier.

March 15-16—Institute of Electrical & Electronic Engineers, Pacific computer conference, California Institute of Technology.

March 18—Extended deadline for comments in FCC inquiry into the objectionable loudness of commercial announcements and commercial continuity over am, fm and tv stations.

March 18—Reply comments to FCC's proposed fm allocations table.

March 20-23—Spring conference of Electronic Industries Assn., Statler-Hilton Hotel, Washington, D. C. To be preceded by a symposium on "The European Electronics Market," featuring talks by authorities on overseas business development, on March 19.

March 21-22—Second annual Collegiate Broadcasters Conference, sponsored by International Radio & Television Society, Hotel Park-Sheraton, New York.

March 21-25—Annual management conference of the National Federation of Advertising Agencies, Scottsdale, Ariz. Conference arrangements are being handled by Robert C. Garland, president of the Garland Agency of Phoenix.

March 22-23—Spring convention of Arkansas Broadcasters Assn., Sam Peck Hotel, Little Rock.

March 23—Annual national convention of Intercollegiate Broadcasting System, New York University.

March 25-28—Institute of Electrical & Electronics Engineers, convention, New York Coliseum and Waldorf-Astoria Hotel.

\*March 28—Final date for the filing of applications for ch. 5 in Boston. Applications will compete comparatively with present occupant WHDH-TV.

\*March 31-April 3—Annual NAB convention, Conrad Hilton Hotel, Chicago.

**APRIL**

\*April 1—Stockholders meeting, Wometco Enterprises Inc., Miami, Fla.

\*April 1-5—Canadian Assn. of Broadcasters annual convention, Royal York Hotel, Toronto, Ont.

\*April 3-5—Assn. of National Advertisers West Coast meeting, Santa Barbara Biltmore Hotel, Santa Barbara, Calif.

April 8—Oscar awards ceremonies, to be broadcast on ABC's radio and tv networks.

\*April 17—American Marketing Assn. conference on new product marketing, New York Hilton.

\*April 18—Assn. of National Advertisers, workshop on international advertising, Hotel Plaza, New York.

April 19—Michigan AP Broadcasters Assn. meeting, Lansing.

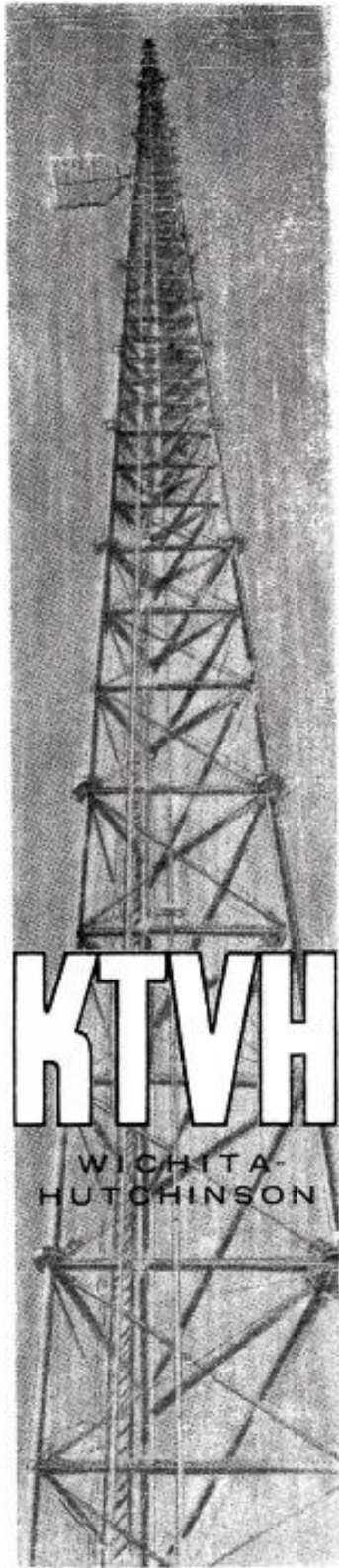
\*April 21-25—Ninety-third convention of Society of Motion Picture & Television Engineers, Traymore Hotel, Atlantic City, N. J.

\*April 26—Pennsylvania AP Broadcasters meeting in Pittsburgh.

\*April 26-27—Virginia AP Broadcasters meeting, Executive Motor Hotel, Richmond. Awards in the VAPB newscasting and telecasting contests and for public service will be presented on first night at the banquet.

April 29-May 4—"Rose d'Or" Contest; May 20-25, 1963—Television Symposium and Tv Equipment Exhibition. The two events are part of the Third International Television Festival announced by The City of Montreux, Switzerland. For further information write to Box 97, Montreux.





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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters
BROADCASTING-TELECASTING Bldg., 1735 DeSales
St., N.W., Washington 6, D. C. Telephone
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BROADCASTING\* Magazine was founded in 1931
by Broadcasting Publications Inc., using the
title, BROADCASTING.—The News Magazine of
the Fifth Estate. Broadcast Advertising\*
was acquired in 1932, Broadcast Reporter in
1933 and Telecast\* in 1953. BROADCASTING-
TELECASTING\* was introduced in 1946.

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OPEN MIKE

The Nashville story

EDITOR: HEARTY CONGRATULATIONS ON
THE FINE COUNTRY MUSIC FEATURE AND
ITS RELATION TO BROADCASTING [SPE-
CIAL REPORT, JAN. 28]. WE KNOW ALL
OTHERS CONNECTED WITH THIS SPECIAL-
IZED FORM OF RADIO JOIN US IN EXTEND-
ING COMPLIMENTS FOR BOTH THE EX-
CELLENT AND CONSTRUCTIVE DEPTH
REPORTING AND ALSO YOUR DEPARTURE
FROM THE USUAL "LOOK HOW MUCH
MONEY THE HICKS ARE MAKING" AP-
PROACH. WE'RE MOST PROUD TO BE
SERVING ONE OF AMERICA'S MOST CON-
CENTRATED COUNTRY-FOLK MARKETS
AND ARE EQUALLY PROUD TO BE WORK-
ING WITH THOUSANDS OF RESPONSIBLE
BUSINESS MEN AND ENTERTAINERS THAT
COMPRISE C&W RADIO AMERICANA.—
GEORGE A. CRUMP, PRESIDENT, WCMS
RADIO TIDEWATER, NORFOLK, VA.

Hix admirer

EDITOR: What a delightful surprise it
was to open BROADCASTING and find my-
self in a Sid Hix cartoon [EDITORIALS,
Jan. 14]. I am honored and pleased.

I have a superb spot in the middle of
the wall of my office-at-home, and the



"Just listening to Joyce Brothers isn't
enough . . . he has to have a couch."

original of the cartoon would fill it
beautifully. Could I have it, do you
think? I would be so grateful to you
and to Mr. Hix.—Joyce D. Brothers,
Ph. D., National Broadcasting Co. New
York.

[Dr. Brothers' psychological approach is
irresistible. The cartoon original is on its
way to her.]

Close agreement

EDITOR: Your editorials in BROADCAST-
ING express my opinion almost 100%.
—Joe Speidel III, president, Speidel
Broadcasting Corp., South Miami, Fla.

Sales success secrets

EDITOR: . . . Since you ran the book note
[BOOK NOTES, Dec. 10, 1962] on Suc-
cess Secrets: the Anatomy of Local Ra-
dio-Tv Copy, I have experienced more
unexpected sales. More than 10% of
all radio and tv stations in the country

have bought at least one copy and many
have re-ordered up to five additional
books. Many of these sales are traceable
directly to your magazine.

So, congratulations on the pulling
power of BROADCASTING. . .—William A.
Peck, San Antonio, Tex.

Good write-up

EDITOR: I thought that was a good
write-up of the week's event affecting
the All-Industry Committee and ASCAP
[PROGRAMMING, Jan. 21]. Facts, quota-
tions and plans were all accurate and
well written. Good work!—Hamilton
Shea, chairman, All-Industry Television
Station Music License Committee, New
York.

No scorekeeping

EDITOR: BROADCASTING carried a letter
from Joe Klaas, KYA San Francisco
[OPEN MIKE, Jan. 14], in which the fol-
lowing sentence appeared: "And, since
California Welfare Department statistics
show that more teen-age unwed mothers
conceive in automobiles at drive-in
movies than anyplace else, perhaps we
should eliminate movie advertising."

. . . Our Hollywood people advise me
that the California Welfare Department
does not compile such statistics and
never made a report on the subject.
They learned, however, that a former
employee of the department had made
such a statement in a report. It has
been used as a basis for quotation on
numerous occasions but without any
basis or foundation and no formal re-
port of this nature has ever been issued.

I have no doubt that drive-in movies
have contributed to the population ex-
plosion but so have haystacks, barn-
lofts, and beds. I hope that this will not
result in reducing advertising of these
items.—Edward Cooper, Motion Picture
Assn. of America Inc., Washington.

Bravos for Daly

EDITOR: Bravo! to Harry J. Daly for
the sharp and pertinent opinions he ex-
pressed in the article, "Engineered
births for radio" [LEAD STORY, Jan. 14].

If I were in any position to choose a
spokesman for the radio industry, Mr.
Daly would head my list of candidates
for the job. . . .

The industry could use more men who
would not be afraid to open fire on
those of us who discredit it by engaging
in unethical practices and other ne-
farious forms of activities simply to
gain purely selfish ends. However, at
the rate things are developing, it might
not be too long before a general clean-
up will be forced upon us.—R. J. Ben-
nett, general manager, WAYE Balti-
more.

# WMAL RADIO-63

The Evening Star Broadcasting Company  
Washington, D. C.

*announces  
the appointment of*

*M**G* mcgavren-guild company, inc.

*as exclusive  
national  
representative  
effective  
4 February 1963*

**WMAL RADIO** 



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



## Radio's golden touch can help rebuild employe morale, too

At 6 a.m. every weekday for over two years, the main plant whistle at the Buick Motor Division of General Motors has signaled the start of a full hour of communications on WKMF Flint, Mich., to some 16,000 Buick employes.

Our program, *Factory Whistle*, began as a radio experiment on WKMF but its phenomenal success as a "house organ of the air" still gets inquiries from other companies. It has even been adapted to other industrial centers. How did we pick radio to put across our employe-relations program?

Buick in mid-1960 was completing a broad program of self-appraisal and reorganization. Manufacturing standards had been overhauled. A new policy required that more quality be built into every Buick and imposed rigid reliability tests.

Early signs showed the Buick sales curve had turned upward. That was the start of the resurgence we know today has put new zip in Buick sales.

**New Challenge** - All of this had been brought about by a new general manager, a vice president of General Motors, Edward D. Rollert, during his first year at Buick. He then turned to employe morale in his program of reorganization.

It was apparent that the plant's new reliability engineer and the thousand men at his command could define quality, but only the men in the shops—scattered over a two-mile complex that makes up the Buick plant—could build it into the product. The formal employe-relations program lagged. Morale certainly needed to be improved, yet the in-plant climate was not the best for reconstituting an employe-relations program. It was little better in the surrounding community.

Buick's public relations staff knew there was a basic communication problem. There was too little contact between management and employes as people to people; too little explanation by management of what it had set out to do that would benefit the workman, his job and his family, the economy of Flint, the people of the area and, of course, Buick.

But how to communicate? There could be nothing haphazard here, no impulsive move. Existing channels were evaluated and rejected. Even direct mail was considered.

**The Choice: Radio** - Conventional thinking directed some attention to print, a company newspaper or magazine. For about \$5,000 a month, Buick could have had a once-a-month

paper, constricted to 20 tabloid columns. But the frequency seemed inadequate and the prospect of two-way communication was obscured.

That's when radio entered the picture. At the time we could find no comparable use of the medium anywhere. But *Factory Whistle*, which began on WKMF Oct. 31, 1960, was soon to reach our multiple audiences five days weekly. Since the Buick day shift starts at 7 a.m., our 6-7 program would catch Buick folks dressing, eating and driving to work. It would talk to the community, too.

*Factory Whistle* is a competitive program and strives to hold its listeners. The show uses only a little written script, and that helps to keep the tone warm and conversational. Willard F. Lamb is producer, editor, musical director and "voice" for the program. He's "Bill" to everyone in the plant and area. The show has music, time and weather, plus lots of news and the previous night's sports news, provided by WKMF. Buick insists that the station cut in with all the objectivity it gives to its day-long news programming.

**The Human Touch** - Buick runs no commercials as such on the program, but it is loaded with unending "commercials" which sell 16,000 men and women on their jobs and their community. Bill Lamb tapes interviews with workers, tells about their promotions, weddings and births, awards and production successes. He asks for blood for the Red Cross or a helping hand for some one in the community. During the first year, over 500 workers "talked" on the air and 10,000 wrote letters to the show.

*Factory Whistle* helped promote Buick's car pool plan to lend new cars to workers for testing and comment. The show boosts work safety. It has

made something special out of family visiting days and factory open houses.

There has been a regeneration of the craftsman's pride in Buick as a product and of the company as a place to work. You can see signs that this pride is spreading. Flint is prouder that Buicks are made there and prouder of Buicks as good cars.

Four human things about *Factory Whistle* give greater satisfaction than all others.

First, the warm acceptance of the program when Bill Lamb visits the individual factories. He is there every day in search of the human interest that leavens all people-to-people relationships, even management and workers.

Second, the solid prestige enjoyed by *Factory Whistle* which permitted Bill Lamb to speak out soberly about individual responsibility, for instance, when the Community Chest drive faltered.

Third, the results of a formal questionnaire survey in the Buick plant establishing that daily listenership to Buick's WKMF program includes 85% of those on the factory day shift who drive to work.

Fourth, this vignette from life:

A union committeeman drove off in one of *Factory Whistle's* loaner cars, a brand new one. He hadn't gone far when he was brought to a stop by a clanking in the drive train. Under a nearby garage hoist, a mechanic worked for a minute, said it wasn't serious—only a loose nut on the transmission housing—and then commented that "some other new Buicks are that way."

It was the committeeman's day off, but he drove straight to the plant. He went out on the assembly line and read a purple riot act that put Buick quality and reliability up two full notches.

What better measurement of results would you want?

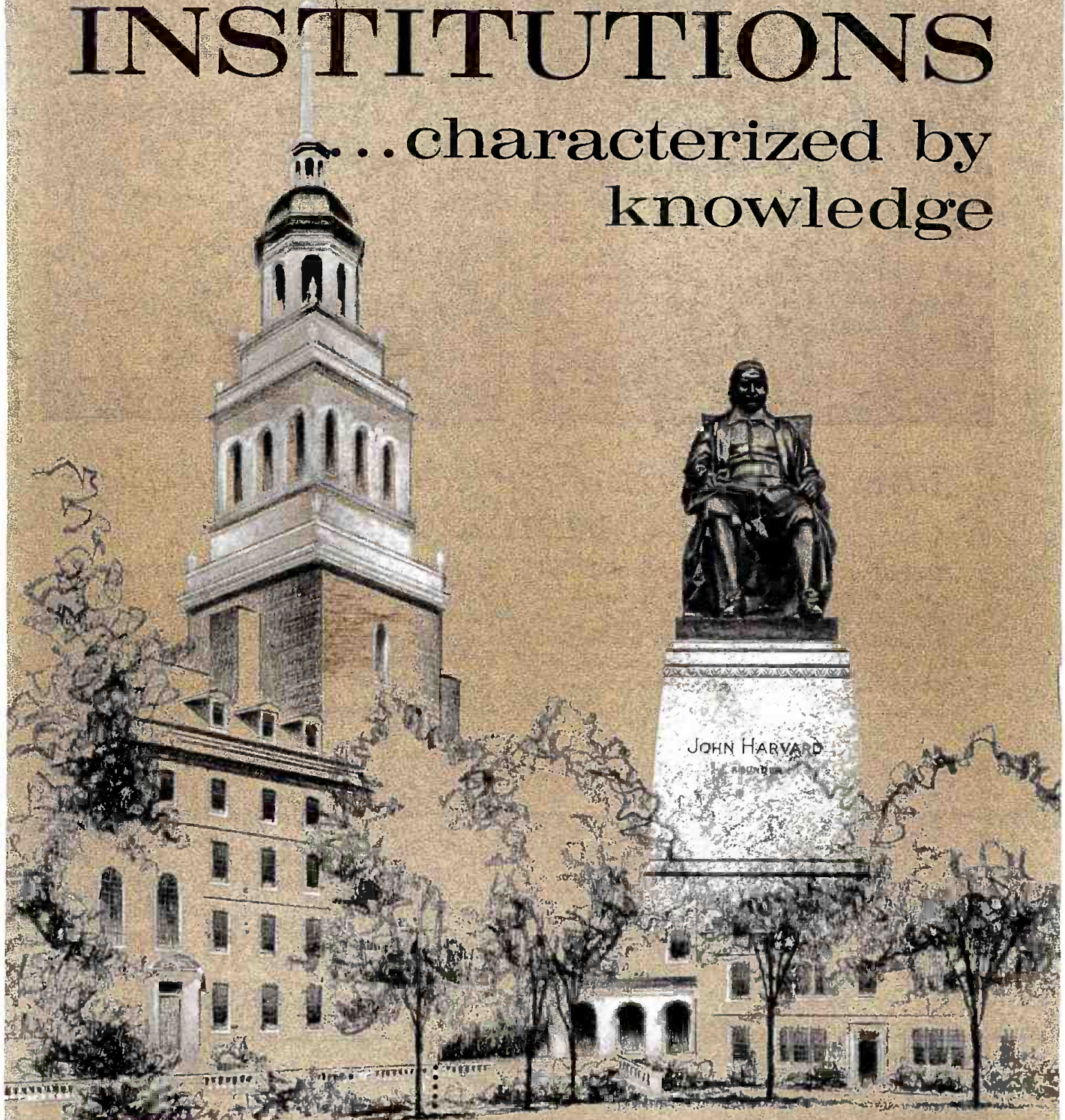


Gerald H. Rideout, director of public relations for Buick Motor Division of General Motors, Flint, Mich., joined GM in 1950. After graduating from Central Michigan College in 1939, he worked on newspapers in Michigan, Pennsylvania and Kentucky. He joined the United Press in Detroit in 1943 after a disability discharge from the Army. UP later assigned him to Chicago and then to New York. He has been active in Flint community affairs.



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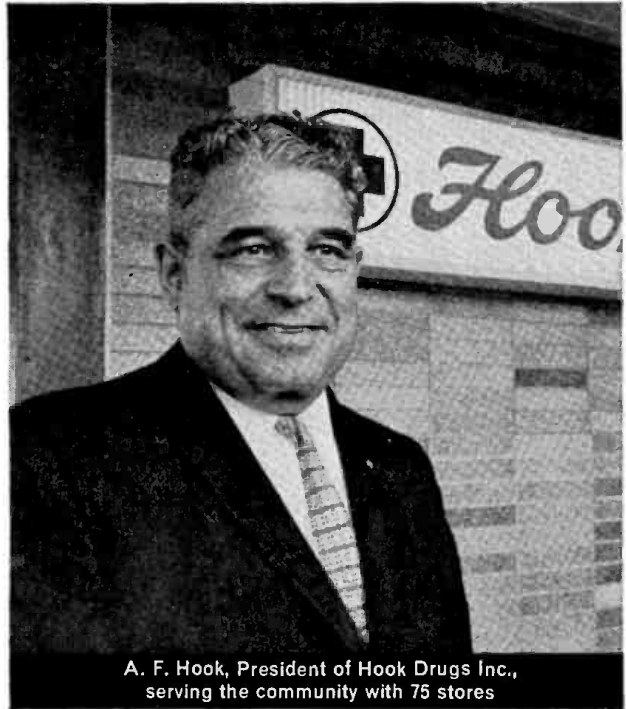
**KWTV**  
OKLAHOMA CITY

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





Paul D. "Tony" Hinkle, nationally respected coach at Butler University

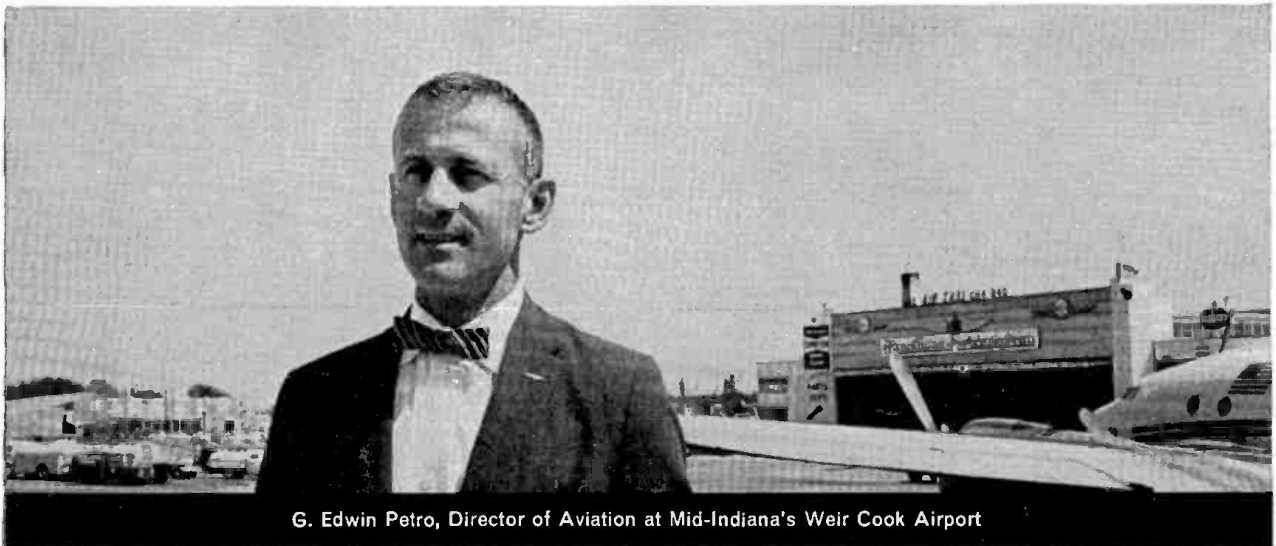


A. F. Hook, President of Hook Drugs Inc., serving the community with 75 stores

## *The voices that influence Indiana's most dynamic market*

The hustling, thriving Mid-Indiana market—Indianapolis and its 55 surrounding counties—has all the ingredients of a self-contained empire. Highly diversified industries, progressive business and financial talents, energetic civic and cultural leadership all combine to make this a super-market of giant potentials. Best of all, it's a "reachable" market, for its customers

and its suppliers. The three famous WFBM Stations help Mid-Indiana's "planners" and "do-ers" keep the public informed; help excite them to productive action. To get your share of this market's ever-increasing sales volume, use the dynamic voices of The WFBM Stations to broadcast your selling messages in Mid-Indiana.



G. Edwin Petro, Director of Aviation at Mid-Indiana's Weir Cook Airport

THE WFBM STATIONS  
INDIANAPOLIS, INDIANA

TV  
AM  
FM

TIME-LIFE BROADCAST INC.  
Represented Nationally by The KATZ Agency



# The FCC's own word on program control

NOW IT'S OFFICIAL: THE AUDIENCE DOESN'T KNOW WHAT'S GOOD FOR IT

A candid explanation of the FCC's New Frontier policy on program regulation was given by a Kennedy-appointed commissioner last week. The policy was outlined by Commissioner E. William Henry, who presided over hearings on local television programming in Omaha. As described by Mr. Henry, the policy boils down to this:

- Public approval is not the ultimate test of broadcast performance.
- The FCC's own "standards" or "policies" are measurements by which a broadcaster's performance is judged.
- The FCC is more "aware" of what is expected of a broadcaster than the general public is.

Mr. Henry made several statements on FCC policy during the Omaha hearings that lasted all week (see story beginning page 30).

On Tuesday evening, after two days of testimony that had been overwhelmingly favorable to the Omaha stations, Mr. Henry told a news conference that "most of the representative citizens of Omaha seem to be satisfied with the performance [of] all the stations in the area that we are investigating, namely local live programming."

Asked if the Omaha findings would serve as a measure the FCC could use to judge stations in other communities, Mr. Henry said yes, and he added: "I think it is a measure of two things: one, of the feeling of the local citizenry about it and, secondly, the measurement of their [the stations'] perform-

ance by whatever standards the commission has, based on its statistics with regard to stations throughout the country."

**What Standards?** ▪ Did he feel that the Omaha stations measured up to FCC standards? "That," said Mr. Henry, "is something that we really can't tell too much about until we hear the presentation of the stations themselves and we interrogate them about our own statistics that we have on them."

Mr. Henry then added: "I don't think necessarily that the standard that the community might have is necessarily the one we would have. I think perhaps we are a little bit more aware of an affirmative duty on the part of local stations to broadcast local live programming whereas the general sentiment in this community—and I imagine it's typical—is that the stations are fulfilling their complete responsibility if they simply respond to inquiries or to suggestions from citizens that they put on some sort of local programming. But there again this is something we can't tell as to how close the two come until after we have gone into it with the stations."

**Educational Campaign** ▪ At the same news conference Mr. Henry observed that although Omaha citizens "still have their doubts why we are investigating the stations, my hope is that there will seep down some understanding of why we are here and that it simply is really in their interest.

"They may not like the fact that we are established to regulate their interest, but nevertheless we are, and hopefully most of them will realize that we are trying to do it in the best manner that we can."

A day later, in another news conference, Mr. Henry said a lawyer had questioned his phrase "FCC standards" in his conference the day before, and he said he had used the term poorly. A better word would be "policies," he said, because "there are not specific standards of the FCC. This is a gray area."

To avoid further misunderstanding, he said he was offering this clarification: "That the FCC, I think, is aware of the responsibilities of broadcast stations to be a community outlet, which is simply another way of saying that they have a responsibility to broadcast local live programming. This is a responsibility that I think the general public is not as aware of as the FCC which establishes the policy. Another aspect of this same question is the broadcaster's responsibility to lead and influence local public opinion as well as to reflect it. Therefore, I have conceived that their overall duty may possibly be greater than that demanded by the local public."

In a talk before the Omaha Rotary Club Wednesday Mr. Henry said the local hearing was beneficial because it was educating the people "about rights they did not know they had."



The first group of witnesses lines up before FCC Commissioner E. William Henry (right foreground) at last week's hearing on local television programming in Omaha.

The testimony of Omaha citizens added up to an overwhelming endorsement of the local stations and a repudiation of FCC program meddling. Full story page 30.

# 18 MILLION TV COMMERCIALS IN '63

That's prediction of BAR based on week's count of top 10 markets; networks will contribute about 90,000 to total

Spot and local television business in the U. S. is currently moving at a rate of 352,000 commercials per week and will total approximately 18,304,000 announcements in 1963. Network commercials will add a minimum of 90,116 to bring the grand total for the year to at least 18,394,116.

Those estimates are being projected today (Feb. 4) by Broadcast Advertisers Reports (BAR) on the basis of tabulations from BAR's first full week of daily around-the-clock monitoring of the 42 commercial tv stations in 10 key markets.

The monitoring showed that in the 10 markets alone a total of 29,572 non-network commercials, or an average of 704 per station, were carried during the week ending Jan. 11. In addition the network affiliates in this group carried 1,733 commercials, which BAR projected to a full-year minimum of 90,116.

Los Angeles led by a substantial margin in the number of spot and local commercials. Its seven stations carried 6,377 or 21% of the 10-market total. New York was second, with 4,448 or 15% distributed among six commercial stations, while Chicago was third, with the four stations there sharing 3,118 or about 10%.

**Washington Fourth** — Behind these came, in order, Washington with 2,558 announcements; Detroit, 2,429; San Francisco, 2,352; Minneapolis, 2,205;

Baltimore, 2,103; Philadelphia, 2,082, and Pittsburgh, 1,900.

Pain and cold relievers were the No. 1 spot users during the week, with 48 brands contributing 3,262 commercials or 11% of the 10-city total. Bufferin was far and away the No. 1 user in this field, spreading 396 messages over the 10 markets. Contac was second with 295 and Alka-Seltzer third with 201.

Tobacco products—a category of special interest because of NAB President LeRoy Collins' efforts to have cigarette advertising controlled by special tv code amendments—were represented by 24 brands which placed 826 commercials or about 2.8% of the 10-city total.

**Parliament Tops** — Parliament cigarettes dominated this category with 310 commercials—38% of the tobacco-products total. L & M's placed second with 84 (including three programs sponsored on a spot basis) and Newport was third with 73.

Laundry soaps and detergents, third category whose spot activity had been tabulated by BAR last week, accounted for 19 brands and 603 commercials, or about 2% of the week's measured total. Fels Naptha products placed more than any other, a total of 97 representing 16% of the laundry spots, with Lever's Vim second (77) and Colgate-Palmolive's Dynamo third (60).

An examination of the commercials and their placement showed varying patterns among the leading spot users.

Parliament cigarettes, for instance, divided its 310 commercials among 38 of the 42 stations in the 10 markets, with the largest number (63) in Los Angeles. Generally, Parliament placed 60-second messages in late-afternoon, early-evening and late-evening movies and occasionally in sports and syndicated or local programs, with 10-second announcements and some 10's—and in Philadelphia a few 30's—in and between sports and news programs, movies and syndicated shows from late afternoon on.

L & M, whose 84 announcements ranked second among tobacco products, used 26 stations in the 10 markets and appeared to favor minutes, along with some 20's and 10's, in and around news, sports and movies, especially in early and late evening. Where Parliament concentrated its greatest weight in Los Angeles, however, L & M put more of its spots in New York (17) than anywhere else. But its Los Angeles budget included three newscast sponsorships and seven golf participations.

Newport cigarettes, third heaviest spot user, ignored Los Angeles completely during this week. It scattered 73 commercials across 25 stations in the nine other markets, dominantly using 20-second and one-minute announcements in early and late evening time.

Its heaviest weight, but not by much, was in San Francisco, which carried 11 Newport messages.

**Top 10 Tobaccos** — Here are the top 10 tobacco-product users of spot television in the 10 markets as measured by BAR during the week:

Parliament, 310 messages in 10 markets (heaviest in Los Angeles, New York and Chicago).

L & M, 84 messages in 10 markets (heaviest in Philadelphia and Chicago).

Newport, 73 messages in nine markets (heaviest in San Francisco, Philadelphia and Washington).

Kent cigarettes, 53 messages in nine markets (heaviest in Philadelphia).

Chesterfield cigarettes, 48 messages in five markets (heaviest in Los Angeles, Chicago and Philadelphia).

Winston cigarettes, 41 messages in six markets (heaviest in Los Angeles and New York).

Kool cigarettes, 39 messages in six

## New York, Los Angeles lead BAR listing

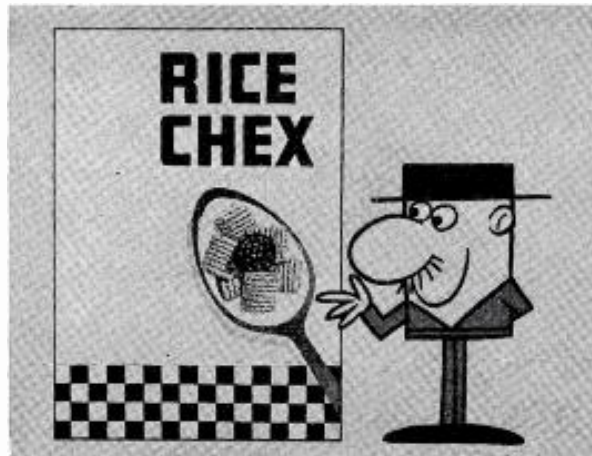
New York and Los Angeles share top honors and Chicago, Philadelphia and Washington divide runner-up positions as markets getting the biggest chunks of the television business in the three product categories reported by Broadcast Advertisers Reports last week (See story above).

New York was out in front in the drug and pain reliever category with 593 commercials in the monitored week and also in the laundry soaps and detergents group with 117. Los Angeles was ahead in tobacco products with 150. Here, by city, is how BAR's findings ranked the 10 continuously monitored markets in each of the three categories:

**Pain and cold remedies**—New York, 593 messages; Los Angeles 565; Washington 318; San Francisco 307; Chicago 305; Detroit 263; Philadelphia 247; Minneapolis 237; Baltimore 232; and Pittsburgh 193.

**Tobacco products**—Los Angeles 150; New York 129; Chicago 110; Detroit 93; San Francisco 75; Washington 69; Baltimore 57; Philadelphia 51; Minneapolis 49; and Pittsburgh 43.

**Laundry soaps and detergents**—New York 117; Philadelphia 70; Los Angeles 64; Baltimore 63; Chicago and Pittsburgh, 61 each; Washington 52; San Francisco 44; Detroit 39; and Minneapolis 32.



## Pintoff's tv commercials enter west coast ad market

The first new animated commercials produced by Pintoff Productions Inc., New York, for west coast clients are off the drawing board and on the screen.

At right: A scene from a commercial made for Ralston Rice Chex

(and Wheat Chex) cereal. Ernest Pintoff was director, designer and creator of the music. Guild, Bascom & Bonfigli, San Francisco agency, wrote the commercial.

At left: A still from Folger's coffee commercial. Mr. Pintoff also

handled the directing and designing for this production. Fletcher Richards, Calkins & Holden, San Francisco, wrote the script and music.

The two commercials represent Pintoff's "entry" into the west coast tv commercial area.

markets (heaviest in Detroit).

York cigarettes, 36 messages in eight markets (heaviest in Los Angeles, Chicago and New York).

Monclair cigarettes, 28 messages (all in San Francisco, Baltimore and Washington).

Santa Fe cigars, 26 messages (all but one in Los Angeles).

Other tobacco brands monitored in the 10 markets, using from one to 18 spots during the week, were (in order) Spring cigarettes, R. C. Dun cigars, Raleigh, Lucky Strike, Bel Air, Camel and Salem cigarettes; La Palina, White Owl and Harvester cigars, and Dumaurier, Flair, Marlboro and Pall Mall cigarettes.

**Pain-Cold Remedies** ■ In the pain and cold remedy category, the top 10 were:

Bufferin, 396 messages in 10 markets (heaviest in New York, Los Angeles, and Baltimore).

Contact, 295 messages in 10 markets (heaviest in New York, Los Angeles and Chicago).

Alka-Seltzer, 201 messages in 10 markets (heaviest in New York, Los Angeles and Detroit).

Anacin, 165 messages in 10 markets (heaviest in New York, Los Angeles and San Francisco).

Compoz, 156 messages in five markets (heaviest in Los Angeles).

Bromo-Seltzer, 148 messages in 10 markets (heaviest in New York, Chicago and Los Angeles).

Excedrin, 139 messages in 10 mar-

kets (heaviest in Los Angeles, New York and Chicago).

Vicks products, 137 messages in 10 markets (heaviest in New York, Pittsburgh and San Francisco).

St. Joseph aspirin, 130 messages in nine markets (heaviest in New York, San Francisco and Washington).

Four-Way products, 127 messages in 10 markets (heaviest in Los Angeles, Chicago and Detroit).

Other advertisers in this category during the week, with from one to 121 commercials apiece, were (in order) Dristan, Congestaid, Romilar CF cough syrup, Thorexin, Duractin, Screts, Super Anahist, Coldene, Isodettes, Rem cough medicine, Pertussin, Bromo Quinine, Actin, Isodine, Sleep-eze, Sinex, Doans Pills, BC Remedy, Pepto Bismol, Rollaids, Narbain cough tablets, Nervine remedy, Liquicap cough capsules, Primatene remedy, Aspergum, Dri Con cold remedy, Bayer products, Heet liniment, Smith Bros. products, Buffer children's aspirin, Ben Gay rub, Brioschi antacid, Eno antacid, Medic Men remedy, Musterole, Pinex cough remedy, Sleep Caps, and Tums.

**Soaps-Detergents** ■ In the soaps and detergents category, the top ten found by BAR were:

Fels Naphta products, 97 messages in eight markets (heaviest in New York, Detroit and Pittsburgh).

Vim tablet detergent, 77 messages in 10 markets (heaviest in Los Angeles and New York).

Dynamo liquid detergent, 60 mes-

sages in five markets (heaviest in Philadelphia and New York).

Salvo tablet detergent, 56 messages in 10 markets (heaviest in New York).

Dash powder detergent, 47 messages in nine markets (most in Los Angeles).

Cheer powder detergent, 43 messages in 10 markets (equally distributed).

Tide products, 39 messages in nine markets (heaviest in Baltimore and Pittsburgh).

Oxidol products, 37 messages in 10 markets (heaviest in Minneapolis).

Ivory Flakes, 27 messages in eight markets (heaviest in New York).

Wisk liquid detergent, 22 messages in five markets (heaviest in New York and San Francisco).

Other laundry soaps and detergents monitored with from one to 20 commercials apiece, were (in order) Ad detergent, Swan products, American family laundry products, All products, Duz products, Fab powder detergent, Ivory Snow, Woolite soap, and OMO laundry detergent.

In all, BAR plans to break down the results of its monitoring into some 80 product class reports. Later this year it expects to start matching its message unit findings with station rate cards to produce dollar estimates of brand spending for commercial time (BROADCASTING, Jan. 7).

BAR started monitoring the current 10 markets on a fulltime basis Jan. 1. The 20 commercial stations in Atlanta, Boston, Cincinnati, Cleveland, Dallas and St. Louis are due to be added to the



## November network billings figures

Network television gross time billings  
Source: TvB/LNA-BAR

	November			January-November		
	1961	1962	% Change	1961	1962	% Change
ABC-TV	\$17,719,890	\$18,632,551	+ 5.2	\$174,042,240	\$186,927,957	+ 7.4
CBS-TV	24,787,031	28,352,411	+14.4	242,481,004	283,184,305	+16.8
NBC-TV	23,451,985	26,220,858	+11.8	229,805,982	257,324,120	+12.0
Total	\$65,958,906	\$73,205,820	+11.0	\$646,329,226	\$727,436,382	+12.5

	Month by month 1962			
	ABC	CBS	NBC	Total
January	\$16,673,662	\$25,528,518	\$23,578,579	\$65,780,759
February	15,757,364	23,528,815	21,956,372	61,242,551
March	17,762,981	25,731,519	24,100,566	67,595,066
April	17,237,755	24,193,144	21,899,207	63,330,106
May	17,227,296	25,380,092	23,494,373	66,101,761
June	16,031,277	25,081,505	22,609,590	63,722,372
July	15,708,722	25,793,374	22,788,918	64,291,014
August	16,075,143	24,969,181	23,160,760	64,205,084
September	16,601,454	25,851,332	21,416,265	63,869,051
October*	19,219,752	28,774,414	26,098,632	74,092,798
November	18,632,551	28,352,411	26,220,858	73,205,820

\* October 1962 figures revised as of January 22, 1963.

fulltime monitor list by the end of March, with additional markets then being added at the rate of about six a month until the 236 stations in the top 75 markets are on a continuous monitoring basis the first of 1964. Meanwhile BAR is also continuing its periodic monitoring of these markets.

The monitoring company's projections of commercial totals anticipated for 1963 were based on its 10-market findings. The average of 704 commercials per station in the week of Jan. 5-11 was applied to an estimated 500 commercial stations to get a weekly national estimate of 352,000, then projected to the 52-week total of 18,304,000.

BAR officials noted that during most of the year commercial traffic is heavier than in early January and said this fact should counterbalance any drop-off in the per-station average in smaller markets. Actually, they said, BAR's experience indicates that on the average there is no wide discrepancy between the number of commercials carried by large and small stations, although the rates charged differ widely.

### Ideal Toy, Kenner buy King Features series

Two toy manufacturers, Ideal Toy Corp., New York, and Kenner Products, Cincinnati, have bought participations in more than 70 markets on King Features Syndicates' cartoon package of 150 5½-minute programs, starting this fall.

In announcing details of this transaction, a King Features spokesman said that Ideal, through Grey Adv., has purchased participations in more than 50 markets and Kenner has bought directly

into more than 20 markets. The cartoons also have been bought by WPIX (TV) New York, KTLA (TV) Los Angeles, WTAE (TV) Pittsburgh, WEWS (TV) Cleveland, WTCN-TV Minneapolis and CKLW-TV Windsor-Detroit.

The series consists of *Beetle Bailey*, *Barney Google* and *Snoopy Smith*, and *Krazy Kat*.

### Norsworthy-Mercer is agency's new name

Taylor-Norsworthy Inc., Dallas advertising agency, has changed its name to Norsworthy-Mercer Inc. The change, according to T. W. Norsworthy, president, reflects the increased responsibility of Melville M. Mercer, who has been named executive vice president.

Mr. Mercer was an advertising executive with a large food chain before entering the agency field in 1950. He joined Taylor-Norsworthy as account supervisor in 1954 and was made vice president in 1960.

Mr. Norsworthy was co-founder of the agency in 1946 with J. B. Taylor, who recently resigned to open a new Dallas advertising operation. Mr. Norsworthy is also president of the Southwestern Assn. of Advertising Agencies.

Norsworthy-Mercer serves some 30 national, regional and local accounts.

### USS joins Armstrong to sponsor Kaye series

U. S. Steel Corp. reportedly has joined Armstrong Cork Co. on the new *Danny Kaye Show* on CBS-TV for the 1963-64 season.

The Kaye series will be in the

Wednesday, 10-11 p.m. EST period now filled by U. S. Steel-Armstrong's drama hours. The two advertisers, both handled by BBDO, New York, are now in alternate week positions. They each will sponsor an alternate-week hour next season.

Armstrong signed for the series a little over a week ago (CLOSED CIRCUIT, Jan. 28). CBS-TV announced the signing of Danny Kaye to a contract for his first regular television series some three months earlier (BROADCASTING, Oct. 29, 1962).

## AFA-AAW CONFERENCE

### Advertising and government to be theme in Washington

Advertising and government will be the theme of the fifth annual Advertising Federation of America/Advertising Assn. of the West conference in Washington beginning tomorrow (Tuesday). Several advertising, broadcasting, and government leaders will address the two-day conference.

Approximately 700 media executives are expected for the sessions on "Advertising Speaks to Government—Government Speaks to Advertising." Ivan A. Nestingen, under secretary of the Department of Health, Education & Welfare, will speak at the Wednesday luncheon. A morning panel presenting advertising's message to government will feature Donald McGannon, president of Westinghouse Broadcasting Co.; Peter G. Peterson, president of Bell & Howell Co.; Paul S. Willis, president, Grocery Manufacturers of America; Andrew Heiskell, board chairman of Time Inc., and Palmer Hoyt, publisher of the *Denver Post*.

Speaking for the government Wednesday afternoon will be FCC Chairman Newton N. Minow; Federal Trade Commission Chairman Paul Rand Dixon, and Dr. Persia Campbell, member of the President's Council of Economic Advisors and head of the economics department of Queens College, City U. of New York.

At the opening session Tuesday afternoon, Rep. Bob Wilson (R-Calif.) will tell advertisers "How to Be Effective in Dealing With Your Congressman." Rep. Wilson is an inactive partner in the San Diego agency of Champ, Wilson & Slocum. John J. Ryan, AFA general counsel of Sawyer, Sullivan & Ryan, will forecast the fate of important media matters that are coming before the new 88th Congress.

All sessions of the conference will be held in the Statler-Hilton Hotel, Washington. It will close with a reception for members of Congress and the executive branch of government.



## Al Pettus is our "go team" specialist

He knows football inside out. He should. He's one of our highly skilled remote crew which covered more than 50 AFL, NCAA, Southwest Conference, and high school games during the past three years alone. These men operate as precisioned as a pro offensive unit. Practically all of them,

directors, cameramen, specialists, have worked as a team for more than 12 years. In constant demand for network "specials" and advertisers' commercials, they traveled nearly 15,000 miles last year in our quarter of a million dollar cruiser. It's equipped, by the way, with six Mar-

coni's and two Ampex VTR units. This type of equipment requires seasoned performers, and the men of our remote crew are just that. They are typical of WFAA-TV's high degree of professionalism, another reason why we deliver such a steadfast, selective audience.

### WFAA-TV

Channel 8 abc WFAA-AM-FM-TV Communications Center. Broadcast services of The Dallas Morning News. Represented by Edward Petry & Co., Inc.

## Radio '63: bigger, more influential medium

### BLAIR RADIO REPORT STRESSES LOCAL SALES POTENTIAL

A new brochure portraying today's radio as "a bigger, more influential and successful sales medium than ever" was issued last week by Blair Radio and will be distributed personally by Blair representatives to advertising and agency executives across the U. S.

Titled "Radio '63," it stresses the local sales potential of the 52 radio stations represented by Blair Radio and of the Blair Group Plan in particular. The Blair Group Plan, initiated five years ago, is a one-order, one-bill plan by which advertisers may tailor their use of Blair-represented stations according to their individual needs.

The brochure treats the 52 Blair-represented stations as the equivalent of a network, and offers a check-list comparing their "influence" (based on average listening) with that of each of the four national radio networks. It shows the Blair stations as covering 75.4% of the U. S. population with 79.2% of

the total consumer disposable income.

**Success Stories** ■ The presentation also divides the 52 stations into 38 "concentration" or big-city stations and 14 "extension" or far-reaching multi-market stations, and shows the managers and significant details for each station in each group. Leading success stories among Blair Group Plan users also are pointed up.

Arthur H. McCoy, president of Blair Radio, reported in presenting the brochure to trade newsmen that the success of the Blair Group Plan this year already has been "so phenomenal that I can't even quote the figures for you."

He ventured that Blair Radio handles as much volume in time sales—disregarding talent payments and line charges—as all four national networks combined (four-network total for 1961, latest year, for which FCC figures are available, was \$35.8 million).

Ward Dorrell, research vice president

of the parent John Blair & Co., reported that Blair Radio and its stations are currently conducting a national radio measurement which will be the biggest of its kind, based on 2,000 personal interviews and showing "the kind of people that listen to radio." Results of this study may be available in about two months, Mr. Dorrell said.

In discussing "Radio '63," Mr. Dorrell also reported that Blair-represented stations spend \$283,633 a year for audience research alone. For these stations, he said, Pulse Inc. makes more than 995,000 personal interviews a year.

## Airlines plan joint advertising program

A committee of top airline executives has been formed to evaluate a proposed industry advertising campaign to expand air travel.

Stuart G. Tipton, president of the Air Transport Assn. of America, announced last week that the group will serve in an advisory capacity to the ATA board of directors. The plan for a jointly financed advertising program was outlined to the ATA board last December.

Decision on an advertising agency pends a report by the special committee to the board. Appointed last week to the committee: G. Marion Sadler, vice president and general manager, American Airlines; Rex Brack, senior vice president, Braniff International Airways; Harding L. Lawrence, executive vice president, Continental Air Lines; Thomas M. Miller, vice president, traffic and sales, Delta Air Lines; Frank Sharpe, executive vice president, sales and services, Eastern Air Lines; Casey M. Britt, vice president, sales and service, Frontier Airlines; Thomas B. McFadden, vice president, marketing, Trans World Airlines; and Robert E. Johnson, senior vice president, sales and advertising, United Air Lines. Jack M. Slichter, ATA vice president—traffic, will serve as secretary. ATA headquarters is at 1000 Connecticut Ave., Washington 6, D. C.

## Business briefly . . .

**Lincoln-Mercury**, through Kenyon & Eckhardt, has set a major spot radio campaign to start Feb. 7 and to run four weeks to March 6 in the 70 top Mercury car sales areas. Campaign calls for 500 spots to be placed in the largest sales markets, and up to 200 spots in the smaller Mercury markets.

**Roma Wine Co.**, New York, has begun a spot tv campaign in eight markets including New York, Baltimore, Miami,



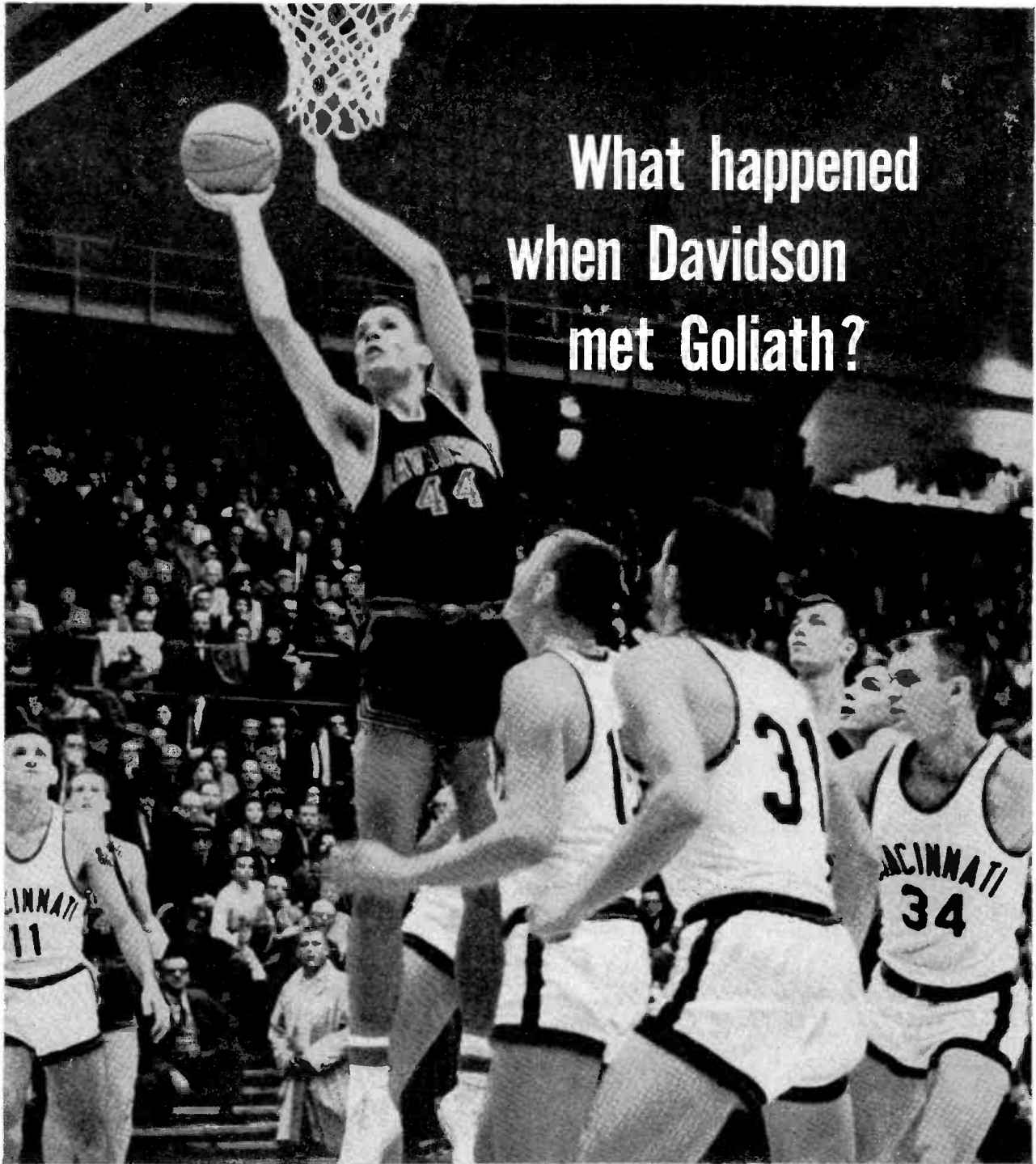
## WMAL outlets—am, fm, tv—sign new reps

WMAL-AM-FM-TV Washington has new national sales representatives, effective today (Feb. 4). Harrington, Righter & Parsons Inc. will handle WMAL-TV; McGavren-Guild Inc. has been assigned WMAL-AM; and Walker-Rawalt Co. will be representative for WMAL-FM. All three rep firms have

their headquarters in New York.

Looking on as Fred S. Houwink, vice president and general manager of the Evening Star Broadcasting Co., signs the contract for WMAL-TV: (standing, l to r) James C. Parsons Jr.; Neal J. Edwards, WMAL-TV manager; John E. Harrington Jr. and (sitting) Volney Righter.





## What happened when Davidson met Goliath?

Even come what did, a lot of WSOC-TV viewers went to bed warm and satisfied.

It happened this way:

Tiny Davidson (N.C.) College, a thousand students thereabouts, and a love of nearby Charlotte, had knocked off nationally ranked big Duke U. Next on schedule, giant No. 1 Cincinnati in Ohio. And the faithful dreamed.

Alas, the vision did not come true. Davidson lost. But the fans won, for in a special telecast direct from the Bearcat fieldhouse, WSOC-TV had brought the game to thousands of Carolina supporters.

Good public service programming in every area of public interest is a forte of Charlotte's WSOC-TV. Wins fans for the station—and its advertisers, too.

# WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

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

## Public utility media spending up 10% in '61

Public utility companies increased their advertising expenditures in 1961 about 10% in four media (tv, radio, newspapers and outdoor), according to a survey conducted by the Public Utilities Advertising Assn.

The study shows that television expenditures increased more than those of other media, but not enough to change the "media mix" of 59.7% of public utility budgets in newspaper advertising; 22.5% in television; 10.5% in radio and 7.3% in

outdoor advertising.

Of the 156 gas and electric companies reported, 100% used newspapers, 96% were on radio, 77% purchased television time and 73% used outdoor advertising.

Gas companies increased their advertising 14.3%, electric companies increased 5.2% and combination gas and electric firms were up 12.2%.

Average annual per meter expenditures for the four media were up 2 cents from 64 cents to 66 cents.

New Orleans, Phoenix, Tucson, San Diego and Santa Barbara. Sixty- and 20-second spots are being used in "high frequency." Agency: Norman, Craig & Kummel Inc., New York.

To announce the March introduction of its special offer of a 64-page American Space Digest free with the \$1 purchase of a Schick injector razor and its magazine of Krona Edge injector blades, Schick Safety Razor Co., through Compton Adv., Los Angeles, will use tv spots, in 37 top markets, featuring actual flight footage of the X-15 and an interview with Scott Crossfield, X-15 pilot. The spots will also be used on the company's ABC-TV shows, *Combat* and *Stoney Burke*, and radio spots, adapted from the tv spots, will run in top markets.

The California Credit Union League has started a \$45,000, 13-week radio-newspaper campaign to tell Californians the advantages of credit union membership. KGBS Los Angeles, KGO San Francisco, KFRE Fresno, KPNC Bakersfield, KFMB San Diego and KFBK Sacramento, are broadcasting the credit union jingle twice a day.

Mennen Co., Morristown, N. J., (toiletries) has purchased NBC Radio's new Monday-Friday five-minute sports program, starting Feb. 11. The show, featuring sportscaster Joe Garagiola, will be scheduled at early morning times in most cities. Agency: Warwick & Legler, New York.

## Agency appointments...

▪ Louisiana State Rice Milling Co., Abbeville, La. (Mahatma and Water Maid brand rice products), has appointed Tracy-Locke Co., Dallas.

▪ E. E. Mucke & Sons Inc., Hartford, Conn. (Circle M meat products), has appointed R. W. Bacon Co., Bloomfield, Conn. Radio and tv announcements schedules are being prepared.

▪ The Flavour Candy Co., Chicago, has appointed M. M. Fisher Assoc., that

city. First assignment will be campaign to introduce Fan-Tastix, a new candy product.

▪ Bekins Van & Storage Co. has appointed Doyle Dane Bernbach. DDB will take over the national mover's account beginning July 1.

▪ O'Keefe & Merritt has named Anderson-McConnell Adv., Los Angeles, as advertising agency for the company's line of ranges, dishwashers and other kitchen appliances. Merv Oakner is account supervisor. Company has been without an agency since breaking with Cunningham & Walsh in June 1961.

▪ Van Camp Sea Food Co., Long Beach, Calif.: Smock, Debnan & Waddell, Los Angeles, for Capt. KITT Tuna Red Meat for Cats.

## National Cotton Council buys network tv schedule

The National Cotton Council, Memphis, Tenn., will begin its first television campaign in March. The drive, which is budgeted at an estimated \$800,000, will include participations on daytime CBS-TV and nighttime ABC-TV and NBC-TV from March through June. Another network flight begins in August. In addition, the council bought a tv spot schedule in 31 markets, mainly in the Southwest, to back up its network advertising.

According to a spokesman at Fuller & Smith & Ross Inc., New York, the council's agency, the tv campaign's purpose is to show viewers the values of cotton fabric as opposed to the properties of synthetic fibers.

## Rep appointments...

▪ KICU-TV Fresno, Calif.: Avery-Knodel Inc., New York, as exclusive national representative, effective immediately.

▪ WCER Charlotte, Mich.: Spot Time Sales Inc., New York and Chicago, as

national representative.

▪ WJON St. Cloud, Minn.: The Deveny Organization Inc., New York, as national representative.

▪ WJET Erie, Pa.; Ohio Stations Representatives Inc., Cleveland, as Ohio representative.

## Aniforms process used by Best Foods

A new continuous-movement animation process developed by Aniforms Inc. and employed by Videotape Productions of New York (BROADCASTING, Nov. 19) is being used commercially for the first time by Best Foods, New York, in a series of taped commercials for H-O Cereals.

The commercials will run every week through March on *The Story Of . . .* (Thursdays, 7-7:30 p.m.), a Best Foods program on WNBC-TV New York. They first appeared on Jan. 24. A spot campaign in New York will also feature the commercials.

The Aniforms process employs dummy forms which are articulated and tape recorded or filmed while in motion, giving the appearance of animation. Videotape's exclusive arrangement with Aniforms is for use of the process on tape.

Production time for the commercials was trimmed by at least six weeks by use of the process, according to Warren Bryan, production supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, agency for Best Foods.

"In standard film-cell animation the time lapse from approved storyboards to air-date would have been from eight to ten weeks," he said.

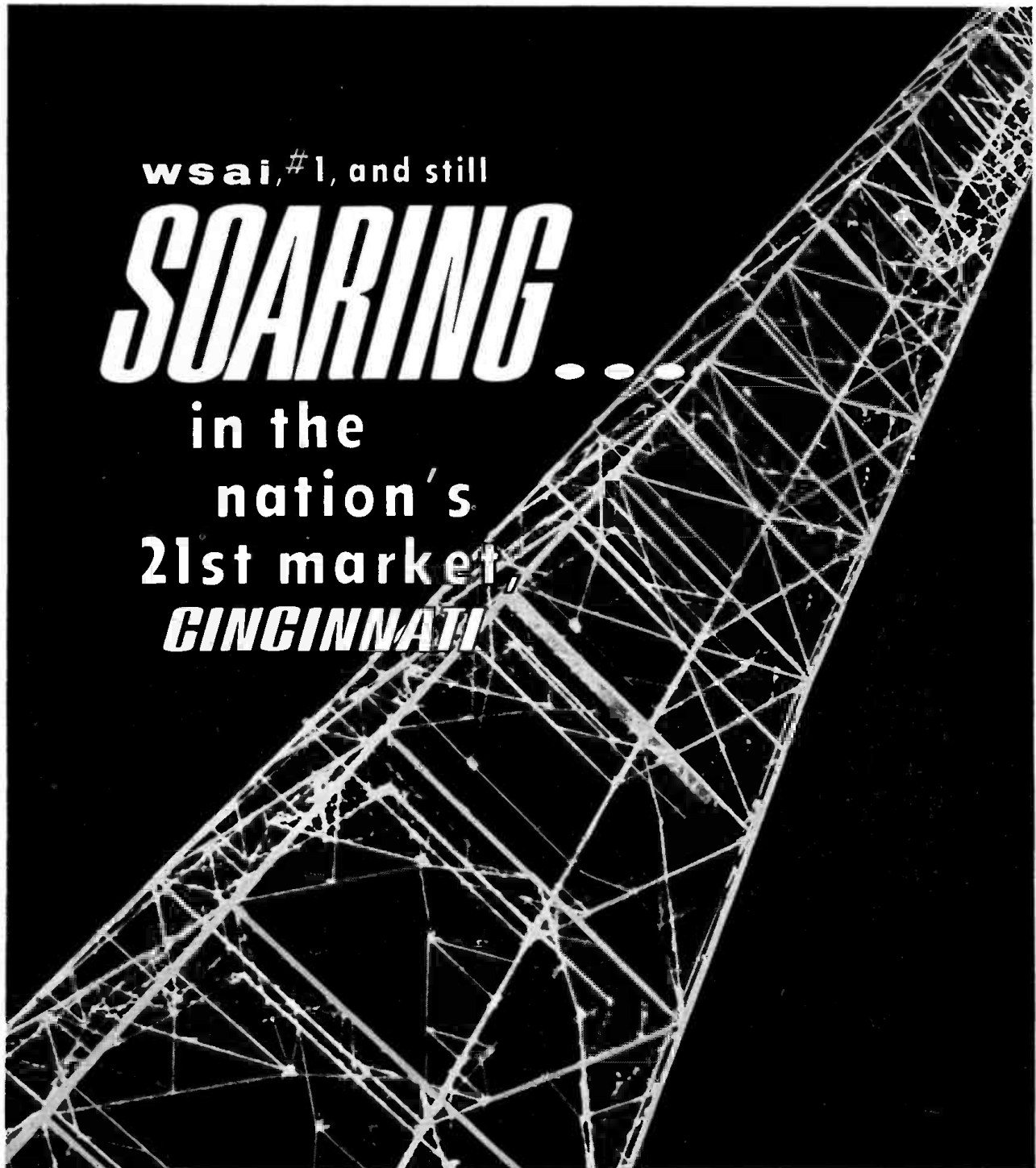
Dick Uhl, creative supervisor and vice president, SSC&B, conceived the campaign concept, which is a humorous dialogue between "Mr. H. O.," chairman of the board and a fellow executive.

Eli Bauer, chief Aniform designer, created the characters in collaboration with Julian Dowell, agency art director. Geoffrey Kelly was agency producer.

## NAAN plans Memphis meeting

The eastern regional and midwest regional conferences of the National Advertising Agency Network will be consolidated in one meeting at Memphis, Feb. 8-9.

The host agency will be Merrill Kremer Inc., Memphis, and conference chairman will be William B. Houck of Houck & Co., Roanoke, Va. The agenda will emphasize creativity, new business and market research. Individual sessions will be held by principals and staff members of 14 NAAN agencies. A directors meeting will precede the conference on Feb. 7.



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# Liking tv not enough, Omaha learns

## FCC MUST DECIDE WHAT PROGRAMS ARE BEST, HENRY IMPLIES AT HEARING

Folks out in Omaha may love their local television programs, but the stations still may not stack up to what the federal men at the FCC back in Washington figure is good enough.

What's more, Omahans may be typical of neighbors in towns all up and down the road. They just don't know about stations' "affirmative duty" to put on local live shows, so they're satisfied with getting just what they've asked for.

This sums up the regulatory philosophy which the FCC's freshman member, Commissioner E. William Henry, explained to newsmen last week during the agency's probe of local live television in Omaha. Commissioner Henry presided at the five-day proceeding which heard more than 130 public witnesses and continues there this week to hear more evidence offered by the three local tv stations involved, KETV (TV), KMTV (TV) and WOW-TV.

**On The Report** ■ Commissioner Henry's comments about FCC's role also included some expressed on the record to assure several concerned citizens, including Nebraska's governor, that the commission may not by law and does not wish of itself to dictate concerning local programs. Combined they constituted an insight into FCC thinking seldom before expressed so candidly on a subject that has been controversial for years (see separate story on page 21).

Unlike the commission's tv probe in Chicago last year where dissident voices of certain groups rang out a bit louder

and more frequently, the Omaha inquiry last week was marked by only a sprinkling of complaint, part of which was directed not at the stations but at the government for intruding there.

The great weight of the public testimony displayed considerable pride in the home town television efforts. And the parade of witnesses—many of whom represented organizations solicited in advance by the FCC through invitations mailed to a list based on Omaha's telephone directory—indicated no reluctance to express it.

Among other highlights of the hearing:

■ The testimony of many witnesses showed that from their experience or knowledge all three Omaha tv stations not only have been generous in granting requests for support or coverage of local activities but the stations also have sought out opportunities to do special shows or render aid.

■ Spokesmen for some community groups said they could have had or were offered more television opportunities than they could take advantage of because of staff or financial limitations. Others noted that if anyone with a valid tv message didn't get time it must have been his own fault for not asking. Several testified that without the tv support their fund drives never could have been successful.

■ Educational and religious leaders generally spoke highly of the three stations' efforts in their fields, particularly commending pioneering education series

in connection with such institutions as Creighton U. and the universities of Omaha and Nebraska FCC's interrogation showed some of these were completely school "packaged" however.

Educator-cleric criticisms, including some self-directed analysis, ranged hopes for better planning, timing and experimentation and better shows for children, educational-television spokesmen lauded the financial and technical help given them by all three stations for non-commercial KUON-TV Lincoln, which plans expansion.

■ Citizens especially praised the objectivity and scope of local news programming by all three stations, a few citing its beneficial impact on the city's only daily newspaper, the *Omaha World-Herald*, whose parent firm also owns KETV. Agricultural program service got its mention too.

■ Payson Hall, president of Meredith Broadcasting Co. on Thursday afternoon became the leadoff station executive to testify in the proceeding. He explained the broad corporate policies of the Meredith radio-tv and publishing complex, of which WOW-TV is part and to questions put by FCC counsel said local Meredith station managers are not given "profit quotas" which they must meet.

Other WOW-TV officials were to testify last Friday and executives of KETV and KMTV, in that order, are slated to testify at further hearing in Omaha this week.

■ The FCC Thursday introduced de-



Mayor Dworak  
"I can see no reason whatsoever for a hearing of this type."



Sgt. Bader  
KMTV offered "highest cooperation" in WAC recruiting campaign.



Mr. Johnson  
Local tv shows "helped put my suburban community on the map."

tailed analysis of October 1962 logs for all three stations, plus other statistical data. FCC figures for total local live as percents of total hours on air: WOW-TV, 11.6%; KMTV, 14.7%; KETV, 9.8%.

Total regularly scheduled local live (excluding special programs, adjusted to weekly basis): sign-on to 6 p.m.: WOW-TV, 8.9%; KMTV, 14.5%; KETV, 15.5%. For 6 p.m. to midnight: WOW-TV, 16.7%; KMTV, 14.3%, KETV, 7.7%. News shows accounted for about half of day percentages, and a major portion of night percentages.

Financial data entered by the FCC showed the three tv stations in 1961 had combined revenues of \$4.8 million, and profits before federal taxes totalling over \$1.23 million. They spent nearly \$3.6 million for expenses of which almost \$1.6 million was for programming expenses (37.2% film expenses, 1.7% talent). Combined costs of news services (other than salaries) was \$66,400.

Other developments concerning the FCC's probe of Omaha television came out of Washington last week. Sen. Carl T. Curtis (R-Neb.) said if a study of the record shows him the proceeding was only a "three-ring circus staged to satisfy a lot of power-hungry Washington do-gooders," he may propose a Senate investigation of the FCC. Sen. Thruston B. Morton (R-Ky.) discussed the Omaha probe in connection with the confirmation hearing on FCC-appointee Kenneth A. Cox (story page 38).

**Surprise Witness** ■ Nebraska's Governor Frank B. Morrison, a Democrat now serving his second term, appeared as a surprise witness Monday. He warned that citizens of his state would oppose any attempts by Washington to dictate what local programs they could see. The previous week the Nebraska



Gov. Morrison  
"I don't think that supervision from the outside is necessary."

state legislature unanimously adopted a resolution charging that the Omaha hearing was an unwarranted intrusion by the federal government into the freedom of broadcasting and the affairs of a sovereign state (BROADCASTING, Jan. 28).

Praising the programming initiative of the three Omaha tv stations, Governor Morrison said it appeared that "this hearing is aimed at determining whether or not in the opinion of the commission there is sufficient time given to local talent. My problem has been to keep off these local television stations rather than get on them." He said he believes that no one who had "something worthwhile to say or any talent for which there was any public demand" would be denied access to the air in Omaha, nor could he recall ever hearing any person or organization complain they were denied access.

"There no doubt may be some crackpots that exaggerate the demand for

their talent," the governor said, "but I would say from my experience that would be without foundation because I haven't heard of any criticism."

Governor Morrison continued: "I would hate to see the FCC inaugurate or open the door to anything that would be construed as federal censorship. We in Nebraska would resist that very strongly because it would indicate that somebody in Washington or elsewhere knew more about what was good for us than we knew ourselves."

**Paternalistic Interference** ■ He felt such a course would impugn "our own judgment to regulate programs within our own borders and to improve our own tastes and accept the responsibility for listening to the kind of entertainment or programs that we want to listen to without paternalistic interference in them."

The harm that could come from this approach "would far exceed any possible benefit from it," he said.

"I have listened to radio and heard television in several parts of the world and I know of nowhere that the broadcasting industry has done a better job of accepting their responsibility for community betterment than they have here in the city of Omaha," Governor Morrison said. Affirming his confidence in the local stations, he concluded, "I don't think that supervision from the outside is necessary. It would be a step that we would think would be very harmful in laying the foundation for regulation of the type of programs that we should listen to."

Commissioner Henry explained that the FCC is prevented by law from censoring programs. He assured the governor that "we loath to get into that area and I know I speak for the entire commission when I say we have no intention to do so." However, the FCC is required by the law "to exercise some



Mrs. Buffett  
Stations "follow through to an amazing extent" on creative ideas.



Lt. Col. Johnson  
"I believe that if I had asked for more we would have been given more."



Superintendent Miller  
... on local tv programs more time than he is able to spend viewing them.



## LIKING TV NOT ENOUGH, OMAHA LEARNS continued

overall control over the stations' program service."

**Local Expression** ■ Commissioner Henry indicated he understood that the wording of the 1934 law, more particularly "enunciated in '46" (FCC's *Blue Book*) "is that the stations in each community must not only be a transmission facility, they must be a source of local expression." For this reason, he explained, "our sole interest here is to find out from the people whether they are so acting—that is, as outlets for local expression of all kinds—and if the people of Omaha are satisfied with it, we will be very happy to find that out. We in no way seek to impose our own opinions on the people of Omaha."

The governor did not stand alone Monday in his concern about the hearing. Omaha Mayor James J. Dworak

people realize what a good thing we have" in the outstanding services of the local tv stations. The Republican committeeman, however, thought that the commission "is inquiring into a subject you have no moral right to inquire." He termed the proceeding "extremely wasteful" of time, effort and the taxpayers' money.

**Minow's FCC Wasteland** ■ "The wasteland which your Mr. Minow (FCC Chairman Newton Minow) talks about is the free-spending policies of his own department," Mr. Ross charged. He noted there has been "a lot more cooperation" from the tv stations than political candidates themselves to debate on the air.

Miss Moeller testified that "there was a rather overwhelming amount of indignation" on the part of the members of



Two of Omaha's tv stations are represented at this table showing (l to r) KETV attorney Percy Russell, vice president and general manager Eu-

gene Thomas and KMTV executive vice president and general manager Owen Sadler with his assistant Doris Graham.

and Donald R. Ross, Republican National Committeeman for Nebraska, both spiced their praises for the three local tv outlets with interjections of protest over the proceeding. Another outspoken witness was Helen Moeller, president of the Omaha Advertising Club and part owner-vice president, Allen & Reynolds Adv.

"I can see no reason whatsoever for a hearing of this type," Mayor Dworak said. He detailed the cooperation of the tv stations in explaining the issues in special elections and in supporting vital civic projects. The stations cover the news "in a fair and objective manner," he said, a tribute he declined to give to the city's only daily newspaper. The competition of television news has had a salutary effect on the paper however, the mayor said, forcing it to carry rather than omit "any important issue."

Mr. Ross felt that one good thing about the hearing was that it made "the

the advertising club "at what was felt to be federal interference in, implied censorship of and an attempt to exert influence on Omaha tv programming—especially since the hearing is not based on any pending applications, complaints, petitions or suggestions of violations." She said the members felt this way even though they understood the FCC is "empowered to do this job."

Miss Moeller explained that her fellow members "feel quite strongly that Omaha residents do not require FCC help to determine whether what they see on tv is what they need." She said they seem to agree with the three dissenting commissioners "who saw no need or excuse for an Omaha hearing."

How well are Omaha's tv stations serving local public service needs? "Very well," Miss Moeller asserted.

**City Council Views** ■ The thoroughness with which the tv stations regularly cover the weekly meetings of the Oma-

ha City Council was pointed out by two council members in their commendation of the stations' overall service there. Council President Harry Trustin also singled out WOW-TV's vice president-general manager, Frank Fogarty, as an example of local broadcaster leadership, while Councilman Warren R. Swigart volunteered that "we wouldn't want any more regulation from Washington than what is absolutely necessary."

Wynn Blair Ward, a Presbyterian minister and tv-radio chairman for the Omaha Area Council of Churches, said many churchmen "fail to make full use of the broadcasting facilities offered to them" while others even seem "hostile" to the idea. He hoped for greater cooperation and planning for tv among clerics. Both Rev. Ward and Walter Daniels, executive secretary of the council, lauded the cooperation of the tv stations although they said they might like better times and children's religious shows. Mr. Daniels would prefer fewer but better shows and opportunity to experiment.

Rev. Joseph Peters, Mt. Michael Monastery and St. John's Seminary, also has had his problem of surplus opportunities. Relating various tv program participations which he appreciated, Father Peters said the stations "came to me" and he could have put on more programs but his time is limited for such activities because of his many other duties.

Salvation Army Lt. Col. Raymond Johnson praised spot announcement support, news coverage and documentaries. He said he was always given the coverage requested "and I believe if I asked for more we would have been given more."

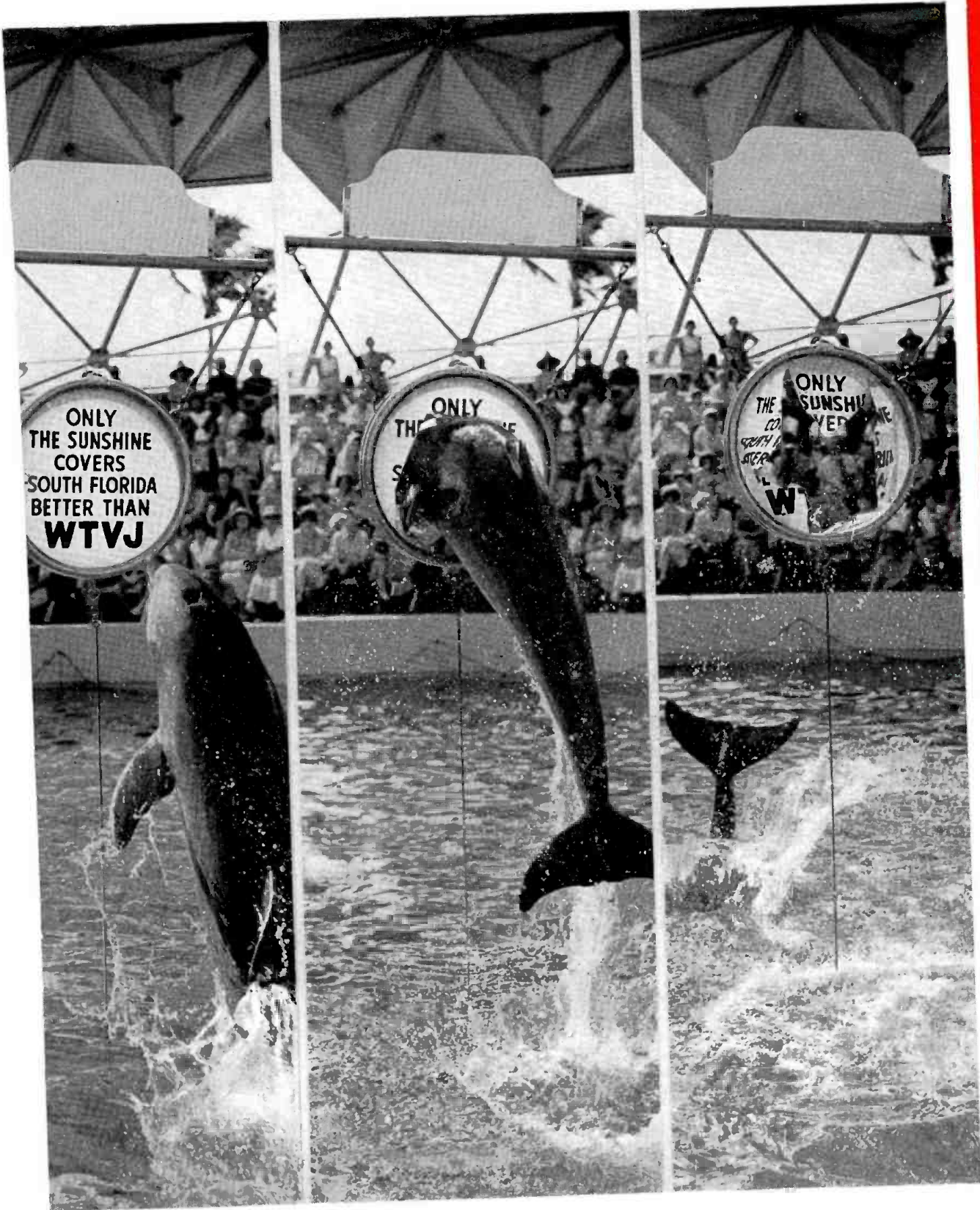
Henry V. Straka, Father Flanagan's Boys Home, related instances of both local coverage and feeds to national network programs. Asked by Commissioner Henry if he was satisfied with it, Mr. Straka replied, "Very much so."

Rev. Jerry Dunn attributed much of the successful progress of his young Open Door Mission, a rescue-rehabilitation center for alcoholics, solely to the support of the local tv stations.

Dr. Robert F. Naylor, First Methodist Church, testified that his *Tell Me, Mr. Preacher* telephone question-answer program now in its third year on KETV continues to light up the station's switchboard every week and sometimes he has to stay an hour or more afterwards to answer viewers' inquiries. He was joined by other church leaders in citing local tv cooperation.

**Creative Follow-Up** ■ Mrs. Warren Buffett, YWCA public relations committee volunteer, emphasized that the tv stations there "follow through to an amazing extent" whenever a creative idea is presented to them. Sgt. Esther





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## LIKING TV NOT ENOUGH, OMAHA LEARNS *continued*

R. Bader, local WAC recruiting chief, cited the "highest cooperation" of KMTV, while Army Capt. Harold L. Shellabarger and Marine Capt. J. M. Dean praised all three stations for help in recruiting coverage.

Omaha Fire Chief Martin J. Dineen felt the public image of a fireman has improved since television expanded the mass media available there. Other city officials volunteering commendation to local tv for specific support of their respective fields included Douglas County Election Commissioner Jerry Hassett, Acting Postmaster John P. Munnely, Juvenile Court Judge Seward L. Hart, Douglas County Treasurer Sam J. Howell and Internal Revenue Service District Director Richard P. Vinal.

Mr. Hassett said tv helped register 30,000 new voters last year, a local rec-

Praise for extensive tv support came on Tuesday from other medical organization representatives too. These included James Canady, Omaha Area Hospital Council; R. D. Ferguson, Leukemia Society; Mrs. Mary Elaine Hall, Meyer Children's Therapy Center; Congdon E. Paulson, National Foundation; Dorothy S. Beal, Omaha Hearing School, and George H. Thompson, Nebraska State School for the Deaf.

During testimony Tuesday by Prof. Jack McBride, U. of Nebraska, concerning the extensive financial, technical and program assistance to educators by the three commercial tv stations of Omaha, Commissioner Henry disclosed deep concern over the amount of tv viewing by children. Mr. Henry cited the responsibility of parents to supervise their children's tv, but he felt this



Representing Meredith's WOW-TV at the Omaha hearings were (l to r) counsel Jerry Thornton, vice president and

general manager Frank Fogarty, attorney Andrew Haley and Meredith president Payson Hall.

ord for an off-year election when registrations usually fall.

Karl Joens, Omaha Power District, recounted many years of successful sponsorship by his firm of local public service-type special programs and documentaries in prime time on the three local tv stations as well as regular news, weather and sports. Charles W. O'Rourke, Union Stock Yards Co., noting that Omaha is the world's largest livestock market, praised the farm and livestock coverage on local tv.

John A. Johnson, Bellevue Area Chamber of Commerce, said local tv shows helped put his suburban Omaha community on the map.

**Doctors Speak** ■ Dr. Thomas J. Gurnett, Omaha-Douglas County Medical Society, reported that the outstanding cooperation of all three stations in last year's Sabin oral vaccine inoculation project set a national record, inoculating 85% of the population on several Sundays designated for the series of shots.

is a joint responsibility which must be shared by the stations, particularly as to provision and timing of suitable educational fare. Mr. McBride also reported new legislative consideration of plans to expand the coverage of educational KUON-TV Lincoln of which he is manager.

Other pioneer and current educational program accomplishments of the local tv stations were detailed Tuesday in testimony submitted by Rev. H. W. Linn, president, and Rev. R. C. Williams of Creighton U., which claims a number of broadcast professionals among its graduates; William E. Ramsey, Duchesne College; Rev. James W. Olsen, Dana College; Steven N. Watkins, Nebraska Council for Educational Television, and Dr. Milo Bail, president, Municipal U. of Omaha, who recalled his school's role in pioneering a college credit series on KMTV, *Tv Classroom*, over the past decade.

**'Our Fault, Not, Theirs'** ■ Dr. Paul A. Miller, Omaha's new superintendent

of schools, said he is on local tv for more time than he is able to spend viewing it. If more effective use of the medium is not made, he said, "it is our fault and not theirs" because of insufficient funds and staff facilities. Pointing out that the knowledge explosion is far outstripping the population explosion, Dr. Miller pointed to special needs for both child and adult education which tv could help meet.

Tuesday was farm spokesmen day too and they spoke out generously in behalf of local tv farm programming, some making particular mention of WOW-AM-TV's pioneering in this field as well as KMTV and KETV. The list included H. L. Tinley, Farmers National Co., a farm management company; Barney Kamp, Nebraska Farm Bureau Federation; Elton Berck, Farmers' Educational and Cooperative State Union of Nebraska; R. E. Cunningham, Omaha Livestock Exchange; Robert W. Koehler, Nebraska-Iowa Non-Stock Cooperative Milk Assn., and livestock farmer Robert Goos who after praising WOW-TV's farm shows pointed out a favorite on KMTV "that's in color too."

Dr. E. L. MacQuiddy, Greater Omaha Historical Society, praised local tv documentaries of great historical interest in recent years while Alfred G. Ellick, Omaha Bar Assn., said the stations would do even more shows in his interest field if his group were prepared to supply the proper materials.

Asked how many of the more than 130 public witness scheduled to appear were there last week as a result of the FCC's pre-hearing invitations, Commissioner Henry said he could not tell. "We wrote a great many organizations" he said, because the commission did not know individuals. The list used came from the Omaha telephone book, he said.

Will the FCC hold other similar hearings? Commissioner Henry felt anything is possible but did not think it would be decided immediately since it was too early for him to predict his own recommendations. "I, as a new commissioner," he said, "of course relied to some extent on Commissioner (Robert E.) Lee's feelings about the Chicago inquiry and my own discussions with the staff who worked there."

Commissioner Henry said he certainly will consider the views of responsible witnesses like Governor Morrison in making his decision about future hearings but as of that moment he said he "still is of the opinion that they are proper or certainly within discretion."

**Follows Pattern** ■ In the pattern of the first two days, Wednesday saw another three dozen witnesses, many from civic and charitable organizations with commendations for local tv cooperation. For the first time, however, there were



# Why WMAR-TV bought Seven Arts' "Films of the 50's"

## Says Jack Jett:

Vice President and Director of Television WMAR-TV Baltimore, Md

"WMAR-TV was the first commercial station in Maryland and the 2nd station in the entire nation to join the CBS Television Network. Since its inception WMAR-TV has been a community leader in public service, television 'firsts'—and audience.

WMAR-TV has always been the leader in this market with its feature film programming, that's why we bought Seven Arts' 'Films of the 50's' . . . to continue our dominance in feature film programming. Before we purchase films we analyze them very carefully paying special attention to three important prerequisites of top quality features:

- 1—We look for star value in the films.
- 2—Their impact on the public at the time of its original presentation. This includes the critics'

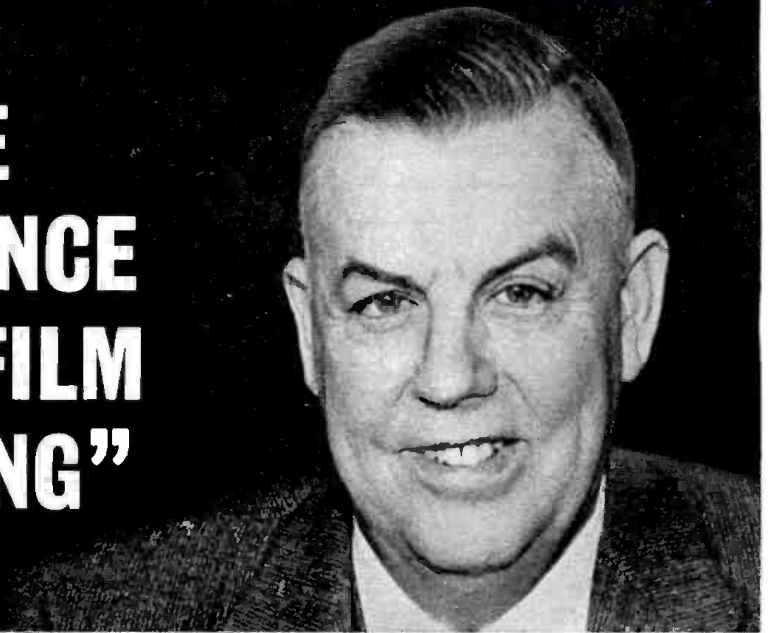
reviews, and the attention given the films.

- 3—The length of the film . . . this is generally a tip off as to whether it's a class A picture or not.

Seven Arts' 'Films of the 50's' met our requirements on all points, insuring a loyal, happy audience and contented sponsors.

Our success with feature films, incorporating all the Seven Arts' releases thus far, may be attested to by our 'Big Movie Of The Week' on Saturday nights starting at 11 P.M. This is a showcase for first-run features. Our latest audience report, ARB November-December, shows a 61% Metro Share on Saturdays from 11:45 P.M. to midnight . . . an audience of 113,100 homes for WMAR-TV at this late hour!"

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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.



## LIKING TV NOT ENOUGH, OMAHA LEARNS *continued*

a few strong dissenters among them.

Donald Conway, national executive secretary of AFTRA, New York, charged that "the amount of local live programming here is insignificant." He said a study of all three stations' schedule for the week of Oct. 21, 1962, by his local membership found an average of only 11% local live in the period sign-on to 6 p.m. and of this almost one-half was news. In the after-6 p.m. period he said they found only an "unbroken string" of network, syndicated and "old" movie shows other than news. KMTV counsel observed that the week of Oct. 21 was during the Cuban crisis.

Mr. Conway said AFTRA represents

experience.

This view was challenged by another witness, Kendrick Wilson, director of the Omaha Playhouse, who presented a detailed analysis from his experience of the many practical obstacles which preclude anything but negligible use of amateur performers.

Lawrence W. M. McVoy, National Assn. for the Advancement of Colored People, charged "station management has not done enough" for his race, although support for NAACP activities was appreciated.

Harlow Brown, KMTV employe and head of NABET Local 45, described the extensive technical facilities of his

### Probe given extensive radio-tv coverage

The FCC's Omaha tv probe received extensive broadcast coverage by the three tv outlets and area radio stations. The tv stations pooled technical facilities for both live and tape pickups in the hearing room. NAB joined them in sharing costs for a working newsroom at the Sheraton-Fontenelle Hotel.

WOW-TV aired considerable portions of the daily video tape of the inquiry plus spot news coverage. KMTV (TV) aired nightly hunks of re-cap, plus some live. KETV (TV) treated the probe as straight news. KTVH (TV) Wichita-Hutchinson assigned a newsman and aired portions. WOW-TV and KMTV reported heavy listener calls Monday night complaining about preemption

of normal fare or inquiring about the probe. Calls dwindled as the week continued.

The spectator portion of the hearing room usually was crowded but virtually all were witnesses waiting to testify. A sprinkling of broadcasters including Television Information Office's Carl Burkland and NBC's Tom Knode observed.

The city's only newspaper, *Omaha World-Herald*, carried front-page stories daily, but no banner headlines as daily press did in Chicago. The evening paper, Wednesday, editorialized: "The current inquiry into Omaha television gives rise to grave misgivings about the growing authority exercised, even if gently, by Big Brother in Washington."

talent at WOW-TV. Commissioner Henry noted that based on the testimony so far it was his impression there isn't too much talent around Omaha and the stations seem to have used it in the best way that they could.

However, Mr. Henry said it is his conviction "talent is there if you look for it."

**AFM Complains** ■ Lad V. Tesar, AFM local 70, complained that local talent has to go to Lincoln to get on the air because there is so little local opportunity except for the *Eddy Haddad Show* on KETV. WOW-TV's *Breakfast with Tommy* uses one musician, he said. "A hearing of this type is needed," he felt.

Rena Murtagh, music teacher and performer, charged that television programs generally are "not conducive to the refinement of tastes." There is enormous talent reservoir untapped in Omaha, she said, and asked where else but locally could young artists gain

station and showed how they are put to use for local programming, including color. He said NABET also represents KETV while WOW-TV is IBEW, but he was not familiar with their facilities.

Thomas S. Nurnberger, volunteer head of the 1962 fund drive for United Community Services, said it would have been impossible for the Red Feather drive to have reached its \$4.1 million goal, double the amount normally sought, had it not been for the support of the stations and the help of their staffs.

The Red Cross and other groups appearing Wednesday echoed Mr. Nurnberger's views.

Bob Danze, Omaha Central Labor Union AFL-CIO, commended all three stations for objective news reporting even during strikes. He also appreciated the fact that commercials on television stimulate business and thereby "create jobs."

**Thursday Session** ■ Another two-dozen witnesses Thursday morning followed

the established pattern of testimony generally highly complimentary to the local outlets. State Senator George Syas said the stations generally show what the public wants and personally he would rather have programs that are not the best than government-regulated programming.

Adam Reinemund, retired midwestern advertising and station representative who still handles a few advertising accounts, said that from his experience and based on the amount of local programming activities in Omaha it is evident that "nowhere" are stations "more alive" to the needs of the community. He considered the hearing, "costly to the taxpayers, is not necessary to establish" local needs.

John Tate, midwest employes counsel, took up his entire allotment of time chastising federal bureaucracy, the New Frontier and FCC Chairman Newton Minow for attempting to substitute its opinions as to what the public should have for the traditional public right of free choice in a free market place. "What qualifies you men to determine for me what we should see?" he challenged the FCC.

Mr. Tate noted that Congress created the "FCC monster" through the 1934 law but that like other law of that era now overruled, Congress could also destroy it. "Perhaps it should," he concluded, "before the monster destroys its creator."

On Thursday afternoon, S. Payson Hall, president of Meredith Broadcasting Co. and vice president-treasurer of Meredith WOW Inc., the WOW-TV licensee, was the beginning witness for the station portion of the FCC inquiry. He described the corporate complex of parent Meredith Publishing Co., which is diversified in publishing and other communications — WOW-AM-FM as well as KCMO-AM-FM-TV Kansas City, KPHO-AM-TV Phoenix and WHEN-AM-TV Syracuse.

Mr. Hall said the principal responsibility of day-to-day operation rests with each Meredith station general manager although the Meredith central office provides broad policy, guidance, services and facilities to all of its stations. For example, he said, a company-wide policy to editorialize on the air was set after study during regular management conferences last year, but each station manager is vested with responsibility to carry it out in choosing subjects, point of view, program times and other details.

An outline of the extensive experiences and achievements of the company's station executives also was presented by Mr. Hall. He said it is Meredith policy that all of its people take active roles in the civic and charitable work of their communities.

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# Cox fields senators' queries on Omaha

## COMMITTEE FAVORS NOMINEE, BUT ACTION AWAITS ORGANIZATION

A leading advocate of the FCC's controversial hearings on local tv programming in Omaha found that subject the only real conflict during a Senate committee proceeding last week on his own qualifications to be an FCC commissioner.

Kenneth A. Cox, chief of the Broadcast Bureau, which laid the groundwork for the Omaha hearing (see page 30), ran into stern criticism for the FCC's action from two Republican members of the Senate Commerce Committee, which questioned Mr. Cox Thursday (Jan. 31).

Mr. Cox, who served intermittently as special counsel on the committee's Communications Subcommittee before joining the FCC in 1961, defended the Omaha proceeding, but said he will have to study the hearing record before attempting an evaluation.

The 46-year-old lawyer was led over less sensitive ground in questioning by other committee members, including Sen. Warren G. Magnuson (D-Wash.), chairman of the committee, who has sponsored Mr. Cox since the latter's early work as special counsel.

**Replaces Craven** ■ Mr. Cox was nominated to complete the unexpired term (ending June 30) of Commissioner T.A.M. Craven, who reached the

retirement age of 70 on the day of Mr. Cox's hearing. Mr. Cox also was nominated for a full seven-year term to begin July 1. Commissioner Craven will continue to serve until Mr. Cox is confirmed by the Senate.

The nominee was introduced to the committee by a fellow Washingtonian, Sen. Henry M. Jackson (D-Wash.), who said he thinks Mr. Cox will serve the commission "fairly, justly and impartially." The nominee also won warm support from Chairman Magnuson, who said he would have presented the nominee in Sen. Jackson's place were he not presiding.

Although each committee member endorsed Mr. Cox after the questioning, no vote of approval was possible because a filibuster on rules has put a damper on all Senate business.

**Omaha on the Carpet** ■ Sen. Norris Cotton (R-N.H.), ranking GOP committee member, started to lead questioning around to Omaha when he asked the nominee for his views on the FCC's duties and authority in the programming area. "I think the FCC has no authority in, nor has it ever sought to control programming," Mr. Cox replied. In the case of Omaha, it was certainly not the agency's purpose to dictate to tv stations there what they should

broadcast, he said. The FCC wants to know what the stations have done in local programming, and what the community thinks about the service, Mr. Cox said.

Asked by Sen. Cotton if he believes the agency should try to censor programs in any way, the nominee said the most the agency can do is to advise the industry of criticisms from the public about programs or advertising but leave the "ultimate decision" to the stations.

**'Better Method'** ■ Sen. Thruston B. Morton (R-Ky.) told Mr. Cox he agrees with the contentions of NAB President LeRoy Collins and Sen. Roman L. Hruska (R-Neb.) that the hearings impose hardship on the Omaha stations (BROADCASTING, Jan. 28). "It seems to me some better method [than the hearings] can be devised," the senator said.

The proceedings have been "rather upsetting" to the stations, whose licenses were renewed without challenge in August 1962, said Sen. Morton. The agency's actions in Omaha have created suspicion in the community, he added.

"I hope the FCC will think long and hard before continuing this practice," admonished the senator. The FCC should not endanger public confidence in stations nor should it "scare" stations into great expense to defend themselves against unknown charges, he said.

Mr. Cox answered that the agency has tried to make it clear that the FCC is not "challenging" the Omaha stations. To ease their preparations for the proceedings the FCC had met with the stations' attorneys in Washington, Mr. Cox said.

Sen. Strom Thurmond (D-S.C.) said he had a few questions but thought they ought to be asked in executive (closed) session. He would not explain the nature of his planned inquiry.

**An FCC Building?** ■ Chairman Magnuson raised the subject of obtaining a new building for the agency, and Mr. Cox agreed the FCC needs new housing. Sen. Magnuson said he thinks the FCC is "Exhibit A" when Congress considers inadequate housing of government agencies. Mr. Cox's vivid description of the FCC's cramped, over-heated quarters in the Post Office Department Building compelled the senator to remark, "You keep testifying like this and we'll transfer you to the slum clearance section."

The nominee, well aware that Sen. Magnuson is also chairman of the appropriations subcommittee which handles the FCC's budget requests, said, "I hope we can do better here."

When Sen. Magnuson asked Mr. Cox

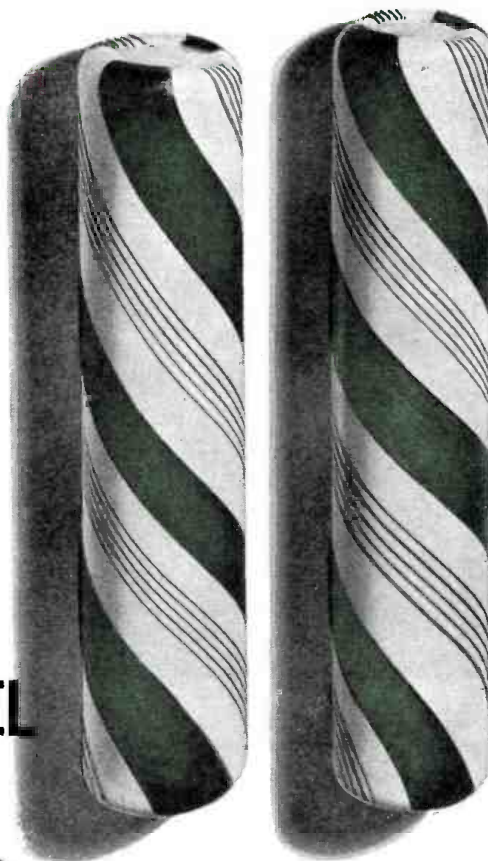


Commissioner-designate Cox

Senators Magnuson and Jackson



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With their time-proven Direct FM exciter, RCA FM transmitters supply the widest frequency response, with minimum distortion. Such a system is simpler, requires fewer tubes, and needs less adjusting. Consequently, RCA FM transmitters have the finest sound, and are easily tuned and maintained. Such performance is the happy result of RCA's long background of pioneering and achievement in the world of radio.





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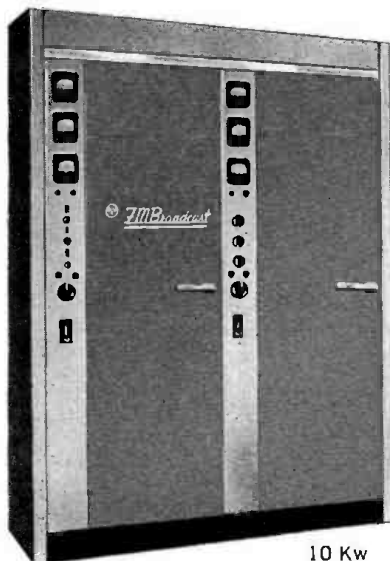
RCA designs and builds its complete line of FM transmitters to accommodate stereophonic signals and an SCA multiplex sub-channel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or write: RCA Broadcast and Television Equipment, Dept. S-22, Building 15-5, Camden, N. J.

## For STEREO the Easy Way...

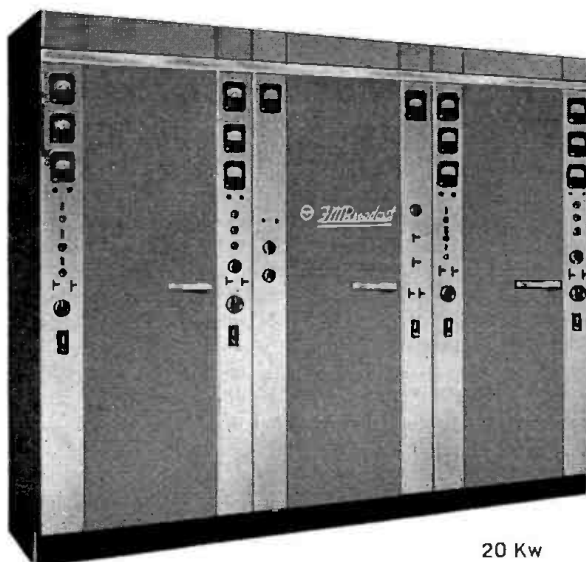
With an RCA FM transmitter (any post-war model) all you need to do is add the relatively simple RCA BTS-1A Stereo Generator. No need to buy a new exciter—the RCA BTE-10B Exciter, incorporated in all RCA FM transmitters since 1957, provides for SCA, too. (Those with earlier type exciters need change to 10B only if they want SCA.)



THE MOST TRUSTED NAME IN RADIO



10 Kw



20 Kw



about the FCC's role in the regulation of a communications satellite corporation (whose incorporators were nominated by President Kennedy last week [see page 54], the nominee said he thinks the space communications program merits the FCC's "highest possible priority."

Sen. Ralph W. Yarborough (D-Tex.), chairman of a watchdog subcommittee on political broadcasting, won Mr. Cox's promise that the FCC will give increased attention to enforcing Sec. 315 of the Communications Act.

## Maker, agency deny Geritol ads false

Denying false claims for the therapeutic benefits of Geritol, the J. B. Williams Co. and its advertising agency, Parkson Advertising Agency, both New York, last week asked the Federal Trade Commission to dismiss a complaint issued Dec. 7, 1962 [BROADCASTING, Dec. 10, 1962].

The FTC complaint charged that contrary to tv and newspaper advertisements, Geritol does not correct tiredness, loss of strength, run-down feeling, nervousness or irritability.

During the 13 years Geritol has been

on the market, the company averred, it "has made a substantial contribution to the cause of good nutrition in the United States." The company further claimed that "in all the years in which Geritol has been available to the public, the company has received no complaint or report from a consumer, a doctor, or any other person which lends support to the proposed medical warning statement which the commission would require in its advertising."

This was a reference to the FTC charge that in many instances anemia is caused by disorders or diseases requiring medical treatment and that the use of Geritol might cause a person to forego seeing a physician.

Other FTC actions in the geriatric field:

- An FTC hearing examiner recommended that a 1958 FTC complaint against Drug Research Corp. and its advertising agency, Farrell, Chesley & Clifford, both New York, be dismissed.

Drug Research was charged with making false claims for its weight reducing preparation, Regimen Tablets. Dismissal of the complaint was opposed by the respondents, according to the FTC. The FTC counsel moved to dismiss the complaint on the ground that the company is on trial in New York State and that boxes of Regimen Tablets were

seized under the federal Food, Drug and Cosmetic Act.

- The commission ordered Hadacol Inc., Chicago, to discontinue alleged false claims that "New Super Hadacol" will ease nervousness and exhaustion. The FTC adopted a decision filed last November by a hearing examiner (BROADCASTING, Dec. 3, 1962).

## Philco: FCC lacks power to veto plan

Philco Broadcasting told the FCC last week it lacked the authority to disapprove the plan under which Philco would pull out of the ch. 3 Philadelphia fight and be reimbursed its expenses by NBC, the present occupant of that channel (BROADCASTING, Jan. 7, *et seq.*).

Philco said the Communications Act provides authority for such review only in cases where two or more permits for construction are pending. In the Philadelphia contest, only Philco is seeking a construction permit; NBC has a license it wants renewed.

But Philco added that if the commission interprets the Act as giving it authority, it should approve the agreement to withdraw, as being in the public in-



## Craven gleans multiple honors on retirement

Last week was farewell week for retiring FCC Commissioner T.A.M. Craven who will become the commission's consultant on space communications activities.

Commissioner Craven was toasted by commission engineers Tuesday (Jan. 29) at a luncheon in his honor. Here he was presented a globe, for use in his space work, and a scroll signed by all commission engineers. The engineers tried guessing by ear the frequency that sound from

an oscillator nearby. The prize was of a liquid nature.

On Thursday, Commissioner Craven was again honored, by his fellow commissioners and the agency's staff. Well-wishers presented him an overnight executive case. The other six commissioners honored him with a plaque signed by all.

Commissioner Craven will continue at his old post until Commissioner-designate Kenneth Cox is confirmed by the Senate (see story

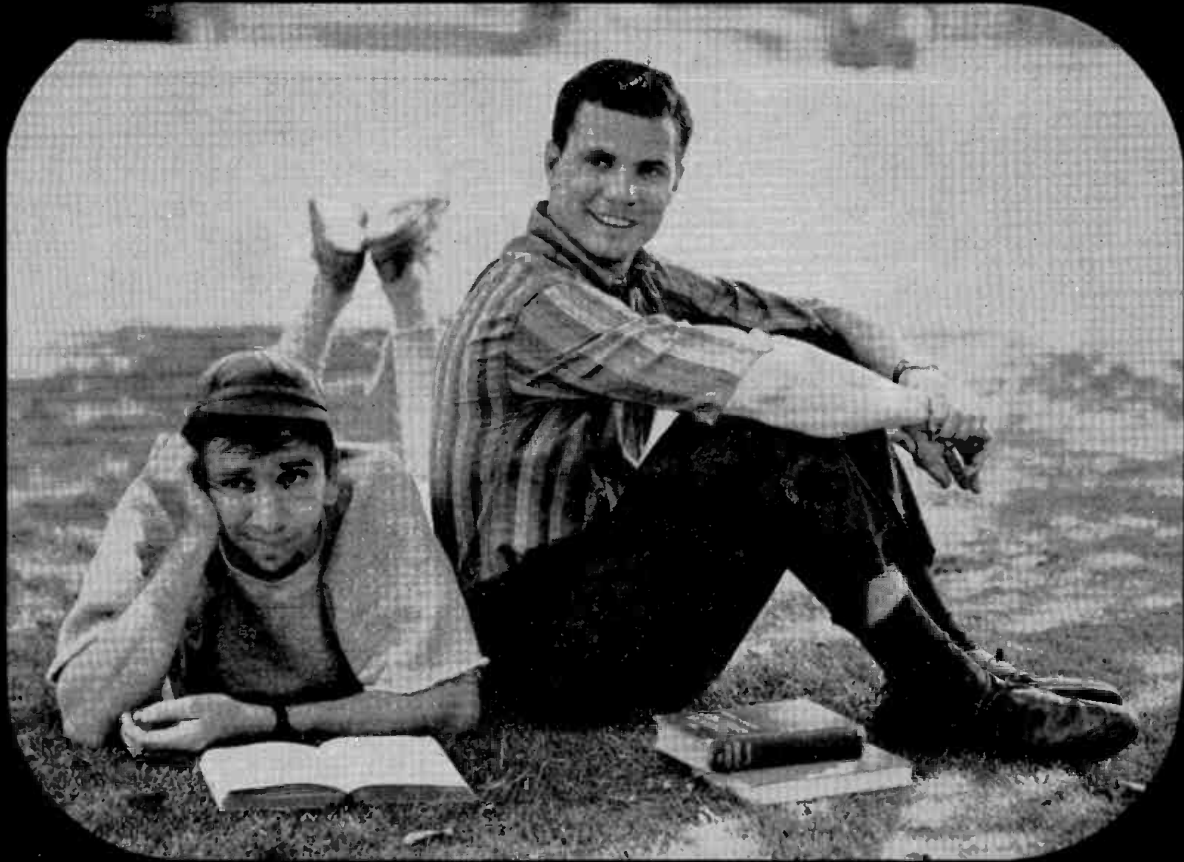
page 38) and is sworn in.

Pictured above is the head table at the luncheon, l to r are: Frank Kratokvil, assistant chief of field engineering bureau; Lew North, chief engineering assistant; Ralph Renton, Assoc. chief engineer; Commissioner Craven; Fred Heister, engineering assistant; Curtis Plummer, executive director of FCC; James Barr, chief of Safety & Special Bureau; M. H. Woodward, chief of International & Common Carrier Services.

# DOBIE GILLIS

Music by

# LIONEL NEWMAN



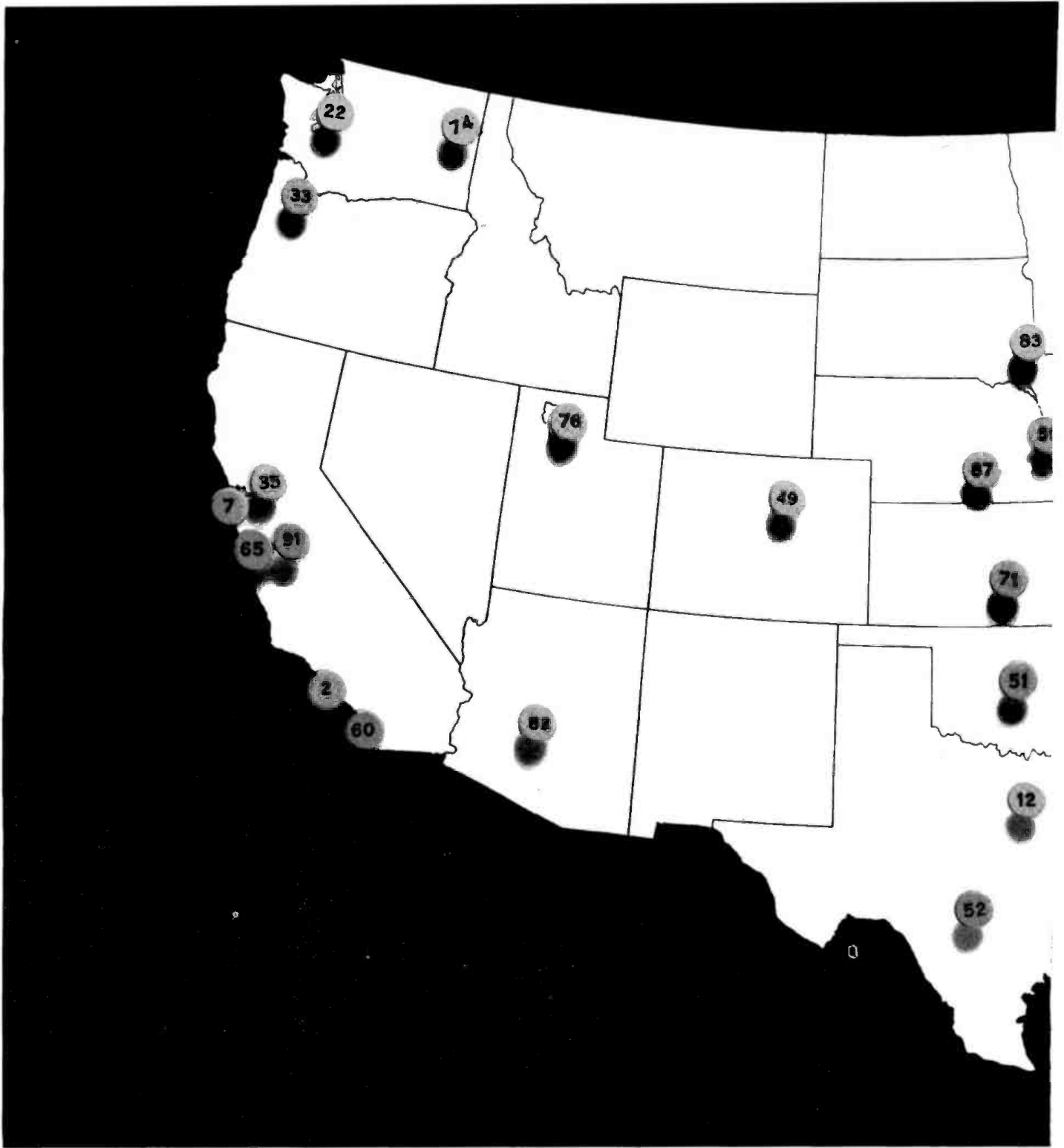
LIONEL NEWMAN has produced themes, incidental music and scores for such popular TV series as "Hong Kong," "Bus Stop," "Adventures in Paradise," and "Margie," to name a few. As a musical director with 20th Century-Fox, he has a long list of enviable screen credits, and has been nominated for the Academy Award four times. He's been affiliated with BMI since 1951.

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2/3 page ..... 5-3/16 x 11

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1/2 page island ..... 5-3/16 wide x 8-1/8 deep

1/3 page ..... 2-7/16 x 11

1/3 page horizontal ..... 8-1/8 x 3-1/2

1/3 page island ..... 5-3/16 x 5-1/4

1/6 page ..... 2-7/16 x 5-1/4

Trim size ..... 10 x 13

Bleed page ..... 10-1/8 x 13-3/8 size of plate

## A new dodge in town—and the FCC's after it

The FCC warned all stations last week to avoid entering agreements to set combination advertising rates. The commission said such activities are illegal and clearly violate commission policy.

The arrangements concerning the commission, one official explained, are usually engineered by an advertising salesman who organizes several stations in a town into a "network." He then offers combination rates to an advertiser for spot time on all the "network" stations.

The commission notice didn't indicate how many stations are involved in such arrangements. But

one source said at least 12 stations—all am—are known to have participated in them.

The problem is a fairly new one for the commission. It reached the commission level several months ago through the Renewal and Transfer Division which had received complaints about stations entering into combination agreements.

One official said stations participating in them apparently don't realize they are violating the law. He said there's nothing "covert" about the arrangements. Much of the commission information about them comes from promotion brochures.

terest, and the proposed payment of \$523,000.

The company made its comments in reply to a Broadcast Bureau recommendation that the withdrawal be approved but the payment denied (AT DEADLINE, Jan. 21). The bureau, questioning Philco's good faith in filing its application, said there was "a serious question" as to whether the application was merely a device to improve the bargaining position of the parent Philco Corp. in its court fight with NBC's parent, RCA, over patent rights.

**Court Settlement** ■ A settlement, under which RCA paid Philco \$9 million, ended that court fight at the same time agreement was reached on Philco's withdrawal from the ch. 3 contest (BROADCASTING, Jan. 7).

In contending the Communications Act doesn't apply to the NBC-Philco case, in which one applicant is seeking renewal, the other a construction permit, Philco presented an analysis of Sec. 311 (c). This is the section cited the Broadcast Bureau as the basis for the commission's jurisdiction.

Philco noted the section, added in 1960 to outlaw "pay-offs," speaks of situations in which "there are pending before the commission two or more applications for a permit for construction. . .!"

"Technical words and phrases," Philco said, "are assumed to have been used by a legislative body in a technical sense. Terms of art in a statute are to be taken in their technical meaning which is presumed to have been understood by those responsible for the passage of the law."

Turning to the bureau's main argument against approving reimbursement, Philco said there is no evidence to support a contention of bad faith. It notes the bureau concedes there is no evidence for concluding that there was "a

lack of *bona fides*," only a doubt.

The company said the agreements settling the various court suits have already been executed and cannot be affected by the fate of the ch. 3 issue. Attached to its filing are affidavits by Joseph H. Gillies, president of Philco Broadcasting, and David B. Smith, vice president, stating that the application was filed only because Philco wanted to operate a Philadelphia tv station, not because of the litigation between Philco and RCA.

Riding on the FCC decision is NBC's hope of early renewal and its transfer of its Philadelphia properties—WRCV-AM-TV for RKO General's Boston stations, WNAC-AM-TV and WRKO (FM). NBC is required to dispose of its Philadelphia stations by a 1959 Justice Dept. consent decree.

## Rep. Bennett proposes administrative court

An administrative court proposed by a Florida congressman resembles in some ways the communications court suggested in a monograph prepared for the consideration of the Federal Communications Bar Assn. (BROADCASTING, Jan. 28).

In H.R. 43, Rep. Charles E. Bennett (D-Fla.) would provide a United States Administrative Court to be composed of nine justices appointed by the President for 11-year terms. With powers equivalent to a U. S. district court, the administrative tribunal would appoint hearing commissioners and "establish such divisions or panels as it may deem appropriate for the conduct of its proceedings."

A communications court patterned after the tax court would assume the adjudicatory functions now exercised

by the FCC, according to the bar association's proposal.

Rep. Bennett's court would consider matters of all agencies, unlike the specialized court proposed by the bar association.

## Station owner complains about wire-service terms

Complaints of a radio broadcaster that five-year contracts required by suppliers of radio news wire services are too long have been reported turned over to the FCC and the Department of Justice.

Ranulf Compton, president of South Jersey Broadcasting Co., Camden, N. J., claimed such contracts are arbitrary and non-cancellable. His company, licensee of WKDN-AM-FM Camden and WARN-AM-FM Ft. Pierce, Fla., cannot foretell economic conditions over such an extended period of time, he contended. Two-year contracts would be fairer, he added.

Mr. Compton argued that network affiliation contracts were for two-year periods, and FCC licenses for only three years.

The New Jersey broadcaster filed complaints with two federal agencies and commerce committees of Congress. Both committees referred the matter to the FCC for study.

## The FCC last week . . .

■ By its Review Board granted John A. Egle a construction permit for a new am station on 1600 kc (1 kw) in Golden Meadow, La. At the same time, the board denied a joint request by Mr. Egle and competing applicant KLFT Radio Inc. for reimbursement of expenses incurred by the later in processing its application (BROADCASTING, Dec. 24, 1963).

■ Granted, by Chief Hearing Examiner James D. Cunningham, a petition by the Broadcast Bureau to hold a field hearing on the application of Geoffrey A. Lapping for a new am station in Blythe, Calif. Mr. Cunningham last November denied a request by Mr. Lapping for the field hearing (BROADCASTING, Dec. 3) but stated that matters set forth in the bureau's petition and disclosures at the pre-hearing conference now warrant a field hearing.

■ Hearing Examiner James D. Cunningham was designated, by himself, as chief hearing examiner, to preside at the commission's investigatory proceeding concerning the alleged misrepresentations made by the McLendon Corp. concerning its intended programming for WYNR Chicago (BROADCASTING, Jan. 28). Hearing will be held in Chicago beginning March 5.



## THIS...IS A JURY?

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# WHAT GOALS FOR THE FCC IN '63?

## Renewal procedures; radio overpopulation, network regulation are just a few of the increasing issues facing the commission

The FCC is moving toward important changes in its license renewal procedures aimed at reducing the possibility of interference by its staff in local programming and, hopefully, opening up better communications between licensees and the commission. A key proposal calls for the "clarification" and, for the first time, publication of the criteria used to determine whether licensees merit automatic renewal.

The commission is also expected to take steps to curb the proliferation of am stations but at the same time allow some daytime-only stations to broadcast before sunrise. A continuation of the FCC's effort to secure regulatory authority over the nation's networks (though not to the extent recommended by the network study staff) and catv systems (though not with much hope of success) is also forecast.

These and other conclusions emerge from comments by the FCC members in discussing the problems of the commission for the year ahead. "We're not

**Letterwriting Campaign** ■ But cutting across all of these issues is the fundamental one of how far the commission can go in regulating broadcasting without interfering in stations' programming. The revelation of the scope and nature of the staff letters to renewal applicants—with their implication of program dictation—came as a shock to some commissioners (BROADCASTING, Dec. 3, 1962). Even Chairman Minow, who maintains the staff acted within the authority delegated by the commission, feels changes in procedure are required.

These are being made. Procedures are being drafted by which the commission membership would be brought into any renewal case in which an applicant's first letter of explanation fails to satisfy the staff that he has met the requirements of the 1960 statement on programming policy and that he wants renewal (CLOSED CIRCUIT, Jan. 14). Essentially, that policy requires broadcasters to make a continuing survey of

the licensees]." Commissioner E. William Henry said the aim of the proposed revisions is to "permit better understanding between the commission and the licensee so that the commission can act more quickly."

**What Criteria?** ■ Just what kind of criteria will eventually emerge, however, is uncertain. The staff now uses percentages of various types of programming as "a rule of thumb" in determining whether licensees should be automatically renewed. Some commissioners, notably Commissioner Ford, oppose this approach. But since this question is closely tied in with the program reporting form, it is assumed no final decision will be made until the commission completes its long-awaited revision of that document.

Commissioner Ford, who heads a committee of three commissioners working on the form, hopes to have it completed "in a couple of weeks." But the form has been so drastically revised since it was put out for com-



Comr. Lee



Chmn. Minow



Comr. Hyde



Comr. Ford

coming up with panaceas," Chairman Newton N. Minow noted. "These problems don't lend themselves to easy solutions."

The proposed adoption of the NAB commercial codes as an FCC rule, the freeze on fm grants, final implementation of the decision to duplicate 13 of the 25 clear channel stations (and the possibility of higher power for one or more of the remaining clear channel stations), station filing fees, the continuing question of what to do about the equal-time section of the Communications Act—these issues, too, confront the commission.

community needs to determine "the public interest."

The commission also intends, in Chairman Minow's words, to "clarify" and "publish" the criteria used in determining compliance with that policy. These criteria have never been published. But the commissioners now feel that broadcasters should know the standards being employed at the FCC. Commissioner Frederick W. Ford said broadcasters should know that "if they've done their homework and kept up with community needs, they'll get renewed. We want to stop this constant stream of letters [between the staff and

ments in July 1961 that most members feel that further comments are desirable.

The program form, or rather the final shape it takes, is seen as "the big issue" of 1963 by Commissioner T. A. M. Craven, who is due to be succeeded by Kenneth Cox, now head of the Broadcast Bureau. He said the form is "supposed to reflect" the commission's 1960 program policy statement. But the commissioner, who has long opposed any action he regards as an intrusion into programming, fears the form might become a device for "questioning the judgment of broad-

casters as to whether they are giving enough time to certain types of programming." He said "there's a difference between the FCC substituting its judgment for that of the broadcasters and finding out whether the broadcaster has collected the data on which to make a judgment."

Commissioner Rosel H. Hyde is also concerned about this issue—and in a speech before the Utah Broadcasters Assn. in Ogden last October, he lashed out at broadcasters for not being more concerned themselves. He accused broadcasters of acquiescing in the commission's action in passing judgment on their over-all program performance "while at the same time disavowing any interest in particulars." He called on the industry to oppose what he considered the government's growing power over programming (BROADCASTING, Oct. 15, 1962).

But if the commissioners can't yet agree on the final shape the program form is to take, most seem to be of one mind with regard to the am population growth. They feel it should be slowed down. But they also agreed unanimously with the NAB view, expressed at the commission's am overpopulation hearing (BROADCASTING, Jan. 14), that the government shouldn't extend economic protection to existing stations. Most favor a "tightening up"

last? Most commissioners think it will be lifted within six months. Chairman Minow said a proposed rulemaking could be ready in a month.

Although the commission seems headed toward tighter engineering rules for new am stations, the agency appears ready to relax these rules to permit daytime-only stations to go on the air an hour or so sooner on dark winter mornings. The question of whether daytimers in single-station markets should be permitted to broadcast before sunrise is the subject of a proposed rulemaking on which comments are due March 15. But most commissioners have already predicted that "something" will be done for the daytimers.

Chairman Minow expressed sympathy for daytimers, saying they have had "a shoving around." Some commissioners admitted their sympathy was inspired largely by pressure from Capitol Hill, where the House last year made its wishes known by passing a bill to permit pre-sunrise operation by daytimers (BROADCASTING, July 9, 1962). The Senate, however, didn't act on the measure.

**Network Regulation** ■ The commission is sure to send Congress another request for regulatory power over the networks. But although the proposal will be drafted in light of the report

as part of its rules, however, is very likely to be issued as a proposed rulemaking. This plan was voted down by the commission, 4-3, two months ago (CLOSED CIRCUIT, Nov. 26, 1962). But this result could be reversed after Mr. Cox, who is believed to endorse the idea, replaces Commissioner Craven, who opposed it. This doesn't mean the rule will eventually be adopted, however. Although he has pushed hard for the proposal, Commissioner Lee now says he's "not sure" he would vote for it. He said recently he wants to see the industry's comments first. Commissioner Henry, who also voted for the rulemaking proposal, said the same thing.

The commission will also make another plea to Congress for authority to regulate catv systems. The commissioners feel they need this power, considering the potential threat catv poses to television stations. But they realize the chances of congressional action are slim, in view of the adamant stand against such legislation by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee (BROADCASTING, June 25, 1962).

**Fm freeze** ■ The freeze on fm grants, imposed last month when the commission proposed its nationwide table of allocations for the 80 U. S. fm commercial channels (BROADCASTING, Dec. 24,



Comr. Henry



Comr.-Designate Cox



Comr. Bartley



Comr. Craven

of engineering rules. Some advocate tougher financial qualifications.

**Minow Dissent** ■ Dissenting from this last view is Chairman Minow. He cited the case of two young men, Gary Gielow and James Gabbert, who established an fm station in San Francisco with \$11,000 in 1957 and made a success of it (BROADCASTING, Jan. 14). "How could enterprise like that be accommodated within tightened financial rules?" he asked. But he feels the commission should be careful about the financial qualifications of prospective buyers in the case of station transfers.

How long will the current am freeze

submitted by the commission's network study staff (BROADCASTING, Dec. 3), it's doubtful that many of the staff recommendations will be incorporated. Certainly the staff's most controversial proposal—that all broadcasters be required to join a government-supervised trade association—doesn't command anything like majority commission support. Commissioner Robert T. Bartley is the only member who has spoken kindly of the report, at least in public (BROADCASTING, Dec. 17).

Commissioner Robert E. Lee's proposal that the commission adopt the NAB radio and tv commercial codes

1962), will probably last well into the summer. In the meantime, the commission will give a great deal of attention to the protests of those who have asked the commission to return to its protected contour concept of station assignments. Several commissioners indicated some compromise is likely between the two proposals.

Still hanging over broadcasters' heads, and all others doing business with the commission, is a proposal to charge fees for applications. The commission was swamped with protests when it put this idea out for comments last spring (BROADCASTING, May 21, 1962), but





## Kennedy, advisory group meet in White House

President Kennedy conferred with the U. S. Advisory Commission on Information at the White House, following a meeting of the group in Washington (AT DEADLINE, Jan. 28).

Shown here (l to r): Louis T. Olom, staff director of the commission; Sigurd Larmon, Young & Rubicam; J. Leonard Reinsch, executive director of the Cox stations and chairman

of the commission; the President; Clark Mollenhoff, Washington correspondent for the Cowles newspapers; Morris S. Novik, New York; John L. Seigenthaler, *Nashville Tennessean*; Edward R. Murrow, U. S. Information Agency.

Chairman Minow, prime mover behind the proposal, still thinks it's sound. Other commissioners, even some who voted for the rulemaking, doubt that the proposal will be adopted, at least for the foreseeable future. They say there are too many practical problems involved in arriving at a "reasonable" fee for each applicant.

**Waiting on Congress** ■ The next move in the clear-channel case, all commissioners agree, is up to Congress. After the commission voted to duplicate 13 of the 25 clear channels, the House adopted a resolution last July asking the commission to delay action for a year and also to authorize power higher than the present 50 kw limit. This second proposal runs counter to a 1938 Senate resolution asking the commission to limit radio stations' power to 50 kw.

The commissioners say if Congress takes no further action by July, they will proceed to assign second fulltime stations to the 13 channels. But several commissioners, including Chairman Minow and Commissioners Ford and Lee, said they would be willing to take a fresh look at the question of lifting the 50 kw limit on power. They said the commission would move very cautiously, however, to make sure granting of higher power wouldn't have an adverse economic impact on other stations.

The equal-time section of the Communications Act, Sec. 315, remains as much of a headache for the commission, which must administer it, as for Congress, which is constantly besieged with requests from broadcasters to liberalize if not repeal it. But it will do Congress no good to ask the commission's advice. The commission will

probably support as a minimum, suspension of the law in 1964, as in 1960, to exempt candidates for president and vice president. But beyond that, only Commissioner Ford has a solution—to repeal the section and give the FCC responsibility for assuring broadcasters' fair play under a fairness doctrine (BROADCASTING, Nov. 12, 1962). The other commissioners agree Sec. 315 is difficult to live with. But they say any

substantial change would probably make it worse.

The FCC, however, will ask Congress to resolve the conflict between the Sec. 315 provision prohibiting censorship of candidates and another section of the Communications Act prohibiting rebroadcast of material without the originating station's permission. This conflict resulted in a complaint on which the commission divided 2-2 during last

## It's what camera says, not how, FTC told

Does a tv advertiser have the responsibility to make sure no subterfuge is used in his commercials even though the product will perform exactly as shown?

This was the question argued last week before the Federal Trade Commission in the Libby-Owens-Ford and General Motors safety plate glass commercials in 1957-58. GM counsel William Symonds argued that the method by which a film is made is irrelevant so long as there is no misrepresentation of the product.

Joseph Smith, for L-O-F, said there was no fraud on the public in commercials shot through an open window and represented as having been taken through an L-O-F safety plate glass window because the view is exactly the same.

An initial decision by FTC Examiner Harry R. Hinckes found the respondents guilty of trickery and false demonstrations (BROADCASTING, Aug. 6, 1962). The examiner ruled that L-O-F commercials had misrepresented the alleged distortion of a competitor's safety sheet glass and

had represented to the public that pictures taken through an open automobile window had been shot through L-O-F safety plate glass. A GM commercial, the examiner found, had filmed sheet glass through Vaseline to cause distortion.

FTC counsel Edward F. Downs and Anthony Kennedy Jr. told the Trade Commission that GM and L-O-F should be held jointly responsible for the alleged false representations. The examiner ruled that the advertising campaigns were separate. Mr. Kennedy charged that GM gave advance approval to the L-O-F commercials promoting safety plate glass.

Mr. Downs said the commercials were an unfair method of competition and that the consumer has a right "to see what he thinks he sees."

Both L-O-F and GM claimed that they didn't know, until the FTC filed a complaint, that camera tricks had been used in filming the commercials. "L-O-F not for one minute approved of that shenanigan," Mr. Smith said. "These films were shown by L-O-F in the best of good faith."



fall's campaign. The complaint was filed by a candidate for the U. S. Senate who had incorporated taped segments of his opponents' broadcasts into a program of his own. Stations in the state refused to carry it because of the prohibition against rebroadcasting material without approval.

This list of problems facing the commission in 1963 isn't complete, of course. There remain such thorny problems as loud commercials, vhf drop-ins, option time—to mention a few on which commission thinking is far from crystallized. And, as Chairman Minow said, "these problems don't lend themselves to easy solutions"—which is another way of saying that, whatever the solution, somebody's going to holler.

## Moss subcommittee given broader range

A powerful new House subcommittee has been given new tools for a broad investigation of government information policies—including a deep, detailed examination of the "news management" revealed by the Cuban crisis.

Rep. John E. Moss (D-Calif.), who has headed the highly-active but limited-in-power Special Subcommittee on Government Information for eight years, was named chairman Thursday (Jan. 31) of the Subcommittee on Foreign Operations and Government Information of the Government Operations Committee.

Already squarely on the record in favor of pushing back unnecessary and unwise curbs on access to information—not on the Congress alone but on the general public as well—Rep. Moss also has expressed great concern about administration policies which seek to manage news (BROADCASTING, Jan. 14).

His new subcommittee is the result of a major overhaul of the Government Operations Committee organization by Chairman William L. Dawson (D-Ill.), who has supported Rep. Moss throughout the latter's special subcommittee's activities in the informational field. The committee chairman augmented the old freedom of information unit with a subcommittee on foreign operations.

**Overseas Looksees, Too** ■ Rep. Moss' new subcommittee will have authority to investigate overseas for the first time.

Although subcommittee plans have not been formally announced, the chairman is known to be especially interested in getting into problems of news management by the government. It is likely panels of newsmen will be formed to describe information problems met during the Cuban crisis.

Another area into which the subcommittee can be expected to probe is lobbying activities of government information arms, as well as their general efficiency and economics.

BROADCASTING, February 4, 1963

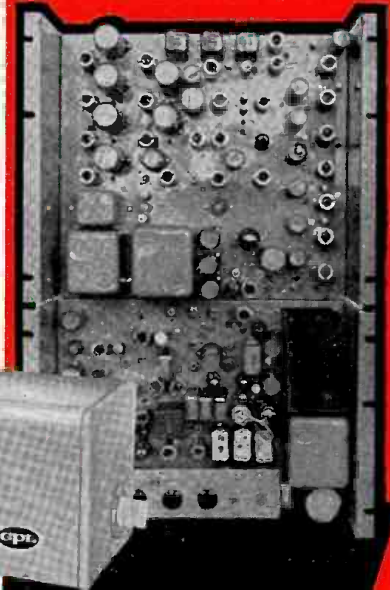
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Automatic operation by 1000 to 1 servo controlled light valve.

An order of magnitude better than other available film systems in:

SIGNAL TO NOISE

RESOLUTION

STABILIZED OPERATION

RELIABILITY

Over 15 systems already in network service providing a "seeable" difference in picture quality.

For the best and most modern broadcast systems and supplies, look to **VISUAL**—your **SOURCE** for Superior Equipment from Specialist Manufacturers.

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# WRITER'S CRAMP AT FCC?

## Along with letter that almost wasn't sent, WKY-TV gets license renewal, despite defiance on programs

WKY-TV Oklahoma City, which had refused to bend to FCC staff pressure to revise its programming policy, received a three-year renewal of its license last week.

The commission's action, on a 6-0 vote, was announced along with the release of a copy of a letter to the station which stressed the importance the commission attaches to the station's efforts to determine community needs and to its broadcasts of 21 local live programs in prime time.

But the letter—coming after the commission's staff had raised serious questions about WKY-TV's proposed programming—was regarded by some observers as a "face-saving" device. At least two commissioners voted against sending it, it was learned.

The letter said the renewal was being granted "on the basis of information submitted in the amendments to your application." Actually, the station didn't amend its application. The commission apparently was referring to a detailed explanation of how the station had determined community needs.

WKY-TV had been one of dozens of stations across the country whose programming proposals had been questioned by the commission's Broadcast Bureau during its review of their applications for renewal (BROADCASTING, Dec. 3). The letter-writing campaign was seen by some as an effort to induce stations to carry local live talk shows.

**Received Two Letters** ■ WKY-TV, whose license expired last June, received two letters inquiring into its lack of proposed local live programming in prime time and asking whether the schedule had the "flexibility" to meet the needs of minority groups.

But the station refused to amend its application to eliminate the questions raised by the Broadcast Bureau. To the first letter, the station replied with a description of its effort to determine community needs. It also asserted it had a policy of preempting regularly scheduled programs for local live shows in prime time when such preemptions were warranted. This policy resulted in 21 local live programs in prime time in 1961.

To the second letter, the station said that although it doesn't consider its judgment infallible, its "program schedule is the result of its considered opinion based upon its knowledge of the area and its evaluation of the various factors which must be considered in any determination of what program

best serves the public interest."

The bureau, it was understood, had a third letter of inquiry ready to send to the station. But the commission, at a meeting two weeks ago, told the bureau to cancel it and prepare another one announcing the station's license would be renewed. The commission has been disturbed by the extent of the staff's letter writing campaign, and is taking steps to curb it (see story page 48).

**Survey Cited** ■ In its letter to the station, the commission said that in granting renewal, it "considered carefully the fact that you conducted a comprehensive survey of community organizations in November 1960, and that based thereon the application of your pre-emption policy in 1961 resulted in your carrying 21 local live programs during prime time."

The commission noted this was a "substantial increase in such local live programming in these hours" in comparison with 1959, when six such programs were carried, and 1960, when there was only one program of that type.

"We have assumed," the commission said, "that the results of your 1961

pre-emption policy, which were based on a community survey, are a better measure of your plans for the ensuing period, and have renewed your license in reliance of such an understanding."

The commission also cited its decision in the KORD Pasco, Wash., case, in which it said that programming "proposals made are not 'binding' to the last decimal point" and that "a programming format in a particular community is not a fixed, immutable concept." The commission set its "promise vs. performance" policy in the KORD decision (BROADCASTING, July 17, 1961).

There was considerable speculation—some of it contradictory—as to what effect the WKY-TV decision would have on future renewal cases. Some commission officials said no dramatic changes should be expected until the commission finally decides what it will include in its revised program reporting form.

But there was considerable agreement that the decision was, at least, a "clarification" of the authority the commission has delegated to the staff. From now on, according to one official, the commission will probably not "insist" on regularly scheduled local live shows. "If a station has a policy of preempting programs for local live shows, and implements it effectively, this will probably be acceptable," he said.

## Daytimers oppose FCC proposal

### CONTEND IT WILL DO MORE HARM THAN GOOD

"Six to six or fight," the motto of the Daytime Broadcasters Assn., was reinforced by the group's board of directors in Washington last week. The board decided to (1) oppose the FCC's current pre-sunrise rulemaking and (2) open an office in Washington to continue the crusade for daytime stations.

In its current rulemaking, the FCC has proposed to permit daytimers operating on Class III regional channels to operate pre-sunrise only in communities not served by a local fulltime station. Such pre-sunrise operation would be limited to non-directional antennas and 500 watts. All operation by daytimers after sunset would be prohibited under the proposal. Comments are due March 15.

DBA maintained that the proposed rules are even more restrictive than present provisions, under which many daytime stations are permitted to operate pre-sunrise. The FCC plan will not help those communities served only by daytime stations operating on clear channels, DBA said.

In a January bulletin to member stations, DBA said that a study in Illinois showed that 24 communities in that

state would benefit with pre-sunrise service from the FCC proposal while 37 cities with daytime only stations would not. Of the 37 Illinois cities, 28 do not have a fulltime station. "This places the local public interest in an engineering strait jacket," DBA said.

The association urged its member stations to "fully acquaint" the members of Congress with the daytime problem and to push for legislation during the present session. "It takes grass roots support to get action in Washington, D. C.," DBA stressed.

A Washington office will be opened by the daytime broadcasters at 1001 Connecticut Ave., N.W., the DBA board announced. Staffing plans will be announced later. A membership meeting of the association will be held in Chicago during the March 31-April 3 NAB convention. Board members present for the DBA meeting in Washington last week included Ray Livesay, WLBH Mattoon, Ill., chairman; Richard Adams, WKOX Framingham, Mass., president; Ike Cohen, WCAP Lowell, Mass.; R. W. Olson, KWOA Worthington, Minn., and Thomas Rogers, WCLT Newark, Ohio.



**YOU MAY NEVER SEE THE HIGHEST WAVE\*** —

**BUT... With WKZO Radio, Ride  
The Crest in Kalamazoo  
and Greater Western Michigan!**

WKZO RADIO MARKET  
COVERAGE AREA • NCS '61



WKZO Radio is the station with the biggest splash in Greater Western Michigan: NCS '61 credits WKZO Radio with more circulation than *any* radio rival—with 40.4% more than all other Kalamazoo stations *combined*. And it's high tide at all *hours*, too: the 6-county Pulse of Sept., '62 shows WKZO Radio outrating *all* competitors in 358 of 360 quarter-hours surveyed—dominating *all* hours surveyed in both total listening and adult listening. And rising fast! Sales Management has predicted that Kalamazoo will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965. Let your Avery-Knodel man give you the complete log!

\*A wave 112 feet from trough to crest was computed from U. S. S. Ramapo in 1933.

**The Felzer Stations**  
RADIO  
WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJEF-FM GRAND RAPIDS-KALAMAZOO  
WWTV-FM CADILLAC  
TELEVISION  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTV/ CADILLAC-TRAVERSE CITY  
/WWUP-TV SAULT STE. MARIE  
KOLN-TV/ LINCOLN, NEBRASKA  
/KGIN-TV GRAND ISLAND, NEB.

# WKZO

**CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN**

*Avery-Knodel, Inc., Exclusive National Representatives*



## WLOV (FM) has its license revoked

The death penalty was dealt to WLOV (FM) Cranston, R. I., by the FCC last week on grounds the station made misrepresentations to the commission, committed numerous technical violations and had been financially irresponsible.

WLOV was warned in November 1961 that it was liable to have its license revoked. But the station waived the right to a hearing (BROADCASTING, March 19, 1962). WLOV, in an explanatory letter to the commission, admitted some of the transgressions, claimed that some of the technical violations had been corrected and said that revocation was too severe a punishment "in view of failings due primarily to human frailties rather than a pernicious design to reap huge profits by making deceptive representations."

The commission, however, decided that WLOV had a record of "total disregard" for its rules and that it could not depend upon the word of the station.

## FCC gets court support in interference order

A federal appeals court in Washington last week upheld the FCC's right to deny an applicant whose proposed operation would receive more than 10% interference.

In an opinion by the court as a whole, the U. S. Court of Appeals rejected an appeal by WBRD Bradenton, Fla., a daytimer, to overrule the FCC's denial of the station's application for nighttime operation. WBRD operates with 1 kw on 1420 kc.

In denying the WBRD application for nighttime service the FCC found that 50% of the people in the proposed service area would receive interference from existing stations. The court agreed that this is a judgment within the "expertise" of the commission.

## Initial decision favors Miller in Kennett case

FCC Hearing Examiner Basil P. Cooper issued an initial decision last week favoring a grant of a new am station on 1440 kc with 1 kw daytime in Kennett, Mo., to William L. Miller.

In April 1962 the commission ordered a hearing held on Mr. Miller's application following a petition by KBOA Kennett that charged him with "willful misrepresentations" to the commission (BROADCASTING, April 16, 1962). Mr. Miller and Luther Pillow had applied to the commission for permission to sell KHSJ Hemet, Calif., because Mr. Miller wished to devote his full time to real estate interests. Mr.

Miller, KBOA claimed, applied for the Kennett frequency on May 23, 1960, one day after the sale of KHSJ.

Examiner Cooper, for several years a member of the transfer and assignment section of the FCC, said he was not aware that the commission had ever asked if a licensee planned to re-enter broadcasting after selling a station.

There is no logical reason for anyone to conceal from the commission that they might re-enter the broadcasting field, Mr. Cooper concluded.

## Comsat incorporators submitted to Senate

President Kennedy last week submitted the names of 12 incorporators for the Communications Satellite Corp. to the Senate, where they were referred to the Senate Commerce Committee. No date has been set for a hearing.

The incorporators nominated by the President are the same as those named under a recess appointment last October (BROADCASTING, Oct. 15, 8, 1962), except for Philip L. Graham, president of the Washington Post Co. (Post-Newsweek stations), chairman of the board of incorporators, who resigned last week. Sam Harris, New York attorney and director in two mining companies, who was vice chairman of the board, succeeded Mr. Graham. Mr. Graham told the President in his letter of resignation that he had promised to serve until the corporation was established. He also indicated reasons of health for resigning.

Besides Mr. Harris, the roster of incorporators includes:

Edgar F. Kaiser, Kaiser Industries (with broadcast interests in Hawaii and California); Leonard H. Marks, partner in Washington communication law firm of Cohn & Marks; George L. Killion, president of American President Lines and chairman of Loew's Inc., former owner of WHN (then WMGM) New York; Bruce G. Sundlun, Washington attorney who is secretary and general counsel of The Outlet Co. (WJAR-AM-FM-TV Providence, R. I.); and David M. Kennedy, Chicago banker; Sidney J. Weinberg, New York investment banker; A. Byrne Litschgi, Florida attorney; Beardsley Graham, Kentucky research company president; Leonard Woodcock, Detroit union official; George Feldman, New York attorney and businessman, and John T. Connor, New Jersey drug company official.

## WHDH-TV contests order on ch. 5

WHDH-TV (ch. 5) Boston, renewing its efforts to retain the Boston channel, has charged that the commission's Dec. 19 order, making ch. 5 available until

March 26 for comparative applications, is not in accord with the Communications Act.

WHDH-TV, owned by the *Boston Herald-Traveler*, received a four-month license to operate ch. 5 last fall (BROADCASTING, Oct. 1, 1962). It originally received the ch. 5 grant in 1957 but a rehearing was ordered because of off the record contacts with commissioners.

The FCC's failure to act on WHDH-TV's renewal application—required when the four-month license was granted—is "illegal and invalid," since the law requires action on uncontested renewals within three months, the station said.

Opposition by Charles River Civic Tv Inc. is not relevant because, the station said, Charles River is not actually an applicant.

WHDH-TV said Boston Broadcasting Co. is not an applicant because it has formed no corporation and Massachusetts Bay Telecasters Inc. because it is not legally qualified to be an applicant.

## WLBW-TV completes testimony on ch. 10

L. B. Wilson Inc. completed its direct testimony last week in the comparative hearing being held to determine which of four applicants will operate on ch. 10 Miami.

L. B. Wilson, owner of WLBW-TV, which is now on the channel, has based its case largely on the qualifications of its management, the station's programming record and the plant investment it has already made.

But as the hearing ground into its second week, Charles H. Topmiller, president, and Mrs. Jeanette Heinz, vice president and treasurer, were cross examined at length on changes in the capital structure of L. B. Wilson. Opposing counsel indicated they thought the changes—which saw the outstanding stock reduced from 1,465 shares to 458—should have been reflected in the company's license application.

Sol Taishoff, president of Broadcasting Publications and owner, through Jolar Inc., of a minority interest in L. B. Wilson, testified Tuesday under subpoena by Civic Television Inc.

Civic's counsel, Quinn O'Connell, sought to determine Mr. Taishoff's relationship with L. B. Wilson in light of his background as a newsman and the news sources he has established over the years, and whether he has an important voice in the station's management.

Mr. Taishoff, however, said he leaves all decisions to management. He also said he never offers any advice unless asked and added that his contacts with the management group are limited to about one or two a month.

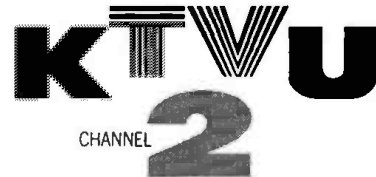
Jolar Inc. owns 11.3% of L. B. Wil-

# OVER THE TOP...

goes California to become the Nation's most populous state. The growth of KTVU has matched that of California. Now recognized as the Nation's LEADING Independent TV Station, KTVU serves over a million and a half TV homes in California's number 2 market... the only independent TV station in Central and Northern California.

Buy the LEADING Independent in the Number 1 State.

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SAN FRANCISCO's cable cars are a permanent part of the city's landscape. Moving at 12 miles per hour, the cable cars climb lines on three of the city's routes, carrying passengers from the Bay to downtown San Francisco.

son. Most of this was inherited by Mr. Taishoff from the estate of L. B. Wilson and was turned over to Jolar, a family-owned corporation.

South Florida Television Corp. will begin presenting its case today (Monday), to be followed by Civic and Miami Television Corp.

## In view: new squeeze on public utility ads

Advertising by public utility companies for the purpose of "influencing public opinion with respect to public policy" is the target of proposed new rules by the Federal Power Commission. The new rules would require such companies to give a detailed accounting of non-operating expenditures of this type as justification for their deduction for tax purposes.

About one third of public utilities' budgets is devoted to radio or television.

Comments are due next Tuesday (Feb. 12) on the proposal which would require utilities to make a detailed accounting for the following: "Expendi-

tures for the purpose of influencing public opinion as to the election of public officers, referenda, proposed legislation, proposed ordinances, repeal of existing law or ordinances, approval or revocation of franchises, for the purpose of influencing decision of public officers, or having any direct relationship to public matters, including the influencing of public opinion with respect to public policy."

An earlier FPC decision, which the U. S. Supreme Court refused to review, held that power companies could not deduct the cost of advertising discussing the question of private vs. public power. The proposed new rules are based on this decision and would make the restriction apply to all types of public utilities under the power commission's jurisdiction.

## Report on Red propaganda

The USIA has released *Communist Propaganda Around The World*, a compilation of data on communist activities. Subtitled "Apparatus and Activities—1961," the study covers Red-

bloc efforts for 1961, although the USIA notes that 90% of the general information may be considered currently valid.

Sections of the book are devoted to both radio and television activities of communist propagandists, and charts are included which compare broadcast growths of free-world and communist countries.

## Top committee post goes to Grinstein

Gerald B. Grinstein, former counsel on the Senate Surface Transportation Subcommittee, was named chief counsel of the Senate Commerce Committee last week by Chairman Warren G. Magnuson (D-Wash.).

Mr. Grinstein is a resident of Seattle. He replaces Harold I. Baynton who had been acting chief counsel since the death of Frank Pellegrini in 1955. Mr. Baynton indicated he would stay with the committee.

Mr. Grinstein, 30, is a graduate of Yale U. and the Harvard U. Law School.

## THE MEDIA

### NEW UHFS AIM FOR NEGRO AUDIENCES

#### D.C.'s WOOK-TV starts Feb, 11; L.A.'s KIIX in March

Los Angeles and Washington, D.C., are about to get second uhf television stations. And both will aim their programming at the Negro audience.

WOOK-TV, ch. 14, Washington is scheduled to begin operations next Monday (Feb. 11) according to John Panagos, vice president of United Broadcasting Co. KIIX (TV), ch. 22, Los Angeles, expects to start sometime in March, according to H. Calvin Young Jr., president of Central Broadcasting of California Inc., which just acquired the station, formerly KBIC-TV from John Poole for \$180,000 (BROADCASTING, Jan. 28).

(KMEX [TV], ch. 34, Los Angeles, specializes in Spanish-language programming, and WETA [TV], ch. 26, Washington, is an etv station.)

For its Feb. 11 opening, WOOK-TV plans a five-hour "musical extravaganza" which will be produced by the station's music director, jazzman Lionel Hampton.

WOOK-TV plans to be on the air on weekdays from 5-11 p.m. and from 3-11 p.m. on Saturdays and Sundays. Live programs will include two daily half-hour news programs, a daily *Teen Dance Party* and a variety show, using local talent three times weekly.

Film programs, which will make up over half of WOOK-TV's schedule, in-

clude *Oscar Brown Jazz Time, U.S.A.*, Mahalia Jackson's spiritual programs, *Broadway Goes Latin*, and a 90-minute weekly series *One Night Stand*.

KIIX will start with a daily schedule of "4 or 4:30 p.m. to 11 p.m. or midnight" according to Mr. Young. The station will program in two-hour segments "each conducted by its own personality, who will play records, introduce guest entertainers, interview newsworthy individuals and in general keep things moving rapidly, pretty much like a deejay on an independent radio station, or, to use a tv simile, like the *Today* program on NBC-TV." KIIX also plans a 30-minute children's program each afternoon and a half-hour of news in the early evening.

The KIIX studios and offices will be housed at 2330 W. Washington Blvd., in a Negro residential area. The building formerly housed an automobile showroom which is being converted into a main studio, which will be open to the observation of sidewalk passersby as well as to studio audiences.

WOOK-TV is owned by United Broadcasting Co., Richard Eaton, president. Other UBC stations are: WOOK-AM and WFAN (FM) Washington; WSID-AM-FM Baltimore; WINX Rockville, Md.; WJMO and WCUY (FM) Cleveland; WANT Richmond,

Va.; WMUR-TV Manchester, N.H.; WFAB South Miami, Fla.; and WBNX New York. United also holds a construction permit for WTLF (TV), ch. 18, Baltimore. (WOOK, WSID, WJMO and WANT specialize in Negro radio programming.)

Mr. Young has been engaged in Negro-programmed radio station operation for more than a decade. He is currently president of WENO Madison (Nashville), Tenn., and a stockholder in WGUS North S. C. (Augusta, Ga.) and WYAM Bessemer (Birmingham), Ala.

WOOK-TV will have 275 kw effective radiated power and KIIX will have 540 kw.

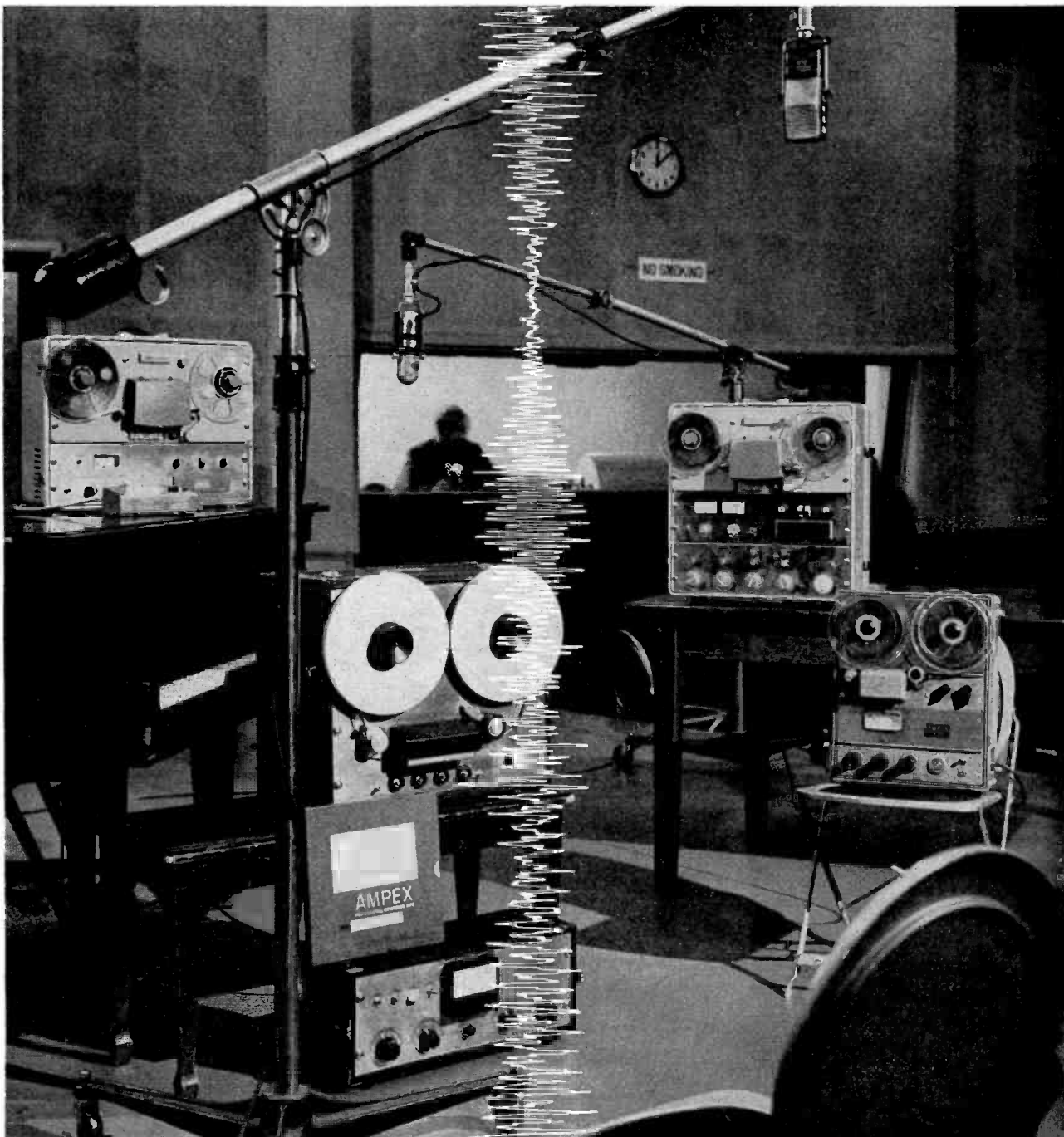
## ASSN. VIPS MEET

### 8th meeting will review and study regulation of radio-tv

Government regulation of broadcasting will dominate discussions at the NAB's 8th annual Conference of State Association Presidents in Washington Feb. 26-27. A detailed review and analysis of regulatory issues and problems facing radio and television by NAB executives, including President LeRoy Collins, will open the conference.

Joseph W. Goodfellow, vice president-general manager of WRC-AM-FM-TV and president of the Maryland-D.C. Broadcasters Assn., will serve as conference chairman and also will preside

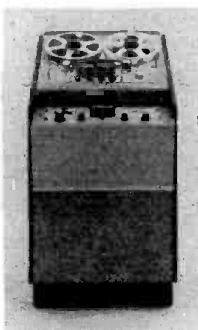




Who has a recorder to fill every broadcast need?

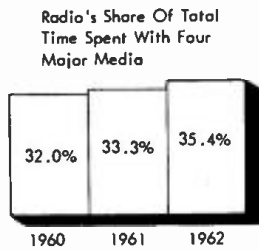
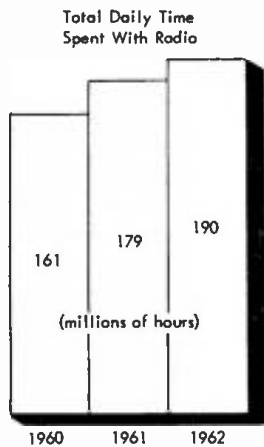
**AMPEX**

Ampex offers the widest selection of professional broadcast recorders today. Each providing superior performance. Each providing maximum reliability. There's the Ampex 351, standard of the broadcast industry. The Ampex 352, reproducer for monophonic or stereophonic sound. The Ampex 354, recorder/reproducer designed for stereophonic sound. The Ampex 601, professional quality portable recorder/reproducer. The Ampex PR-10, suitcase-size recorder/reproducer with capabilities of a studio console. And the Ampex 3200 duplicator, master/slave combination for high qual-



ity tape duplicating at low cost. Most Ampex recorders have stereophonic versions. The 350 and PR-10 Series offer 4-track playback. All are dependable, flexible, easy to operate. And all carry the Ampex "Four Star" one-year warranty. Ampex also makes 600 series professional tape noted for long life and constant performance. For more details write the only company providing recorders, tapes and memory devices for every application: Ampex Corporation, 934 Charter St., Redwood City, California. Sales and service engineers throughout the world.

**AMPEX**



Note: Figures are for Jan thru Nov of each year

Source: Sindlinger National Media Activity Reports

A Service of **CBS** 

## Sindlinger finds radio's popularity rising

Radio since 1960 has been growing in popularity. Statistics drawn from Sindlinger National Media Activity Reports and put in bar graph form (above) indicate the trend.

In the January-November period for each of the past three years, the move has been upward. Last year's period showed radio activity—measured in terms of total daily time spent by the public listening to radio—to be 6.1% ahead of 1961.

Radio also scores at a faster rate than other media in the report of total time spent by the public with

the four major media. While radio went up 6.1%, tv dropped 5.2%, according to this analysis, and newspapers and magazines rose 1.7% and 2.5%, respectively.

The graphic analysis was released last week by Maurie Webster, CBS vice president and general manager of CBS Radio Spot Sales. He said the climb reflects "new trends in imaginative and informative programming" but warned that the popularity factor would appear to point up a need for more accurate measurement of radio's dimension.

at the opening session on "The Washington Outlook." Participants, in addition to Gov. Collins, will include Vincent T. Wasilewski, NAB executive vice president, as moderator; Paul Comstock, vice president for government affairs, discussing the congressional scene; General Counsel Douglas Anello on the FCC, and Howard Bell, vice president for planning and development, will brief delegates on government news policies.

Robert R. Williams, general manager of WHLM Bloomsburg, Pa., and president of the Pennsylvania Assn. of Broadcasters, will preside at the Feb. 26 afternoon session. It will feature reports on five outstanding projects of state associations and a roundtable discussion.

Glenn B. Sanberg, executive vice president of the American Society of Association Executives, and Charles M. Stone, manager of the NAB Radio Code, will speak at the Feb. 27 morning session. The second afternoon will be devoted to a conference for the executive secretaries of state broadcaster associa-

tions with Jack Williams, executive secretary of the Georgia Assn. of Broadcasters, presiding.

A major luncheon address, with the speaker not yet named, will be given the first day, according to Mr. Bell. A reception and buffet in honor of state presidents will be held that evening. No members of the FCC have been invited to appear on the program, although they will be issued invitations to attend.

## New deal in Denver

Option held by Bill Daniels, Denver, to buy control of KTVR (TV that city from Elroy McCaw, present owner, has been allowed to lapse. Instead a new corporation, Channel 2 Corp., is being formed with Mr. McCaw as board chairman and Mr. Daniels as president. KTVR will open pay tv services later in year, probably May, using Macfadden-Bartell Teleglobe system in which subscriber pays to get sound via telephone line (BROADCASTING, Jan. 28).

## Wired community tv set for Austin, Tex.

A community tv system using wire lines to carry tv programs to subscribers is due to be inaugurated in Austin, Tex.

Last week the city council signed a non-exclusive contract with Capital Cable Co., one of four applicants seeking a franchise to serve Austin with catv.

Capital Cable Co. is a subsidiary of Midwest Video Inc., a group operator of catv systems with headquarters in Little Rock, Ark. Hamilton Moses, retired president of Arkansas Power & Light Co., is president of Midwest and also of Capital Cable. Mrs. Lyndon B. Johnson, wife of the Vice President, is principal stockholder in LBJ.

LBJ Co., licensee of Austin's only tv station, KTBC-TV, holds an option to acquire up to 50% of Capital Cable.

The contract with the city provides that Capital Cable will pay the city 2% of its annual gross receipts. It also agrees not to charge an installation fee for connecting a subscriber to the system, that the monthly service charge will be no higher than \$4.95, and that the operating firm will pay the city \$3 per year for each of the city-owned poles used to run lines throughout the area.

The other applicants were Vumore Inc. (RKO General), Micro Corp. of Dallas and Independent Co. of Austin. The last is composed of Glenn Flinn, catv owner in Tyler, Tex., and the *Austin Daily Statesman*.

## 56 to attend NAB's Public Service Institute

Registration has closed for the NAB's Public Service Institute with 56 representatives from 51 nonprofit organizations and the government planning to attend. The Feb. 7-8 seminar will be held in Washington's Mayflower Hotel in conjunction with American U.

During the two-day meeting, delegates will be guided on the best possible use of public-service time made available free by commercial broadcasters. To help them on techniques and problems in using broadcasting, 12 industry experts will give advice during the conference. Classroom instruction on the American U. campus on such subjects as program preparation, studio equipment, news writing, creation of spot announcements and communications law will be given.

William Ruder, president of Ruder & Finn public relations firm, will address the delegates at a Feb. 7 banquet while NAB President LeRoy Collins will speak at luncheon the next day. Field trips to WRC-AM-FM-TV Washington and WAVA-AM-FM Arlington, Va. will be highlights of the seminar.



## “ONLY SIXTY-FIVE CENTS...”

Compared to most of the things you have to buy these days, food prices are still low. They are up, of course, over what they used to be—but not nearly so much as most items in your budget.

A big part of the reason is more efficient farming. Farmers are producing more food with less work. They've replaced expensive manpower with cheap machine power—especially electric power, which

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Most of the electricity used on farms—two thirds of it—is produced by the investor-owned electric light and power companies. Most of this electricity goes to farms the companies serve directly. The rest is sold to rural electric cooperatives at wholesale rates. This electricity is then distributed by the co-ops to their customers.

If your food prices are to be kept down, farmers will be using even more electric power in the future—several times as much as they are using today. And the more than 300 investor-owned electric companies are planning and building now to make sure there will always be plenty—for rural and city areas alike. They can supply all the electric power all of the people of America will ever need.

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# NAB engineering advisory group reactivated

## WILNER TO HEAD 12-MAN UNIT; TOWN TO BE HONORED

A permanent engineering committee again will be available to advise the NAB on technical broadcast matters.

NAB President LeRoy Collins last week announced reactivation of the Engineering Advisory Committee, disbanded in 1961; John T. Wilner, vice president and director of engineering for the Hearst Stations, will be chairman of the 12-man group. Mr. Wilner was the recipient of the NAB's first Engineering Achievement Award in 1959.

Dr. George R. Town, dean of engineering at Iowa State U. and director of the 1957 Tv Allocations Study Organization, was named last week to receive the 1963 Engineering Achievement Award (see WEEK'S HEADLINERS, page 10).

Mr. Wilner said that he will be pleased to serve as chairman of "this most important committee." There had been considerable agitation within the industry for reactivation of the Engineering Advisory Committee, abolished two years in a general reorganization of the NAB (CLOSED CIRCUIT, Dec. 31, 1962).

"With the fast-moving technological

developments in broadcasting, the work of this committee should be most beneficial to the entire industry," Mr. Wilner said. Citing the "ever-increasing speed of technological developments," the NAB said the committee was reformed (1) to bring to the attention of the association's engineering department important technical problems and (2) to study and recommend courses of action to solve them. George L. Bartlett is NAB manager of engineering.

Serving with Mr. Wilner on the committee will be Max H. Bice, general manager of KTNT-AM-FM-TV Tacoma, Wash.; Richard K. Blackburn, technical director of the Gannett Stations; Glenn G. Boundy, vice president for engineering, Storer Broadcasting Co.; William S. Duttera, director of allocations engineering, NBC; George Hixenbaugh, chief engineer, WMT-AM-TV Cedar Rapids, Iowa; Thomas E. Howard, vice president for engineering, Jefferson Standard Stations.

Also, Leslie S. Learned, director of engineering, Mutual Broadcasting System; Carl E. Lee, executive vice president, Fetzer Stations; Frank Marx, pres-

ident of ABC engineers; James D. Parker, director, tv engineering, CBS-TV, and David L. Steel, president of the Assn. of Federal Communications Consulting Engineers.

**Town Honored** ■ Dr. Town will receive his award April 3 at the annual Broadcast Engineering Conference in Chicago, held as part of the NAB convention. He was chosen, the NAB said, because of his valuable contributions to technical knowledge and literature, his development of new engineering techniques and his leadership in broadcast engineering activities.

## Statewide West Virginia news network started

The formation of the Broughton West Virginia Centennial News Network, to be sponsored by Broughton's Farm Dairy Inc., Marietta, Ohio, is announced by Carl L. Broughton, president of the dairy, and Paul J. Miller, general manager of WWVA Wheeling, W. Va.

The program will be on seven West Virginia stations at 7:30 a.m. Monday through Friday: WWVA Wheeling, originating station; WPAR Parkersburg; WMOV Ravenswood; WKEE Huntington; WTIP Charleston; WJLS Beckley; and WPDY Clarksburg. It starts today (Feb. 4) and will include world and national news and West Virginia news, with emphasis on progressive happenings in West Virginia and the state's centennial observance.

It is claimed to be the first statewide news network. The news commentator, Bob Terry, news director of WWVA, and his staff will cooperate with Carl Sullivan, executive director of the West Virginia Centennial Commission, in providing centennial news.

## Changing hands

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

■ WLAP Lexington, Ky.: Sold by William R. Sweeney to Dee O. Coe, Brendan J. Stewart, J. B. Huckstep and Robert P. O'Malley for \$400,000. Mr. Coe owns WWCA Gary and WLOI LaPorte, both Indiana. Mr. Stewart is an official of Incentive Capital Corp. of Gary, Ind. Station operates on 630 kc with 5 kw daytime and 1 kw nighttime. Broker was Blackburn & Co.

■ WBBR-AM-FM East St. Louis, Ill.: Sold by Larry R. Picus, Robert Walker and associates to Paul Adams for assumption of \$305,000 mortgage. Mr. Adams is chief engineer of WCPO-TV Cincinnati. Mr. Picus continues to own WOBS Jacksonville, Fla. WBBR is a fulltime station on 1490 kc with

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500 w daytime and 250 w nighttime. WBBR-FM operates with 37 kw on 101.1 mc. Broker was Hamilton-Landis & Assoc.

▪ KOMY Watsonville, Calif.: Sold by Robert H. Dolph to Craig Lawrence Jr. and Phillip E. Rather for \$139,000 plus management contract to Mr. Dolph. Messrs. Lawrence and Rather own KMEL Wenatchee, Wash. KOMY is a fulltime MBS affiliate operating on 1340 kc with 1 kw daytime and 250 w nighttime. Broker was Edwin Tornberg & Co.

▪ WINT Winter Haven, Fla.: Sold by Angelo L. Fazzari to Douglas Montgomery and Donald Lamerson of Alma, Mich., for \$100,000. WINT operates on 1360 kc with 1 kw daytime only. Broker was Associated Media Brokers.

**APPROVED** ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see FOR THE RECORD, page 78).*

▪ KCHU (TV) San Bernardino, Calif.: Sold by Norman H. Rogers to Sun Co. of San Bernardino for \$180,109. Sun Co., with James A. Guthrie, president, publishes *San Bernardino Daily Sun, Evening Telegram & Index* and *Sunday Sun-Telegram*. KCHU, which began operating year ago, is on ch. 18.

## Salant wants radio-tv in Congress, Supreme Court

Richard S. Salant, president of CBS News, has proposed that Congress and the U. S. Supreme Court adapt rules permitting microphone-camera coverage of their proceedings.

Mr. Salant's analysis of rights of access by tv news is contained in material prepared for publication Feb. 2 in the American Society of Newspaper Editors' *The Bulletin*.

The CBS News executive makes his case for electronic journalistic coverage of the legislative and judicial bodies on the public's "right to know" rather than on a constitutional interpretation of rights only.

Mr. Salant said he thought the "most flagrant derogation of public interest and public policy" is the U. S. House of Representatives' prohibition on microphones and cameras at all House proceedings, except for the opening session and State of the Union message.

He said he would not place coverage of jury trials in the same category because this area was not as clear-cut. He emphasized tv and radio access to congressional and Supreme Court proceedings could bring to the people the great issues of the day in the philosophy that the public has a "right to know" and to understand these issues.

## Access fight brews in California

### TV CAMERAS REFUSED ENTRY TO TWO STATE HEARINGS

Official action to deny tv cameras access to the hearings of California state agencies as well as to courtrooms, in effect extending the prohibition of Canon 35 of the American Bar Assn. to cover administrative as well as judicial hearings, occurred twice in Los Angeles during the last month. Public hearings of the California Division of Corporations and of the state's Public Utilities Commission were halted because of the presence of tv cameras, although no objection was made to pad-and-pencil newspaper reporters.

The first denial occurred on Jan. 9. The State Division of Corporations had scheduled a hearing on a stock option agreement made by Westgates Petroleum Co. in connection with a controversial harbor oil lease. Camera crews from KABC-TV, KTTV (TV) and KTLA (TV), all Los Angeles, were there at the appointed place and time. Corporations Commissioner John G. Sobieski, who was conducting the hearing, ruled that the presence of the tv equipment would disrupt orderly proceedings and ordered them to leave. When the tv crews stood their ground

the hearing was adjourned. When it reconvened the cameras were still there. After three futile postponements, Commissioner Sobieski went to court, seeking an injunction barring the cameras. Judge Kenneth N. Chantry of the Los Angeles Superior Court did not immediately grant the petition, but set a hearing for Jan. 30 at which the tv stations will have a chance to show cause why the injunction should not be granted.

The hearing has been postponed, first to Feb. 4 and then to Feb. 25. The second postponement came at the request of the California Bar Assn., which has asked the right to appear as *amicus curiae* and is reportedly retaining special counsel to argue that tv cameras should not be allowed to cover the so-called "public hearings" of the Division of Corporations and other state agencies.

The second refusal to allow a hearing to go on in the presence of tv cameras occurred last Wednesday, when William Dunlop, examiner for the California Public Utilities Commission, ordered the camera crews of KABC-TV,

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- SOUTHWEST—** Daytimer grossing \$65,000.00 annually priced at \$85,000.00 on ten year terms.
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KNXT (TV) and KTLA, all Los Angeles, to leave the hearing room, in which a Pacific Telephone & Telegraph rate hearing was to be held. They refused and he recessed the hearing until the following morning. At the time the hearing was to reopen, the original three stations were back, joined by others from KTTV and KCOP (TV), also Los Angeles. At this time public utilities Commissioner Frederick Holofoff appeared and read a lengthy statement to the effect that the PUC has had a long standing policy of refusing pictorial coverage of any of its hearings. Perhaps the time has come for a re-examination of this policy, he said, so, instead of citing the tv crews for contempt, he delayed the hearing until Feb. 13.

## WNDT gets 'grant' from Philip Morris

WNDT (TV) New York, the ch. 13 educational tv station for the New York metropolitan area, has finally won a sponsor—but it's not called that in etv

### Rogers returns

W. D. (Dub) Rogers Jr. formally returned to broadcasting last week as he took over operation of KASE Austin, Tex., a 1-kw daytimer on 970 kc. Mr. Rogers has been out of the media since he sold KDUB-AM-TV Lubbock and



KEDY (TV) Big Spring, both Texas, to Grayson Enterprises Inc. in 1961.

Mr. Rogers, majority owner of Rogers Broadcasting Co., new licensee of KASE (see CHANGING HANDS, Jan. 21), is president of the Society of Television Pioneers, a former president of Television Bureau of Advertising and at one time was a board member of the NAB.

KASE was purchased from Dr. E. J. Lund for \$225,000.

## See-saw audience shown in radio-tv study

A new study of the complementary nature of radio and tv indicates:

- Light tv-viewing homes are heavy radio-listening homes.
- Light tv-viewing women are heavy radio listeners.
- Light radio-listening homes are heavy tv-viewing homes.

These are the points made by a radio report now being circulated to advertisers by the national sales division of RKO General Inc. The report is titled "7/11 Study" and presents results of a special audience

survey prepared by The Pulse Inc. based on the San Francisco market where data was gathered last October. The "7/11" title comes from the comparison in the report of nighttime tv viewing habits (7-11 p.m.), with daytime (7-11 a.m.).

RKO General instituted a series of "Target: The Consumer" research studies in May 1962, when it reported on tv program popularity among various consumer groups.

The "7/11 Study" surveys the audience relationship of radio and tv.

circles. It's called a grant.

Beginning Feb. 11 and for a 13-week period, Philip Morris cigarettes has agreed to underwrite the production costs of the *The World at 13*, a news and analysis program broadcast daily Monday-Friday, 10-10:30 p.m. Philip Morris receives mention at the beginning and at the end of the program.

The announcement was made last week by Dr. Samuel B. Gould, president of the station and former president of Antioch College, Yellow Springs, Ohio. Dr. Gould was in Washington to speak at the Institute of Contemporary Arts.

The Philip Morris grant, Dr. Gould hopes, is the first of many to help the New York etv station build up its local news programming.

Just how much Philip Morris is making available was not made public. "It about covers production costs," Dr. Gould said.

Although WNDT now has a substantial audience (number unknown), its major problem is finances. What Dr. Gould would like to see, he said, is 200,000-250,000 people paying \$10 a year as a subscription fee for the WNDT monthly program guide.

Up to now contributions have been averaging about \$1,000 a day, Dr. Gould acknowledged. Most of these are in \$1 to \$10 sums he said.

WNDT's operating budget this year, Dr. Gould stated, is \$3,191,000. This includes, however, amortization and interest payments on indebtedness, including mortgages. One of the major items in the etv station's budget, Dr. Gould explained, is \$90,000 a year rental for its transmitter atop the Empire State Bldg.

## Bunker says broadcasters undersell radio medium

"Broadcasters are underselling radio as a medium. Moreover, they are making the mistake of selling the station instead of the medium." Edmund C. Bunker, president-elect of Radio Advertising Bureau put these points foremost

in a talk to the Assn. of Broadcasting Executives of Texas last week.

Stressing the need for increased professionalism in radio selling, Mr. Bunker said that in spite of the 200 million working radio sets in the U. S. and increased radio listening, "our share of the total national advertising budget has dropped."

Mr. Bunker said that the answer to the dilemma was a more positive approach to selling to convince potential customers of the efficacy of radio advertising.

## NBC-TV edits 'libelous' remarks from Griffin show

NBC-TV had some fast editing to do last week to eliminate remarks its lawyers regarded as libelous in an appearance by lawyer Morris Ernst on the taped *Merv Griffin Show*.

In the taping of the Wednesday show, Mr. Ernst, appearing as a guest, construed the Federal Trade Commission consent orders signed by three rating services (BROADCASTING, Jan. 7) in a way that NBC attorneys considered inaccurate and actionable. These brief passages were edited out of the tape version before it went on the air less than an hour later.

Left untouched were criticisms directed by Mr. Ernst at the networks for what he considered over-emphasis on ratings and an attitude of abdication rather than dedication to principles of public enlightenment and advancement.

## KTVH tower nearly ready

KTVH (TV) Wichita-Hutchinson, Kan., expects to begin using its new 1,504-foot transmitting tower about Feb. 15. Final sections of the new tower have been erected, according to Dale Larsen, vice president and general manager of KTVH (ch. 12). The tower was constructed by Kline Iron & Steel Co., Columbia, S. C. A new RCA transmitter is being installed.



## Replacement for Conelrad in planning stage

### NEW SYSTEM WILL PROBABLY USE AM, FM AND TV

A special industry-wide committee has begun working to draw up plans for a new alerting system for the American public through the use of both radio and tv.

The committee, formed last week from members of the National Industry Advisory Committee, is headed by John F. Meagher, radio vice president of NAB.

The outcome of the committee's deliberations, it is expected, will result in the establishment of a new system of warning to the public for use in a war emergency. It will use am, fm and tv, and may very well supersede the air raid sirens now relied on to alert the public.

One major problem in using radio and tv as an alert system is how to reach the people who do not have their radios or tv receivers turned on at the time. Various possibilities have been suggested, including a system called Sigalert, developed by Loyd Sigmon of KMPC Los Angeles, and a special portable, battery-operated receiver developed by Philco Corp.

The committee is under instructions from the Dept. of Defense's civil defense office to investigate the feasibility of a broadcast warning system which will provide an instantaneous alarm on a 24-hour-a-day basis and with a capability of covering 98% of the population.

**Replace Conelrad** ■ If accepted by the Dept. of Defense, the new system will take the place of Conelrad which was inaugurated in 1951 at the request

of the Air Force. Conelrad was established to serve a dual purpose: (1) deny navigational aid to enemy bombers, and (2) furnish the public with civil defense information by using just two frequencies in the standard radio band (640 kc and 1240 kc). Under Conelrad, both fm and tv stations are required to go off the air. Conelrad is still in effect and will remain so until a new warning system is established.

Last April the Dept. of Defense told the FCC there was no longer a need

for Conelrad as a means of denying navigational aid to enemy aircraft (BROADCASTING, April 30, 1962). This decision came after a re-evaluation of Conelrad by the Joint Chiefs of Staff, undertaken at the request of the NIAC.

During Conelrad's 10-year life, broadcasters spent an estimated \$20 million in equipment, time and manpower to perform their functions. There are at present about 2,000 am radio stations in the Conelrad network, of which 480 are "key" stations.

At a recent meeting of NIAC, the fourth annual Defense Communications Seminar was tentatively scheduled for Feb. 28-March 1 in Washington...



John McGowan, of Peters, Griffin, Woodward, gives Bruce the "club hat."

### Bruce Curtis, of Leo Burnett, joins the Tricorn Club

Membership in the Tricorn Club stands for professional savvy about North Carolina's Golden Triangle Market. Bruce got tapped by correctly answering these two profound questions: (1) What is the Golden Triangle Market? (2) What is North Carolina's No. 1 metropolitan market in population, households and retail sales? In case you're pining to make this elite fraternity, the answer to both questions is the combined three-city "golden triangle": Winston-Salem, Greensboro, High Point. You'll pass if you also know North Carolina is our 12th state in population. So — what does knowing the No. 1 market in the No. 12 state add up to? A sure sales scoop for clients. Maybe a raise from the boss. At the least, an official hat from the Tricorn Club.

Source: U. S. Census.

### Triangle un-cancels

The Triangle Stations were reported last week to have given cancellation notice on their A. C. Nielsen Co. audience measurement service subscription—and then to have cancelled the cancellation. The original cancellation notice was said to have been issued shortly after the Federal Trade Commission announced that Nielsen, The Pulse Inc. and American Research Bureau had signed FTC consent orders (BROADCASTING Jan. 7). The un-cancellation reportedly came after authorities of John Blair & Co., national sales representative for the Triangle stations, and others interceded on grounds that ratings information is needed for sales and programming purposes.

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## WFAW-AM-FM sign on

WFAW-AM-FM Ft. Atkinson, Wis., licensed to Blackhawk Broadcasting Co., signed on the air Jan. 24. The station is owned by Nathan L. and Robert W. Goetz, the former serving as general manager. Thomas Loughead is station manager.

WFAW is on 940 kc with 250 watts and WFAW-FM is on 107.3 mc with 3 kw. Address is P. O. Box 109, Ft. Atkinson.

## Media reports ...

**New NBC Radio affiliate** ■ KRMD Shreveport, La., has joined NBC Radio. The new network station, operating on 1340 kc with 250 watts, was previously unaffiliated. KRMD is owned by T. B. Lanford. Thomas A. Gresham is general manager.

**New call letters** ■ Beginning Feb. 5 WLOF-TV Orlando, Fla., will change its call letters to WFTV (TV). The new call, according to the station, means Wonderful Florida Tele-Vision.

**Competition dates** ■ Entries for American Heart Assn. Howard W. Blakeslee Awards for outstanding reporting on heart diseases must be submitted before May 1. Radio and television pro-

## Broadcast newsmen saves innocent man

A well-publicized case telling how an airman was exonerated from murder charges after another man confessed to the crime failed to emphasize one of the most important facts—how the second man's confession came about.

Rick Raphael, assistant news director of KBOI-AM-FM-TV Boise, Idaho, was at the Ada County jail in that city last Nov. 19 making a station documentary film about escapes from the jail after a prisoner, Theodore T. Dickie, 22, escaped the night of Nov. 9 and voluntarily returned Nov. 10 after several hours. The prisoner was charged with raping and murdering a 10-year-old girl during his absence from the jail.

When the suspect learned Mr. Raphael was in the jail he requested that he be allowed to talk to the newsmen in private. During this conversation, the prisoner told Mr. Raphael he had committed another crime six months earlier, on April

10—the murder of Mrs. Nancy Joy Johnson, the wife of an airman, and her two-year-old son—at Mountain Home, Idaho, near Mountain Home Air Force Base. The prisoner said an innocent man was being held for the crime, airman Gerald M. Anderson, who lived next door to the victim and who had been the last person to report seeing her alive.

Mr. Raphael reported his talk with the prisoner to law enforcement authorities, who followed up with an investigation and released Mr. Anderson Nov. 25. But the airman was rearrested by Air Force authorities and was held in a series of hearings until last week when the Air Force ordered his release. Mr. Anderson originally had been arrested last April by the Air Force and there have been reports that a "confession" was extracted from him through the use of intimidation over a period of about a week in April before he was turned over to civil authorities.

grams produced between March 1, 1962 and Feb. 28, 1963 will be eligible for the awards which carry \$500 honor-

ariums. Entry blanks are available at American Heart Assn., 44 E. 23rd St., New York.

## FINANCIAL REPORTS

### SEC REPORTS STOCK TRANSACTIONS

#### Latest summary of radio-television dealings

The following individuals in radio-tv or allied fields traded in securities of companies in which they are officers or directors or both. The summary was announced last week by the Securities & Exchange Commission and covers the month of December, although some were concluded in November:

Simon B. Siegel, sold 2,500 shares of American Broadcasting-Paramount Theatres Inc., retains 6,626 shares; George L. Coleman, bought 200 shares, Chris Craft Industries, holds total of 23,050; Armand G. Erpf and J. Patrick Lannan acquired 1,000 shares each of Crowell-Collier Publishing Co., giving them total of 41,945 and 12,702 respectively; Dan A. Kimball bought 1,000 shares and E. Willard Lutz, 489 shares of General Tire & Rubber Co. (RKO General), giving them total of 38,335 shares and 1,338 shares respectively.

Also T. B. Schrieber, gift and sale of 5,000 shares of MCA, retaining 241,230 shares; David B., Gerald A., Lee B. and Melvin Bartell, by private purchase acquired 6,250 shares each, and Gerald A. Bartell acquired 1,108 shares of Macfadden-Bartell, giving

each the following totals: David B., 325,907; Gerald A., 326,629; Lee B., 324,611; Melvin M., 118,567; Marcus J. Austad (Mark Evans), bought 200 shares of Metromedia Inc., giving him total of 9,950 shares.

Also D. C. Hallford acquired 200 shares and Harry B. Solmson, 600 shares as custodian, of Plough Inc., giving Mr. Hallford a total of 2,200 and Mr. Solmson, 3,666 personally and 1,334 as custodian. Douglas C. Lynch, acquired 2,653, Theodore A. Smith, 2,000, W. Walter Watts, 8,701, and Robert L. Werner, 637 by option of RCA, giving following totals: Mr. Lynch, 2,742; Mr. Smith, 6,086; Mr. Watts, 11,866, and Mr. Werner, 4,969; Morris Schechter bought 200 Reeves Broadcasting & Development Corp., for total of 300; Harry L. Petersen acquired \$3,000 worth of Reeves 6% convertible subsidiary debentures for total of \$9,000.

Also O. Wayne Rollins, as guardian, bought 100 common and sold 1,000 Class B common of Rollins Broadcasting Co. in private sale, giving him 7,780 common as guardian and 609,400 Class B common; Roy R. Coffin bought 300

TelePrompTer Corp. for total of 1,300; Rainbow Corp. bought 1,800 shares of TelePrompTer Corp., for total of 3,000 shares.

### National General sets annual meeting Feb. 19

National General Corp., diversified theatre and industrial company, will hold its annual stockholders meeting Feb. 19 in Hollywood.

National General holds 38% of National Telefilm Assoc. and is the largest single stockholder of that tv program production and distribution firm. The company also owns five catv systems—in Williamsport, Pa.; Hattiesburg, Miss.; Alpena, Mich.; Logan-Man and Bluefield, both West Virginia, and has substantial investments in real estate and vending machine companies. It is in the process of acquiring Mobile Rentals Corp. National General President and Chairman Eugene V. Klein received \$69,808 in aggregate remuneration for the fiscal year ended Sept. 25, 1962, according to a proxy statement which announced the meeting. Other payments to officers: Irving H. Levin, executive vice president, \$38,030; Alan May, vice president-treasurer, \$46,800, and Robert W. Selig, vice president in charge of theatre operations, \$41,600.

## Taft Broadcasting net up 36% for quarter

Taft Broadcasting Co. reported net earnings after federal income taxes for the third fiscal quarter, ended Dec. 31, 1962, up 36%—\$863,343 (55 cents a share) compared to \$635,624 (40 cents a share) for the same period last year.

Total revenues for the quarter rose to \$3,600,444 from \$3,079,328 for the same three months in 1961.

Taft directors declared a quarterly dividend of 15 cents a share, payable March 14 to stockholders of record Feb. 15. This is a 50% increase over the regular quarterly dividend of 10 cents a share declared in the past.

The board also declared a 2½% stock dividend, with the same payment and record dates as announced for the cash dividend.

## Fund's assets up \$40 million

The assets of Television-Electronics Fund Inc. have increased to more than \$373 million as of Jan. 15, up over \$40 million since the end of the company's fiscal year on Oct. 31, 1962 when values reached \$331,875,000, shareholders

were told at their annual meeting in Chicago.

The stockholders reaffirmed an advisory and management contract with Television Shares Management Corp., clearing the way for the acquisition of approximately 40% of the management corporation by Kansas City Southern Industries Inc. The price for the 40% is over \$4 million.

Shareholders elected John Hawkinson, president of the management corporation, as a vice president and a director of Television-Electronics Fund.

## IRS clarifies new rules on deductible expenses

Commissioner of Internal Revenue Mortimer M. Caplin announced last week that new taxpayer's record keeping procedures for deductible expenses have been clarified and liberalized (BROADCASTING, Jan. 28). Employees traveling under per diem allowances not exceeding \$25 per day and mileage allowances not in excess of 15 cents a mile will not have to retain receipts to substantiate claims, he said.

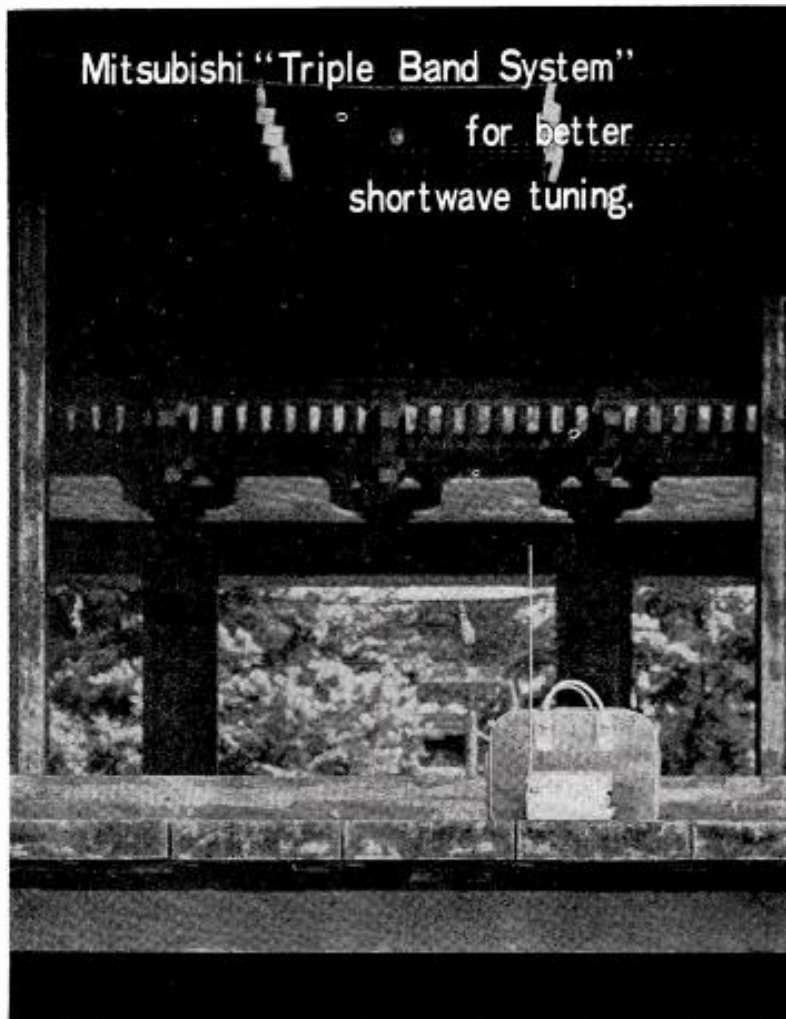
He pointed out, however, that to obtain a deduction for travel expenses in

the above cases it is always necessary that the time, place and business purpose of the travel be established. The per diem and travel allowance exemptions are not available to employees who are related to their employers or who are stockholders owning more than 10%, IRS announced. Clarifying an earlier misunderstanding, Mr. Caplin said that taxpayers should not send travel receipts, meal vouchers, etc, with the tax return but should retain such records in case of an audit by IRS.

Internal Revenue also announced last week the publication of a new booklet (Bulletin No. 1963-4) containing official travel and entertainment expense information. The new publication, available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., corrects and adds to an earlier IRS booklet released Dec. 27, 1962.

## Storer declares dividend

Storer Broadcasting Co. has declared quarterly dividend of 45 cents a share on common and 12½ cents a share on Class B common, payable March 8 to stockholders of record Feb. 22.



The "three band system" makes it much easier to tune in adjacent shortwave stations on the Mitsubishi Electric 9X-900S. The "band spread" of the smartlooking 9X-900S is twice that of ordinary models since shortwave frequencies have been divided into upper and lower hands (Band 1; 4 MC-9 MC, Band 2: 9 MC-18.5 MC) so that "clustered" stations are much further apart on the dial. The fine-tuning adjustment, 9-transistor circuit and "three band system" of the 9X-900S make its receptivity something spectacular. Ask your nearest dealer for a demonstration.

**MITSUBISHI ELECTRIC  
MANUFACTURING COMPANY**  
Head Office: Tokyo Building, Marunouchi, Tokyo  
Cable Address: MELCO TOKYO



## Room for one more at Desilu's studios?

### LUCY REPORTS COMPANY OPERATING AT 94% OF CAPACITY

With five pilots scheduled for completion by mid-February, Desilu is now operating at a production peak of 94% of capacity, with 1,700 employees on the payroll, President Lucille Ball said last week.

Filming the pilot of *Trader Brown* in color marks the studio's entry into color tv, Miss Ball announced. This series, starring Ethel Merman, was created by Cy Howard and Arthur Julian. Mark Goddard is featured in the half-hour pilot, written by Bill Manhoff, which is to go before the cameras today (Feb. 4).

Also scheduled to start filming on Feb. 4 is *I Married a Martian*, half-hour comedy which Phil Rapp will produce with Lee Karson as associate producer. Robert Cummings will co-star with Julie Newmar. Another half-hour series, *Careful, My Love*, a comedy-mystery, had its pilot put into production last week, with Sherman Marks as director and Glynis Johns starred for Jess Oppenheimer, producer-writer. Next week will mark the start of filming for *A-OK O'Shea*, half-hour comedy to be produced by Lee Karson with Gale Storm starred. An hour-long series, *The Greatest Show on Earth*, being produced in color in association with ABC-TV, was to wind up production last week in Hollywood after a week's film-

ing on location at Ringling Bros. winter quarters in Venice, Fla. Stanley Colbert produces this series, with Robert Butler directing.

Jerry Thorpe, program vice president of Desilu, is supervising all pilot production at the studio and General Artists Corp. is sales agent for the new projects.

In addition to the pilots, *The Lucy Show* and *The Untouchables* continue in production. A third Desilu-owned series, *The Fair Exchange*, resumes production Feb. 11 as a half-hour series scheduled to return to CBS-TV March 28 in its new Thursday, 7:30-8 p.m. time period.

Other Desilu sound stages are being kept busy by: T & L Productions (*The Danny Thomas Show*), Mayberry Enterprises (*The Andy Griffith Show*), Bing Crosby Productions (*Ben Casey*), Don Fedderson Productions (*My Three Sons*), Jack Wrather Productions (*Lassie*), Brennan-Westgate Productions (*The Real McCoys*), Calvada Productions (*The Dick Van Dyke Show*), Heydey Productions (*I'm Dickens, He's Fenster*), Bellmar Enterprises (*The Joey Bishop Show*) and the George Stevens production of *The Greatest Story Ever Told* for theatrical release.

### Lawrence signs co-op deal with four producers

Four film production firms have entered into an agreement with Robert Lawrence Productions Inc., New York, whereby the four will use Lawrence's studio facilities and office personnel for their own accounts. The four are Robert Bendick Assoc., Illustra Films, McKean Assoc., and Rose-Magwood Productions.

Two of the producers, Rose-Magwood and Illustra, which now operate their own studios, will supplement them with the Lawrence facilities.

Jack Cron, who joined Lawrence recently as executive vice president for new projects, organized the five-firm arrangement.

### Desilu acquires Langford

Desilu Productions has acquired Langford Productions, owner of 25% of *The Untouchables*, in a stock-for-stock exchange between Desilu and Robert Stack, owner of Langford.

Mr. Stack, who portrays Elliott Ness in the gangster tv series, received 77,691

shares of Desilu stock in exchange for all shares in Langford, which will continue to produce the series for Desilu for the remainder of the current season and possibly for a fifth year. If the series is not renewed for another year, it will be put into syndication in this country by Desilu Sales. In foreign syndication, *The Untouchables* has grossed nearly \$1 million.

## Robert Taylor adds Four Star holdings

Robert Taylor has become the fifth largest stockholder in Four Star Productions through exchange of his interest in his former network series, *The Detectives*, for Four Star stock. Four Star currently is syndicating 31 one-hour and 67 half-hour shows of *The Detectives* series which were originally seen on ABC-TV and NBC-TV. It has been sold in 25 markets.

The other four stockholders—all reportedly holding more stock than Mr. Taylor—are David Niven, Charles Boyer, Tom McDermott and the Dick Powell estate.

Mr. Taylor will be the star of a new NBC-TV series next season. He owns a share of that program, which will be produced by Four Star.

### Daly to keep m.c. post on CBS-TV's 'Line'

John Daly will continue as host and moderator of *What's My Line?* on CBS-TV, Sunday, 10:30-11 p.m. EST. Mr. Daly last week signed a new contract with the network.

Differences had developed between Mr. Daly, who has had the m.c. role on the show for the 13 years it's been on the air, and the network over a new contract starting with the 1963-64 tv season (BROADCASTING, Jan. 28). A meeting on Jan. 25 between James T. Aubrey Jr., president of CBS-TV, and Mr. Daly paved the way for new negotiations and the final signing.

### NBC-TV sets changes in daytime programs

NBC-TV last week announced three additions to its Monday-Friday daytime programming, to become effective April 1, following the demise of *The Merv Griffin Show* and *Young Doctor Malone*.

The new programs and their time periods are:

*Ben Jerrod* (color, 2-2:25 p.m. EST), a dramatic series based on cases of a criminal lawyer.

A medical dramatic series presenting

### Martian invasion

A change of name seems imminent for either Desilu's *I Married a Martian* (see story, this page) or *My Favorite Martian*, a half-hour situation comedy which CBS-TV has purchased from Jack Chertok Productions. Ray Walston is starred with Bill Bixby and Pamela Britton in the CBS-TV program, written by John L. Greene, depicting the adventures of a Martian and the newspaper reporter who rescues him when his spaceship crashes on Earth.

Although CBS-TV did not specify officially what plans it has for the new series, it is believed that the *Martian* show is planned as a replacement for *Dennis the Menace* (Sunday, 7:30-8 p.m. EST) should the latter series not be renewed next season.

a complete story every day (title to be announced, 2:30-3 p.m. EST).

*You Don't Say* (color, 3:30-4 p.m. EST) audience participation show.

Mort Werner, vice president, programs, NBC-TV, referring to *The Merv Griffin Show*, said "the experiment of scheduling this type of show in the early afternoon hours has not worked out from an audience point of view."

Also involved in the afternoon program shuffle is *NBC News Early Afternoon Report*, currently broadcast 2:55-3 p.m., which moves to 2:25-2:30 p.m., also effective April 1.

## Film sales . . .

*Cartoon Trilogy, Beetle Bailey, Barney Google an' Snuffy Smith and Crazy Kat* (King Features Synd.): Sold to Triangle Publications for WFIL-TV Philadelphia, WFBG-TV Altoona and WLYH-TV Lebanon, all Pennsylvania; WNBC-TV Binghamton, N. Y.; WNBC-TV New Haven and KERE-TV Fresno. Also sold to WTTV (TV) Indianapolis-Bloomington; KIRO-TV Seattle and KSL-TV Salt Lake City.

*Leave It To The Girls* (United Artists Tv): Sold to WCPO-TV Cincinnati; WMCT (TV) Memphis; WSLS-TV Roanoke; WOOD-TV Grand Rapids and KVOS-TV Bellingham, Wash. Now in 42 markets.

*Steve Allen Show* (WBC Productions Inc.): Sold to WJBK-TV Detroit. Now in 30 markets.

*Girl Talk* (ABC Films): Sold to WCKT (TV) Miami; WTVO (TV) Rockford, Ill. and KTNT-TV Tacoma-Seattle. Now in 69 markets.

*Century I*, 30 features films (20th Century-Fox Tv): Sold to WABC-TV New York; KTVB (TV) Boise; WHFB-TV Rock Island; KONA (TV) Honolulu; WBTW (TV) Charlotte; WCSC-TV Charleston, S. C.; WTOL-TV Toledo; WBRC-TV Birmingham; WTEN-TV Albany; KENS-TV San Antonio; KSD-TV St. Louis; WGN-TV Chicago; WJAR-TV Providence; WBAP-TV Ft. Worth-Dallas; WWL-TV New Orleans; WAGA-TV Atlanta; WSM-TV Nashville; WTVJ (TV) Miami; WKBW-TV Buffalo; KWTW (TV) Oklahoma City; WTIC-TV Hartford; WKZO-TV Kalamazoo and WFBC-TV Greenville, S. C. Now in 23 markets.

*Surfside 6* (Warner Bros. Tv): Sold to WJZ-TV Baltimore; KIRO-TV Seattle; WNYS (TV) Syracuse and WLOF-TV Orlando. Now in 37 markets.

*Maverick* (Warner Bros. Tv): Sold to WSPD-TV Toledo; WTVN (TV) Columbus, Ohio; WSIL-TV Harrisburg, Ill. and WLOF-TV Orlando. Now in 38 markets.

BROADCASTING, February 4, 1963

## 'Cheyenne' comes galloping back to ABC-TV

There's life in them thar westerns. ABC-TV announced last week the return of the outstanding stories that have been seen on *Cheyenne* in the past starting April 12 in the Friday, 7:30-8:30 p.m. slot.

That period has had other program changes this season. At the outset, ABC-TV programmed *The Gallant Men* in the Friday hour but at the end of December *Gallant Men* moved to Saturday at 7:30 and two half-hour re-run series, *Winston Churchill—The Valiant Years* and *Father Knows Best*, took over. *Chey-*

*enne* started this season on Monday at 7:30 but went into limbo on Jan. 7 to make way for a new western, *Dakotas*. *Cheyenne*, a Warner Bros.-produced series, can claim eight seasons on the network (it started in the fall of 1955).

Advertisers on the show are Bristol-Myers, through Ogilvy, Benson & Mather, and Young & Rubicam; Helene Curtis Industries, via McCann-Erickson; Lehn & Fink Products, through Lake-Spiro-Shurman, and Polk Miller Products, through N. W. Ayer & Son.

*Bronco* (Warner Bros. Tv): Sold to WSPD-TV Toledo; WSIL-TV Harrisburg, Ill. and WLOF-TV Orlando. Now in 18 markets.

*The Roaring 20's* (Warner Bros. Tv): Sold to WHBF-TV Rock Island and WSIL-TV Harrisburg, Ill. Now in 21 markets.

*Lawman* (Warner Bros. Tv): Sold to WSPD-TV Toledo and WEAR-TV Pensacola. Now in 13 markets.

*Suspicion* (MCA Tv): Sold to WINK-TV Ft. Myers, Fla. Now in 121 markets.

*Brave Stallion* (ITC): Sold to KCMT (TV) Alexandria, Minn. Now in 216 markets.

*Ramar of the Jungle* (ITC): Sold to KTRK-TV Houston. Now in 77 markets.

*South America: The Awakening Giant* (ITC): Sold to KTLA (TV) Los Angeles and KIRO-TV Seattle. Now in 36 markets.

*Action Theatre Features* (ITC): Sold to WOOK-TV Washington, D. C. Now in 52 markets.

*SA 7* (MCA Tv): Sold to KXLF-TV Butte, Mont. Now in 113 markets.

*M-Squad* (MCA Tv): Sold to Ford Motor Co. for programming on WAFB-TV Baton Rouge; KRDO-TV Colorado Springs; KELO-TV Sioux Falls and KOLD-TV Tucson; also sold to WISC-TV Madison. Now in 121 markets.

## Directors Co. sets seven

The Directors Co., New York, will produce seven original one-hour dramas for NBC-TV's *Du Pont Show of the Week* for the 1963-64 season. Directors has a contract for seven dramas on this season's *Du Pont* show as well—four of which have already been telecast.

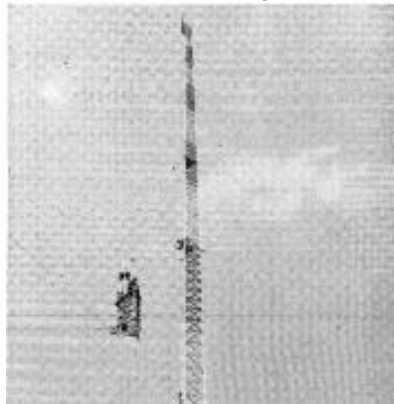
## Adventists to expand use of radio and tv

Expansion of the Seventh-Day Adventist Church's radio-tv plans was disclosed last week at a conference of 80 church radio-tv directors in Dallas. The weekly Adventist radio program, *The Voice of Prophecy*, will be presented on a daily basis and the church's tv offering, *Faith for Today*, will be presented in color.

William A. Fagal, director of *Faith for Today*, said some of the 200 stations

## FOR TOWERS of all kinds CALL ROHN

For a complete line of towers ideally suited for radio, television and microwave use of all kinds, rely on ROHN.



Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

**ROHN Manufacturing Co.**



P. O. Box 2000  
Peoria, Illinois

"Pioneer Manufacturer of  
Towers of All Kinds"

ROHN Representatives world-wide.

airing the weekly tv program already are presenting it in color and others will begin using the color prints soon. *Voice of Prophecy* now is on 500 U. S. and Canadian radio stations, according to Dr. Harold M. S. Richards, director. He said the program will be expanded to a daily basis because of requests by the stations.

Elmer R. Walde, radio-tv director, stressed that "intelligent and professionally-oriented programming" is demanded in the church's use of radio and television.

## WLIB plans salute to Negroes' achievements

A music and drama festival, broadcast annually by WLIB New York, in conjunction with Negro History Week, will also be presented as a three-hour concert from Carnegie Hall this year, on Saturday (Feb. 9) from 3 to 6 p.m.

WLIB will not carry any commercial

announcements during the broadcast, which has been titled *Special Salute to the Artistic Achievements of Negro Performers*.

The performers will include Ella Fitzgerald; Tyrone Phillips, 10-year-old pianist; singer Irma Franklin, and football star Roosevelt Grier.

## Program notes ...

**McHale re-enlists** ■ ABC-TV has extended *McHale's Navy* (Thursday, 9:30-10 p.m.) for an additional 10 episodes. Extension of *Revue Studio's* comedy series brings season's total to 36 segments, of which 23 already are filmed.

**'Phantom' to tv** ■ New tv series, *The Phantom*, based on the King Features cartoon strip, will be produced in color by Tele-Screen Productions, with Roger Creed and Madalyn Trahey as co-stars. A pilot with Pauline Goddard as guest star has been completed.

## Two tv networks plan half-hour news shows

Weeknight news in the half hour preceding prime-time evening schedules now appears certain on two tv networks next fall.

CBS-TV in December announced plans to telecast a half-hour five-evenings-per-week news program next season. The network is expected to program the show at 7-7:30 p.m., the half hour preceding the traditional start of the network's nighttime schedule.

NBC News sources indicated last week that it is quite certain that NBC-TV will follow suit by programming a news show in the 7-7:30 p.m. slot using Chet Huntley, Dave Brinkley and other news correspondents.

NBC, however, would not confirm that a decision had been made, and in fact meetings of news and other executives were continuing last Thursday.

## INTERNATIONAL

### CANADA'S RADIO-TV ADVERTISING UP

Rise in both radio, tv noted for 1962 by Elliott-Haynes

Radio and television national advertising in Canada for the first ten months of 1962 was up over the similar 1961 period, according to reports made by Elliott-Haynes Ltd., Toronto market research firm, and published in the Toronto *Marketing* weekly.

Radio advertising was \$16,685,229 for the January-October 1962 period, as against \$14,813,927 in the similar 1961 period. Television advertising totaled \$43,664,177 in the 1962 period as against \$35,697,790 in the 1961 survey period.

The largest advertising group was food and food products in both media

with \$4,639,613 on radio (\$4,559,527 in 1961), and \$11,069,973 on television (\$8,838,594 in 1961). Second in both media was drugs and toilet goods with \$2,282,282 on radio (\$2,065,181 in 1961) and \$9,272,398 on television (\$7,802,657 in 1961).

National and network Canadian radio advertising dropped in 1961 from the 1960 totals, according to a report just released by the Dominion Bureau of Statistics, Ottawa, Ont. In 1961 national and network radio totaled \$21,266,000 as compared with \$23,667,000 in 1960. But local radio advertising increased, the report points out, from \$26,687,000 to \$28,045,000 in 1961.

All Canadian television advertising was up in 1961 over 1960, the Dominion Bureau of Statistics reported. National and network advertising was up from \$41,227,000 in 1960 to \$43,950,000, while local tv advertising amounted to \$10,135,000 in 1961 as compared with \$8,636,000 in 1960.

Total radio and television advertising for 1961, according to these figures, was \$103,396,000 as against \$100,217,000 in 1960.

### CAPAC wins action in suit against KVOS

The Composers, Authors and Publishers Assn. of Canada Ltd., (CAPAC) Toronto, the equivalent of ASCAP, was successful on Jan. 22 in the Supreme Court of Canada in an action associated with \$250,000 damage suit against KVOS-AM-TV Bellingham, Wash., and

its affiliate KVOS (Canada) Ltd., Vancouver, B.C.

CAPAC placed its claim on production of scripts, tape, film and recordings in Canada for airing on the radio and television stations directed to Canadian audiences in the Vancouver area. CAPAC claimed that KVOS-AM-TV had no license from CAPAC and has not paid royalties on the use of its music. CAPAC started the case in 1959 and was granted an order of claim by Justice Jacques Dumoulin of the Exchequer Court of Canada in December 1959. In February 1961 Justice J. T. Thorson, president of the Exchequer Court reversed the ruling, and CAPAC took its claim to the Supreme Court of Canada.

### Government hurting tv abroad, says McCarthy

It's the U. S. government that's hurting the image of American television abroad, not tv, John McCarthy, president of the Television Program Export Assn., told a meeting of film producers in Hollywood on Thursday (Jan. 31).

"The repeated attacks by Washington on the U. S. television industry in the form of congressional hearings, FCC hearings and the blanket indictment of the industry by the FCC has had widespread repercussions in foreign markets everywhere," he declared. "If Washington continues on its present course vis-a-vis the tv industry, we shall see increasingly in foreign markets the attitude that the programs of our industry carry some kind of stigma and that the audiences and populations of those markets must be protected from such tainted merchandise."

#### What BBC costs

BBC-TV operating costs for the year ended March 31, 1962, were \$56,440,958 or about \$12,880 for each broadcast hour. BBC radio cost \$37,943,329 for the 52-week period. The figures are disclosed in the recently published 1963 edition of the *BBC Handbook*.

Of the 3,401 hours of tv programs presented on BBC's national network in that year 461 came from regional centers. The regions produced 982 program hours for local use.

BBC-TV provided 150 programs for the Eurovision network and relayed 213 Eurovision programs and program inserts.



## American techniques must be modified for overseas campaigns

It's not enough simply to assume that because a product has a degree of acceptance in the American market, it will also suit the foreign consumer. I refer not only to formulation, in the case of packaged foods, but also to the price level at which the product must be sold. The old principle that success in the market place depends on giving the consumer what he wants at a price he can afford to pay is just as true overseas as it is here at home. And overseas, both standards are often unlike the American.

General Milk Co. processes and sells packaged foods through eleven major subsidiary overseas operations. We sell in the countries where our plants are located and we export from various places to over 100 markets around the world. Principal products are evaporated and sweetened condensed milk and powdered milk. As an affiliate of Carnation Co., we are responsible for all Carnation operations outside the United States, Canada and U.S. territorial possessions.

We are in a very competitive business and we believe in advertising—including radio and television. Fundamentally, our advertising philosophy leads to the application of American principles and techniques. But in foreign lands this concept is restricted severely by such things as legal considerations, media availability and sometimes even the literacy level of the consumer.

**What's In a Name** ■ A brand name, even though it means nothing in the foreign language under consideration, must be easy to pronounce in the foreign tongue. Even the *sound* should be checked to be sure there can be no unfortunate connotation.

For us, American audio and video commercials generally won't work well even after modifications for language and local consumption habits. For this reason our advertising is, for the most part, conceived and produced by the individual General Milk affiliate. Each works with its own advertising agency. Talent with a native "feel" for each separate market can, we think, best cope with our problems of variable brands, language, and product usage in the different countries. Where we can, we generally concentrate in three major media—radio, television and print—although we also sometimes use cinema and outdoor postings.

The quality of production we can get—particularly in Europe—is generally good to excellent. We do, however, occasionally use American photography

and dubbed and edited American tv film. Then, too, once in a while one of our subsidiaries can contribute to the production of layouts and commercials of another. For example, a British tv commercial, or some variation of it, might be used in Australia.

**Mostly Spots Abroad** ■ In most countries we use spot time on both tv and radio—primarily because this is the only way commercial time is sold. A notable exception is the Philippines where we sponsor programs, both tv and radio, and where they "simulcast" audience participation programs on tv in Manila and on radio in Manila and the provinces. If the show is good, results are highly satisfactory.

Our use of tv depends, primarily, on availability. In most places, we have gotten in quite early and audience growth in recent years has justified our earlier decisions. The future of tv, particularly in the more sophisticated markets, is certainly assured. Like other advertisers, we invest in it substantially where visual product demonstration and pictorial brand identification are particularly important.

Beyond the availability factor, the relative importance to us of tv is quite variable between markets. Coupled with radio, it is the backbone of our advertising programs in Brazil and Mexico—but for different reasons. In Brazil we do not consider newspapers suitable and we cannot use national magazines because our selling, at the moment, is restricted to the Rio and Sao Paulo markets. In Mexico, tv is a good bet because we consider most print media available inadequate for our purpose and because there is a high concentration of sales potential in the Federal District.

**Different Places, Different Media** ■ In the United Kingdom, we spend about

50% of our budget in tv. In France, there is no commercial tv available, so we use commercial film in the cinema instead. Australia responds very well to tv, primarily because of the concentration of population in the Sydney and Melbourne areas. Germany, too, probably because the national coverage is good and there are so few commercials broadcast (only one commercial channel airs sales messages once a day during a half-hour news program).

We use radio extensively. It will deliver good coverage in many areas, but there are important exceptions like England and France where governments still prohibit its commercial use. You can get radio commercials into France from Luxembourg and Monte Carlo, but nothing like national coverage is possible. Of course, we are most interested in radio where pictorial representation of the brand is not too important, where the message can be brief and simple and, most of all, where we want broad and deep audience penetration.

**An Effective Team** ■ We like to use tv and radio together. We think the combination can be very effective, for example, in the Philippines where tv delivers "A" class homes only in the Manila area but where radio goes much deeper into Manila and at the same time covers the provinces too.

It's evident that all of these factors represent a widely variable advertising opportunity as the marketing problems are studied country by country. To these variables must be added another—the changing development patterns of each individual medium. In this respect, it behooves us to constantly keep abreast of developments because both television and radio will surely have an even more profound effect in the years ahead on the free world's constantly rising standard of living.

G. H. Matthew, vice president in charge of sales and advertising of General Milk Company, started in the food business—after a few post-college years in sales engineering—as a retail salesman for American Home Foods. Associated with Carnation Company since 1949, he was transferred in 1955 to General Milk, which handles Carnation's overseas operations, after having served the parent company as regional sales manager, assistant general sales manager and product manager.



## SYNCOM SATELLITE READY TO GO

### 22,300-miles-high orbit to match earth rotation speed

Sometime in the next 10 days, the first 24-hour communications satellite will be launched from Cape Canaveral and it promises to open a new era in space communications.

The Syncom (synchronous communications) satellite is expected to be placed in orbit 22,300 miles above the earth. The satellite will revolve around the earth once every 24 hours, exactly in time with the earth's daily revolution. This means that Syncom will hover virtually over the same part of earth.

Since a single Syncom is expected to cover about one-third of the earth's surface, only three are needed to blanket

the earth. Earlier communications satellites, like Telstar and Relay, are in relatively low orbit (500-3,500 miles high) and require 30-40 flying switchboards to give 100% coverage.

Syncom was built for the National Aeronautics & Space Agency by Hughes Aircraft Co. It weighs 86 pounds and will be used only for two-way telephone, teletype and facsimile communications between Lakehurst, N. J., and a U. S. Navy communications ship anchored at Lagos, Nigeria, on the west coast of Africa. Both stations are part of the Army Satellite Communications Agency. The Dept. of Defense is co-

operating with NASA in the Syncom program. An advanced Syncom, under construction by Hughes, will be capable of transmitting tv programs.

If things go well, the satellite will reach the desired longitude within two weeks after launch. It is expected to be in position for testing about five days after launch, however.

The satellite carries a duplicate set of transponders and other gear. Transmission from the satellite, via a coaxial slot array and travelling wave tube transmitters, radiating 2 w, is at 1815 mc. Ground station transmitters, delivering 20 kw, will transmit at 7360 mc, and will be frequency modulated with a bandwidth of 80 kc. Ground stations will use 30-foot parabolic antennas and cooled parametric amplifier receivers.

Among advantages of the synchronous communications satellite is that it does not require large tracking antennas necessary to follow the low-flying satellites.

Syncom will remain in sunlight almost 99% of the time, feeding electrical energy from 3,840 silicon solar cells to nickel cadmium batteries.

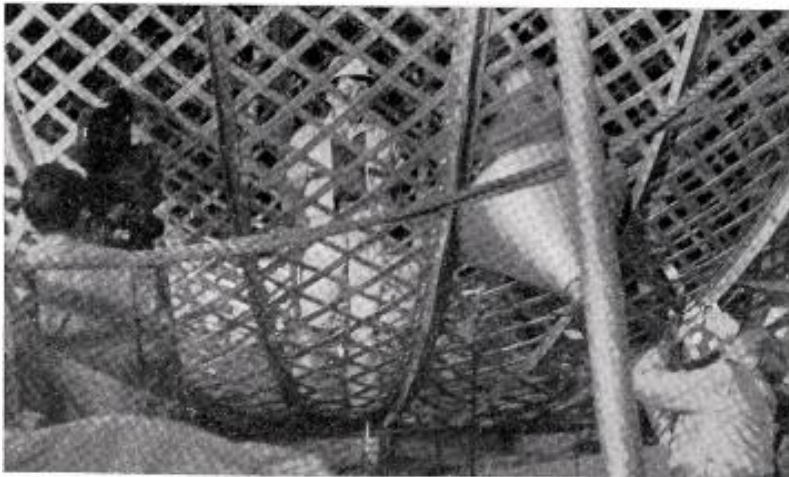
Under development is a two-year program for bigger and more elaborate Syncom which will be able to relay tv programs as well as telephone and teletype messages. The President has asked for \$40 million for this project in the NASA budget submitted to Congress Jan. 17 (BROADCASTING, Jan. 21).

### Technical topics ...

**New tuner** ■ Altec Lansing Corp., Anaheim, Calif., a subsidiary of Ling-Temco-Vought Inc. in that city, has announced the production of a new stereo fm tuner designed for both professional and home use. The new 314A "Emperor Royale" tuner can function as both a monitor and a network relay for an fm station. It is identical in circuitry and performance to Altec's "Astro," introduced last April. The "Emperor" sells for \$359.

**Film symposium** ■ A semester-long symposium covering the operation of film processing labs is being offered as a non-credit course open to anyone who is interested by the U. of Southern California starting Feb. 13 and continuing each Wednesday evening through June 5. Tuition is \$45.

**New tiny tv set** ■ Sharp Electronics Corp., New York, added its contribution to the growing tiny tv set market. It's an all-transistor portable set with eight and one-half inch picture tube that will sell for \$229.95, made by Hava-kawa Electric Co., Osaka, Japan. The set weighs 10 lbs. excluding rechargeable battery unit which is an optional accessory.



Two of three 16 mm camera positions can be seen filming daredevil Japanese motorcycle act for use

on NBC-TV's 'International Showtime' series (Fridays, 7:30-8:30 p.m. EST).

### NBC has new color-film technique

NBC last week announced the development of a new production technique for color filming of television remotes. The network calls its process Synchro-16. It uses three 16 mm cameras which are operated simultaneously. The three films, shot from different angles, are then edited into one program.

Synchro-16's first successful use was last November in the production in Italy of *International Showtime*. Five color shows were filmed.

The filming, ordinarily expected to take 25 days using just one camera, was completed with the new multi-camera deployment in eight days. "Great Japanese Circus," one of five *International Showtime* programs produced with Synchro-16 later in Japan, was shown Feb. 1 and

the second will be seen Feb. 15 (Friday, 7:30-8:30 p.m., EST).

NBC explained that most color tv programs are produced either on color tape or 35 mm color film. Ravenna, the location in Italy where the circus shots were taken, had no facilities for tape and 16 mm film cameras have more mobility than conventional 35 mm cameras. The system was further developed and used for five programs produced in Japan.

NBC credited Norman Grant, director of NBC-TV color coordination, with the system's creation. Joseph Cates and Lawrence White, executive producers, and Pat Plevin, producer, all with *International Showtime*, installed the system in their operations in Italy and Japan.



## CHANGING TIMES

### Record replaces newspaper at National Press Club

The traditional mock newspaper at the inauguration of a new president for Washington's National Press Club was replaced this year by a long-playing phonograph record.

The record, which honored Bryson Rash, NBC News Washington correspondent who became NPC president on Feb. 2, features NBC News correspondents David Brinkley, Robert McCormick and Richard Harkness as well as former press club officers and other Washington journalists.

The record, titled "Is Bryson Rash?", presents a humorous account of Mr. Rash's career with Messrs. Brinkley, McCormick and Harkness assisted by Patty Cavin, former women's editor of WRC Washington and president of the Women's Press Club; May Craig, *Portland (Me.) Press-Herald*, and Sarah McClendon, *El Paso Times*. WRC staff announcers Willard Scott and Ed Walker are heard imitating Mr. Rash as a boy and portraying his school teacher and others who affected his career.

The record was distributed at the inaugural dinner. Members not attending will receive it by mail.

### ANA plans clinic on tie-ins

The Assn. of National Advertisers will sponsor a clinic on tie-in promotions to be held in New York, Feb. 14. The meeting will cover joint advertising and promotion programs involving two or more advertisers.

A committee headed by Edward L. Slater, director of advertising, Sylvania Electric Products, has scheduled these



**\$1.11** an hour **STAFFS YOUR STATION** with **IGM SIMPLIMATION**

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder, "The Sound of Money." **IGM SIMPLIMATION, P. O. Box 943, Bellingham, Washington.**

BROADCASTING, February 4, 1963

topics for formal discussion: How to avoid pitfalls and capitalize fully on your tie-in promotions; planning, executing and evaluating tie-in promotions; merits and problems of tie-ins from the standpoint of creativity and coordination; gaining the support of the sales force and trade for tie-in promotions, and the place of tie-in promotions in the marketing program.

### 'Lights for Life' promotes traffic safety

A trend of a rising traffic death toll throughout 1962 was reversed in the last half of December in the state of Virginia, according to WXEX-TV Richmond. In the Dec. 17-Jan. 2 period there were five fewer traffic deaths in the state than in the same period a year ago, though for the year there were 100 more traffic deaths than in 1961.

During the Dec. 17-Jan. 2 period, WXEX-TV conducted a "Lights for Life" safety campaign that urged motorists to keep their headlights on during daylight hours as a reminder to other motorists to drive with care. WXEX-TV promoted the campaign with 500 spot announcements, 10,000 bumper stickers and several hundred thousand leaflets. Local police officials, state patrolmen and accident victims were interviewed on local programs.

### BBDO: a big agency with big and small accounts

Yes, we are not big, says BBDO. In a new promotional booklet, the agency in reciting "some of our vital statistics" assures the advertising industry that (a) BBDO is a big agency, but (b) BBDO is not a "big-account" agency.

The booklet points out that more than half of BBDO's clients (59%) bill under \$1 million annually. The breakdown: 41% bill \$1 million and over; 21%, \$500,000 to \$1 million; 11%, \$250,000-500,000, and 27%, under \$250,000.

Other vital statistics: the agency claims its regional-office setup is the "largest in the agency business" with half of BBDO's business originating in U. S. and Canadian regional offices; BBDO International is one of the "fastest-growing international agencies in the world" (four BBDO offices in Europe, 97 associated agencies in 54 countries), and about half of the business is in packaged goods, such as soap and soup, seeds and cigarettes, coffee, wine, beer and soft drinks.

BBDO also notes that two-thirds of its billing comes from clients who have been with the agency for 10 years or longer and that its accounts remain with the agency an average of 14 years.



### KVIL goes skiing

About 40 Dallas timebuyers and agency personnel were guests of KVIL Dallas at the station's first annual winter carnival in Crested Butte, Colo. Among those attending were (l to r) Ed Boyd, J. Walter Thompson; Barbara Davenport, Lew Ground Adv.; Julie Lane, Norsworthy-Mercer; Sam Wright, Wright, Allen & Ryan, and (behind) Ann Alford, J. Walter Thompson.

### Luxury Living! Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. **NOW COMPLETELY AIR CONDITIONED.**



### World-Famous NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon... at lunch or dinner.





### WPAT takes agency people to theatre

More than 70 Philadelphia agency and client executives were guests of WPAT-AM-FM Paterson, N. J., at a dinner and theatre party last week. Highlight of the evening was attendance at a Philadelphia performance of the pre-Broadway tryout of the play "Tovarich" with Janet Leigh and Jean Pierre Aumont. Among those attending were (sitting, l to r) Murray Firestone, president, Firestone-Rosen (formerly W. B. Doner); Max Brown, executive vice

president, Fels & Co.; Caral Firestone, Firestone-Rosen; Shelly Roseman, Firestone-Rosen; Eileen Moore, Al Paul Lefton; (standing) Billie Farren, N. W. Ayer; Norm Flynn, WPAT account executive; Bette Kaufmann, N. W. Ayer, and Jim Egan, N. W. Ayer.

WPAT hosts were Dan Weinig, vice president and general manager; Buck Johnson, sales manager, and Mr. Flynn, account executive for the Philadelphia area.

### Pittsburgh station gives orchestra to listener

The Pittsburgh Symphony Orchestra's Symphonette was given to a listener of WRYT, that city, for her own personal concert in a contest conducted by the radio station.

WRYT listeners wrote the station with reasons why they would like to have the orchestra's musicians play for them. Each letter included a contribution for the orchestra's maintenance fund campaign.

A young nurse at Presbyterian-University Hospital was declared the winner for her letter which asked that the Symphonette play a concert in the hospital's auditorium for shut-ins and hospital personnel who could not hear regular concerts.

A second letter, declared runner-up, won a quartet of symphony musicians performing for students at the Western Pennsylvania School for Blind Children.

### Freedoms Foundation plans Roll-Call campaign

Radio and television stations are being asked to support the annual Roll-Call campaign of the Freedoms Foundation, Valley Forge, Pa.

The campaign will be conducted Feb. 15-28 with the theme "Plant the Seeds of Freedom." Special radio and television kits containing taped and filmed spots on various aspects of the "American Credo" will be sent to network affiliates in the first week of February. Other stations desiring the kits should address their requests to Admiral Arthur W. Radford, Freedoms Foundation, Valley Forge, Pa.

Appearing in the radio-tv announcements will be Admiral Radford, John Wayne, Frankie Laine, Jack Benny, Raymond Burr, Johnny Carson, Claudette Colbert, Frank Fontaine, Andy Griffith, Diana Lynn, E. G. Marshall, Mitch Miller, Peter Nero and Ed Sullivan.

### Drumbeats . . .

If I had a hammer ■ WFAA-TV Dallas asked its viewers to write letters telling why they liked the ABC-TV show, *I'm Dickens, He's Fenster*. The best letter won for its writer the services of two carpenters for one day.

Down to the sea ■ WMMM-AM-FM Westport, Conn., will send a reporter to

sea in a "weather-boat" to broadcast 32 remote marine reports each weekend next summer. The station is outfitting a yacht for the job with weather equipment, broadcasting units and call letters painted on the hull. The reports will be supplemented by broadcasts of flying conditions from the Bridgeport, Conn., airport in addition to normal coastal weather reports.

## SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*  
1735 DeSales Street, N.W., Washington 6, D. C.

Please start my subscription immediately for—

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> 52 weekly issues \$7.00           | <input type="checkbox"/> 104 weekly issues \$12.00 | <input type="checkbox"/> Payment attached |
| <input type="checkbox"/> 52 issues & 1963 Yearbook \$12.00 |  | <input type="checkbox"/> Please bill      |
| <input type="checkbox"/> 1963 Yearbook \$5.00              |  |   |

name \_\_\_\_\_

title/position\* \_\_\_\_\_

company name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_

zone \_\_\_\_\_

state \_\_\_\_\_

Send to home address—

\*Occupation Required

### KTRH turns to listeners to pick music schedule

KTRH Houston is going to its listeners to determine what kind of music they want to hear.

The station is preparing a "Music-Selector" ballot listing 1,000 music selections, compiled from a list of million sellers, standards, current popular tunes and best selling albums. Listeners are asked to check off their 100 personal favorites and mail the lists to KTRH for tabulation and evaluation. The station will then program its music from the personal preferences of its listeners.

BROADCAST ADVERTISING



Mr. Frost



Mr. Stroock

**Fred Frost, Mark Stroock and Robert Hussey** elected vps of Young & Rubicam Inc., New York. Mr. Frost is supervisor of tv films; Mr. Stroock, contact supervisor, and Mr. Hussey, of agency's Hollywood office, is associate director of programming in that city. **Locke Turner**, former account supervisor with Charles Bowes Adv., joins Young & Rubicam, Los Angeles, as executive on Southern California Edison account. He replaces **Fred Gordon**, who resigned to join *Home Buyers' Guide*.



Mr. Hussey

**Stanley T. Peterson**, account supervisor at Guild, Bascom & Bonfigli, San Francisco, elected vp.

**Frank Scoppa, Frank Drosch and Howard Smith** elected vps of Donahue & Coe, New York. Mr. Scoppa, who joined D&C in 1956, is executive art director. Mr. Drosch, administrative art director, came to agency 28 years ago. Mr. Smith, who has been controller of agency since 1945, is now vp-assistant secretary-treasurer. **Reuben Siegal**, who worked with controller and treasurer, succeeds Mr. Smith.



Mr. Rotblatt

**Jerome Rotblatt** elected vp in charge of sales for Sealy Mattress Co., Chicago. He will direct Sealy-Chicago advertising and marketing programs, in addition to his responsibility for sales in company's four-state area. Mr. Rotblatt, associated with furniture industry for 16 years, joined Sealy-Chicago as merchandise manager in 1958, and was appointed sales manager in June 1959.

**John E. Carter**, for past four years vp for client services of Fuller & Smith & Ross, Fort Worth, Tex., joins Dallas advertising agency of Norsworthy-Mercer (formerly Taylor-Norsworthy) as vp.

**Russell S. Jones**, senior account executive, promoted to supervisor on Adolph's Ltd. account at McCann-Erickson, Los Angeles. Mr. Jones

Bain heads AWRT group

**Elizabeth Bain**, assistant to director of program services at CBS-TV, elected board chairman of Educational Foundation of American Women in Radio & Television, New York. Elected to Foundation's executive committee were Miss Bain, chairman; **Lillian Lee**, WABE Atlanta, secretary, and **Peggy Ware**, Dudley-Anderson-Yutzky, New York, treasurer. Foundation was formed in 1960 to disseminate knowledge of broadcasting field.

joined M-E in 1955 in Cleveland office.

**Jack L. Fisher Jr.**, president of M. M. Fisher Assoc., Chicago, elected midwest regional director of National Federation of Advertising Agencies, succeeding **Robert Maercklein**, head of his own Milwaukee agency. NFAA is comprised of 40 agencies in U. S. and Canada.



Mr. Wright



Mr. Baczewski

**Edward Baczewski**, vp and director of media planning at Cunningham & Walsh, New York, appointed account supervisor. Mr. Baczewski will be responsible for Johns-Manville account. He joined C&W in 1950 as media buyer. **Arthur Wright**, senior producer, promoted to executive producer in charge of commercial production.

**Jon Werolin**, former media director of J. Walter Thompson Co., San Francisco, joins Honig-Cooper & Harrington, that city, as assistant media director. **Colleen Mattice** has succeeded Mr. Werolin as media director of Thompson's San Francisco office.

**Robert E. Carroll**, former tv producer for Al Paul Lefton Adv., Philadelphia, joins Firestone-Rosen Inc., that city, as radio-tv producer.

**George H. Gribbin**, chairman of Young & Rubicam, New York, appointed public information chairman for 1963 Greater New York Red Cross campaign. Mr. Gribbin will help direct program to secure members and funds.

**Frank Bruguere**, from 1959 until 1961 editor of *Western Advertising* and more recently its senior editor, joins

Hal Stebbins Inc., Los Angeles advertising and pr firm, as copy group head.

**Stuart P. Erwin Jr.**, former tv program director of Benton & Bowles, New York, joins Ralston Purina Co., St. Louis, as advertising manager in Ralston division.



Mr. Anderson

**Dale Anderson**, former vp and account supervisor at Compton Adv., New York, joins Needham, Louis & Brorby, Chicago, in similar capacity. Prior to joining Compton, Mr. Anderson was with Lennen & Newell, New York, also as vp-account supervisor. **Richard K. Diehl**, Procter & Gamble, and **W. Raymond Wingfield**, Reach, McClinton & Co., join NL&B's Chicago office as account executives.

**Richie Ashburn**, former New York Mets ballplayer, appointed sportscaster for Philadelphia Phillies games on Atlantic Refining Co.'s baseball network of 25 radio and four tv stations.

**William E. Becker**, former pr director of Forbes Inc., New York, appointed public relations director of Grant Adv., Hollywood.

**Marjorie B. Williams**, former senior copywriter with Chirurg & Cairns, New York, joins creative staff of Hill, Rogers, Mason & Scott, Chicago.

**Janet Marie Carlson**, copywriter at Kenyon & Eckhardt and writer-account executive at Malcolm Steinlauf Agency, both Los Angeles, joins creative staff of Fletcher Richards, Calkins & Holden, that city.



Mr. Rheume

**Patrick E. Rheume**, director of membership department of Radio Advertising Bureau, New York, elected executive vp of Teen America Assoc., producers of annual Miss Teenage America pageant.

**Ben Margolis**, administrative assistant of Television Advertising Representatives, New York, elected vp. Prior to joining TvAR in August 1961, Mr. Margolis served with CBS since 1927.

**Richard Swenson**, member of Young & Rubicam's film department in Hollywood, promoted to production staff.

**Robert Heyn**, former account executive at D'Arcy Adv., Los Angeles, appointed assistant advertising manager of Bekins Van & Storage Co., that city.

**Glee A. Duff** named radio-tv director of Gray & Rogers, Philadelphia.





## South Carolina's past presidents honored

Past presidents of the South Carolina Broadcasters Assn. were honored at a special reception during the annual winter meeting of SCBA late last month. With the plaques they received are (l to r, seated) **G. Richard Shafto**, the first president of the association in 1947 and executive vice president of WIS-AM-TV Columbia and WSFA-TV Montgomery, Ala.; **Mrs. Mildred Whitmire**, widow of the late B. T. (Bevo) Whitmire of WFBC Greenville; **Walter J. Brown**, WSPA-AM-FM-TV Spartanburg, and **C. Wallace Martin**,

now director of development at the U. of South Carolina.

Standing (l to r) are past presidents **Lou Neale**, WBEU Beaufort; **James F. Coggins**, WKDK Newberry; **Edward Osborne**, WBCU Union; **Randy Davidson**, WLOW Aiken; **Charles A. Batson**, WIS-TV; **Frank Best**, WDIX Orangeburg, and **H. Moody McElveen Jr.**, WNOK-AM-TV Columbia. Past SCBA presidents not at the reception are **Dan Crosland**, WCRS Greenwood, and **John M. Rivers**, WCSC-AM-TV Charleston, both South Carolina.

## THE MEDIA



Mr. Dunn



Mr. Wilson

**Richard M. Dunn**, former director of broadcasting at Wade Adv., Chicago, joins ABC-TV in newly created post of director of daytime tv program development. Prior to joining Wade, Mr. Dunn was with Compton Adv., serving as tv program department director. **Irv Wilson**, former general sales manager of WGN-TV Chicago, joins network as sports and special programs sales supervisor, also newly created position.

**Dick James**, station manager of WBBW-AM-FM Youngstown, Ohio, elected vp of Mahoning Valley Broadcasting Corp., licensee of stations. Mr. James was appointed station manager in February 1961.

**L. L. (Sonny) Stewart**, manager of KOPY Alice, Tex., elected vp and gen-

eral manager of station. Mr. Stewart, who joined KOPY in September 1962, formerly operated his own radio station engineering-consulting service with headquarters in Corpus Christi, Tex.

**Benjamin A. Hubley** appointed assistant general manager for radio of Maine Broadcasting System (WCSH Portland, WLBZ Bangor, and WRDO Augusta). He continues as WCSH's station manager. **Herbert W. Crosby**, WCSH sales manager, assumes added duties of assistant manager and as New England sales manager for Maine Broadcasting System.

**Richard Lewis Venturino**, director of programming and production for American Freedom Network, Bonita, Calif., assumes additional duties as San Diego manager of XEMO Tijuana, Mexico.

**Bob Kirby**, salesman, promoted to assistant sales manager of WOOD-TV Grand Rapids, Mich.

**Jack Lenz**, in sales and production at WIIN Atlanta, joins local sales staff of WSB-AM-FM, that city, as account executive. Mr. Lenz is former vp and general manager of WBBT Lyons, Ga.

**Norman Ginsburg**, assistant director of sales promotion for CBS Radio Spot Sales, New York, promoted to director of sales promotion. Mr. Ginsburg joined CBS in 1959 from NBC, where he was director of advertising and promotion of film division.

**Richard E. Jungers**, midwest national sales manager of WGN-TV Chicago for past 10 months, promoted to general sales manager, succeeding **Irv Wilson**, who resigned to join ABC-TV (see story this page). Mr. Jungers began his broadcast career with WGN Inc. as radio salesman. Other sales experience includes service with WMAQ Chicago and NBC Radio Spot Sales. Before entering broadcast field, Mr. Jungers was divisional manager of Storecast Corp. of America and district manager of Aluminum Co. of America.



Mr. Jungers

**Richard Freeman** appointed Detroit office manager of Adam Young Inc., succeeding **William Morgan**, who resigns to become general manager of WPON Pontiac, Mich. Mr. Morgan had been with Young organization since 1960. **Lewis S. Krone** named radio account executive in Young's New York headquarters. Mr. Freeman for past three years has been salesman with WCAR Detroit. Mr. Krone has been account executive with Long Island Network (WGSM Huntington and WGBB Freeport, N. Y.).

**Hugh J. MacPherson**, former station manager of KNEW Spokane, joins sales of KLIV San Jose, Calif.

**Robin Adrian**, assistant traffic manager in sales department of KNXT (TV) Los Angeles, moves to station's sales research staff, replacing **Gary Litaker**, who is on leave of absence.

**David Green**, who just completed special project study for Metromedia's Illinois tv group—WTVP (TV) Decatur and WTVH (TV) Peoria—joins KMBC-TV Kansas City as director of advertising and promotion. Mr. Green held similar promotion post with KMBC radio in August 1961 when Metromedia purchased station. **Walt Lockman Jr.** joins KMBC-AM-FM's sales staff.



Mr. Green

**Edward M. Korry**, former UPI newsman and presently manager of special projects and assistant to president of Cowles Magazines and Broadcasting Inc., was selected by President Kennedy



last week as United States Ambassador to Ethiopia.

**Willis Grant** appointed coordinator of corporate information, NBC, New York. Mr. Grant, formerly with Young & Rubicam and Ted Bates agencies, joined NBC in 1956 as research associate and was most recently research surveys manager.

**Jack Metrie**, former operations manager of WESH-TV Orlando, Fla., joins WFGA-TV Jacksonville as sales development and promotion assistant.

**Jerry Flesey**, formerly with KOL Seattle, Wash., and KISN Portland, Ore., joins sales department of KMO Tacoma, Wash.

**Harold E. Reigert**, production supervisor of WFRV (TV) Green Bay, Wis., promoted to program director, succeeding **J. W. Vickery**, who resigned to accept post with University of Wisconsin, that city.

**Joel Cohen**, formerly with WJOL Joliet, Ill., joins WBBM-AM-FM Chicago as creative writer.



Mr. Hart

**David Hart**, promotion manager and night director of WLBZ-TV Bangor, Me., appointed promotion manager of WNBQ (TV) Chicago. He had been with WLBZ-TV for past six years.

**Harry Hammond**, president of Central Savannah Area Broadcasting Co. (WFNL North Augusta, S. C.), elected president of Brazil World Trade Corp., Rio de Janeiro, Brazil. North American offices of corporation will be established in WFNL Radio building.

**Lynn Gibson**, announcer at WDW Dowagiac, Mich., assumes added duties of chief engineer, replacing **Don Stuursma**, who joins WKJR Muskegon, Mich., in similar capacity.

**Jack Hewett** appointed program director of Northeast Radio Network. Mr. Hewett joined Ivy Broadcasting Co., Northeast's parent organization, in April 1962 as program director of WTKO Ithaca, N. Y., which post he retains under his new assignment. NRN serves 33 am and fm affiliates in upstate New York and Pennsylvania.

**Kendall Smith**, assistant program manager of WTIC-TV Hartford, Conn., promoted to program manager.

**H. S. Owen**, former comptroller of WPAT-AM-FM Paterson, N. J., joins Dickens J. Wright Assoc., New York,

in similar capacity. Mr. Owen is fourth member to rejoin Mr. Wright, who was former owner and president of WPAT (FATES & FORTUNES, Jan. 21).



Mr. O'Dea



Mr. Toye

**Thomas J. O'Dea** and **Thomas V. Toye** join sales division of Mutual Broadcasting System, New York, as account executives. **Charles A. King**, MBS's station relations director, named director of news. Mr. O'Dea, most recently associated with Edward Petry & Co., had been national sales manager of WXYZ-TV Detroit before transferring to ABC-TV Spot Sales division in New York. Mr. Toye has had 11 years sales and advertising experience with Crosley Broadcasting Corp., ABC Radio and CBS Radio. Mr. King, who joined Mutual's station relations department in 1954, became eastern representative in April of that year and was promoted to division director in July 1956. He will be responsible for all news, special events, and sports programs emanating from network's New York headquarters.



Mr. King

**Bea Agnetti** has been named director at WMAQ Chicago. Miss Agnetti has been with station since 1953 and is graduate of WMAQ's radio workshop.

**Richard A. Orkin**, news and special events director of WLAN Lancaster, Pa., and **George Hart**, program director of WBCB Levittown, Pa., join staff of KYW-AM-FM Cleveland as production director and traffic director, respectively.

**Ed Sheppard** joins WSIX-TV Nashville, Tenn., as production coordinator.

**Alan J. Shalleck**, formerly with CBS-TV, New York, joins production staff of WCAU-TV Philadelphia.

**Joe Epley**, news reporter with WLOS-TV Asheville, N. C., joins WBTV (TV) Charlotte, N. C., as broadcast journalist.

**Phyllis Lung**, former woman's director of KYNO Fresno, Calif., has joined KABC-AM-FM Los Angeles as assistant to Jack Meyers, program director.

**Victor Allan**, associate producer with CBS-TV, New York, resigns after 16 years with network.

**Donald Barnhouse**, for two years producer and news writer for WCAU-TV Philadelphia, joins station's two nightly news broadcasts, *Seven* and *Eleven O'Clock Report*, with analysis of headline events.

**Deloney Hull**, member of sales staff of WSB-TV Atlanta, Ga., promoted to assistant sales manager. **Dorothy Kirby** appointed sales development manager, and **Don Hicks**, formerly with McGraw-Hill Publications, joins WSB-TV as account executive. Mr. Hull and Miss Kirby both joined station in 1948.



Mr. Hull

**Edwin Weintraub**, film editor, promoted to film director of WOKR (TV) Rochester, N. Y.

**Ray H. Honaker Jr.** joins WTAR-AM-FM Norfolk, Va., as announcer.

**Arnold C. Johnson**, former manager of WGEE Indianapolis when station began operating in 1956, returns as general manager.


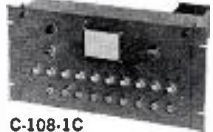
**Howard (Pat) Weaver**, producer-director at WBBM Chicago since 1946,

For Convenient,  
Low-Cost Remote Control SPECIFY **rust** SYSTEMS

Please send me, at no obligation, a suggested Remote Control Plan for my Transmitter, Make \_\_\_\_\_ Model No. \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_  
Station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**GENERAL ELECTRONIC LABORATORIES, INC.**  
195 MASSACHUSETTS AVE., CAMBRIDGE 39, MASS.

appointed director of public affairs. He succeeds **Paul Lazzaro**, who has resigned to join Chicago pr firm of Don Young & Assoc.

**John Hlavacek**, NBC News' Havana correspondent, named to similar post in Miami. **Hilda Watson**, coordinator of NBC's public service announcements, retired Jan. 31 after 33 years with network.

**Bernie Cosnoski** joins WTTM-AM-FM Trenton, N. J., as host of *Polka Make Believe Ballroom* program.

**Jimm Seaney**, promotion manager of KLZ-TV Denver, Colo., assumes similar duties also for KLZ-AM-FM.

## EQUIPMENT & ENGINEERING



Mr. Houghton

**Harry E. Houghton**, former president, director and chairman of executive committee of *Encyclopaedia Britannica*, elected to board of directors of Reeves Soundcraft Corp. (Soundcraft magnetic tape and magnetic recording film), New York. Prior to his association with *Encyclopaedia Britannica*, Mr. Houghton served as president and director of Muzak Corp. for number of years.

**Lionel H. Wheeler**, vp in charge of technical operations of Colorvision Inc., promoted to vp and general manager of Glendale, Calif., firm. He is succeeded by **Walter J. Washick**, manager of Colorvision's engineering department. Mr. Wheeler is co-inventor of Colorvision Additive System of color photography.

**Milt Parlen**, former sales manager of Columbia Pictures' 8 mm division, New York, joins United Film Labs and Sherman Ginsberg Film Libraries, Hollywood, as executive vp. He succeeds **Beatrice Dennis**, who retires to semi-active position.

## SCBA officers for 1963

**Cleatus O. Brazzell**, president-general manager of WELP Easley, was elected president of South Carolina Broadcasters Assn. at 16th annual convention fortnight ago. He succeeded **Frank Hardin** of WIS Columbia. Other newly elected SCBA officers: **John Davenport** of WESC Greenville, vp for radio; **R. A. Jolly** of WFBC-AM-FM-TV Greenville, vp for tv; **Doug Youngblood** of WFIG Sumter, re-elected secretary-treasurer. New board members include **Redd Reynolds**, WBLR Batesburg; **Wayne Sawyer**, WGCD Chester, and **A. P. Skinner**, WOLS Florence.

**Frank P. Barnes**, special assignments director for telecommunications at ITT, New York, elected vp-director of telecommunications marketing. Mr. Barnes joined ITT in January 1962 as special staff assistant in executive department from RCA's communications products department where he was general manager.



Mr. Rabiacki

**Nicholas A. Rabiacki**, former director of sales training and manager of distributor sales for Standard Systems Corp., appointed manager of closed circuit and educational tv marketing for Sylvania Home & Commercial Electronics Corp., New York.

**R. Kenyon Kilbon**, editor of research and engineering information at RCA, New York, appointed manager of editorial and publication services. Mr. Kilbon joined RCA in 1953 as staff writer in department of information.

**B. T. (Ben) Newman** appointed to newly created position of broadcast administrative manager of General Electronic Labs, Cambridge, Mass.

**Robert Beck Jr.** appointed manager of manufacturing for Lynchburg (Va.) operation of General Electric Co.'s rectifier components department.

## INTERNATIONAL

**R. A. Pitt** named executive assistant of Transcanada Communications Ltd., Toronto, Ont., owners and operators of CKOC Hamilton, Ont.; CKRC Winnipeg, Man., and CKCK-AM-TV Regina, Sask.

**John R. Gorman** named account executive at Needham, Louis & Brorby of Canada Ltd., Toronto.

**David Coleman** appointed chairman of BBC-TV magazine program *Points North*. He joined BBC staff as news assistant in 1954.

**W. John Holden** named promotion director of CHCH-TV Hamilton, Ont.

## PROGRAMMING

**Steve Broidy**, president of Allied Artists Pictures Corp.; **James Cantlen**, vp of Pacific Telephone & Telegraph Co., and **Elden Smith**, vice chairman of Security First National Bank, elected to board of Community Television of Southern California, organization whose goal is establishment of etv station in Los Angeles.



Mr. Manilla

**James N. Manilla**, producer-director at Filmex Inc., New York, elected vp. Prior to joining Filmex, Mr. Manilla was senior producer with McCann - Erickson, New York, from 1954-62.

**Richard Adler**, production-writer member of American Society of Composers, Authors & Publishers (ASCAP), elected to board of directors. Mr. Adler will fill out term of **Otto A. Harbach**, who died Jan. 24.

**Darryl Hickman** was elected president of Los Angeles AFTRA Federal Credit Union board of directors. Other board members are: **Joe Yocum**, **Don Hiatt**, **Lynne Allen** and **Bert Ziff**. AFTRA Credit Union, organized last December, is said to be first of its kind in entertainment business.

**Hon. Robert J. Burton**, vp for domestic performing rights administration of Broadcast Music Inc., New York, appointed chairman of radio-tv division of Legal Aid Society's 1963 fund raising campaign.

United Press International  
Facsimile Newspictures and  
United Press Movietone Newfilm  
Build Ratings



**Michael Rye**, representing actors; **Paul Fly**, singers, and **Beth Carter**, dancers, have been appointed to board of directors of Los Angeles local of American Federation of Television & Radio Artists.

**Harvey Bernhard**, business administrator of Wolper Productions, Hollywood, elected vp-treasurer and member of board of directors.

**Al Rush**, legal and business affairs, network tv sales, MCA Tv, New York, elected vp. Mr. Rush served in legal department of NBC before joining MCA Tv.



Mr. Rush

**Jack Stuart**, representing Desilu Sales in Denver area, transferred to Atlanta, Ga., to head company's office there. **Ivan Genit**, sales representative for Latin America based in Mexico City, moves to Dallas, Tex., to replace **Vernon Christian**, who resigned. Desilu Sales is syndication subsidiary of Desilu Productions.

**Rick Wageman** rejoins U. S. Tele-Service Corp., New York, as account executive. Mr. Wageman joined Tele-Service in 1961. He left in May 1962 to operate his own business.

**Nick Albarano**, formerly with Capitol Records, New York, joins Epic Records, that city, as manager of midwest region promotion. Mr. Albarano will coordinate his activities with radio stations, distributors and key retailers in that region.

**Fred May**, former program manager of KBLA Burbank, Calif., elected president of newly formed tv production company, Fred May Productions Inc., Los Angeles. Mr. May leaves for London this month to film pilot for semi-classical music series called *The World of Music*.



Mr. May

**Carlton F. Wilson**, correspondent in Austin, Tex., bureau of United Press International, named manager of Albuquerque, N. M., bureau, succeeding **Ronald L. Hamm**, who resigned. **Michael J. Fallon**, on Latin American desk at UPI's New York headquarters, appointed night news manager for Buenos Aires bureau.

**Joseph Wright** appointed art director for 35th annual awards presentation of Academy of Motion Picture Arts & Sciences. **Frank Sinatra** will mc affair

to be aired over combined radio and tv facilities of American Broadcasting Co. and Canadian Broadcasting Co.

**Dave Garroway**, better known as tv performer than as one-time astronomy instructor at Harvard, is host of *Exploring the Universe*, half-hour series of programs dealing with latest scientific theories and developments, being produced for National Education Television Network under grant from National Science Foundation.

**David L. Wolper**, president and executive producer of Wolper Productions, Hollywood, was honored by U. S. Junior Chamber of Commerce with its Distinguished Service Award in recognition of "outstanding community service for 1962."

### ALLIED FIELDS

**J. Drayton Hastie**, vp of broadcast and real estate divisions and director of Reeves Broadcasting & Development Corp., New York, elected president. Mr. Hastie was president and director of Southern Broadcasting Co., Charleston, S. C., prior to joining Reeves.

**James A. Austrian**, former manager of psychometrics division of U. S. Testing Co., appointed manager of recently formed Nationwide Consumer Testing

Institute, Hoboken, N. J. Company conducts scientific testing and evaluation for manufacturers of consumer products.

### DEATHS



Mr. Yoshida

**Hideo Yoshida**, 59, president of Dentsu Advertising Ltd., Tokyo, died Jan. 27 in Tokyo after long illness. Mr. Yoshida joined Dentsu in 1928. He was elected director in 1942 and president in 1947. Mr. Yoshida was presented "Man of the Year" award in 1961 from International Advertising Assn., of which he was vp in charge of Far East.

**Ralph G. Terrill**, 58, general manager of KSKY Dallas, died Dec. 29 at his home in that city. Mr. Terrill was formerly manager of KGHI Little Rock, Ark.

**Lee Nemetz**, 39, tv film producer at BBDO, New York, died Jan. 23 in Philadelphia while on assignment. Mr. Nemetz joined BBDO in 1952.

**Carl Eayrs**, 63, city news editor of CHWO Oakville, Ont., died Jan. 24 of heart attack.

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**STATION AUTHORIZATIONS, APPLICATIONS**

As compiled by BROADCASTING Jan. 24 through Jan. 30 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**

\*Chicago, Ill.—Chicago Educational Tv Assn. Uhf ch. 20 (506-512 mc); ERP 430.5 kw vis., 224.9 kw aur. Ant. height above average terrain 656 ft., above ground 680 ft. P. O. address c/o Duane M. Weise, director of engineering, 1761 E. Museum Drive, Chicago 37. Estimated construction cost \$364,600; first year operating cost \$95,000. Studio and trans. locations both Chicago. Geographic coordinates 41° 52' 45" N. Lat., 87° 37' 53" W. Long. Legal counsel Sidley, Austin, Burgess & Smith, Chicago. Principals are trustees, who also operate \*WTTW (TV) Chicago. Ann. Jan. 25.

\*Greenville, S. C.—South Carolina Educational Tv Commission. Uhf ch. 29 (560-566 mc); ERP 1000 kw vis., 500 kw aur. Ant. height above average terrain 1142 ft., above ground 151 ft. P. O. address c/o Charles Morris, 2712 Millwood Ave., Columbia, S. C. Estimated construction cost \$389,671; first year operating cost \$40,000. Studio and trans. locations both Altamont Rd. Geographic coordinates 34° 56' 28" N. Lat., 82° 24' 38" W. Long. Legal counsel Dow, Lohnes & Albertson, consulting engineer Lohnes & Culver, both Washington, D. C. Commissioners are principals (no stock). Ann. Jan. 24.

**Existing tv stations**

**ACTION BY FCC**

WDAM-TV Laurel, Miss.—Granted application to increase ERP to 316 kw vis., 209 kw aur., ant. height to 510 ft., and change type trans. and ant. system. Action Jan. 30.

**CALL LETTERS ASSIGNED**

\*WVAN-TV Savannah, Ga.—Georgia State Board of Education. Changed from \*WEGA-TV.

WKBD(TV) Detroit, Mich.—Kaiser Industries Corp.

KULR-TV Billings, Mont.—Crain-Snyder Tv Inc. Changed from KGHJ-TV.  
WNJU-TV Linden, N. J.—New Jersey Tv Bestg. Corp.

**New am stations**

**ACTIONS BY FCC**

Winfield, Kan.—Courtney Bestg. Co. Granted cp for new am on 1550 kc, 250 w-D. P. O. address 3576 W. 11th St., Wichita, Kan. Estimated construction cost \$16,423, first year operating cost \$42,767, revenue \$46,120. Ira E. Courtney, KAKE Wichita chief engineer, is sole owner. June 4, 1962, initial decision looked toward grant; action Jan. 23.

Golden Meadow, La.—John A. Egle. Granted cp for new am on 1600 kc, 1 kw-D. P. O. address 105 St. Mary St., Golden Meadow. Estimated construction cost \$21,300; first year operating cost \$45,000; revenue \$50,000. John A. Egle, sole owner, is local businessman and mayor of Golden Meadow. Action Jan. 24.

Cherryville, N. C.—Cherryville Bestg. Co. Granted cp for new am on 1590 kc, .5 kw-D. P. O. address 109 E. Sycamore St., Lincolnton, N. C. Estimated construction cost \$14,205, first year operating cost \$24,000, revenue \$30,000. Applicant is Jack W. Franks, who is in small loan business. Dec. 4, 1962, initial decision looking toward grant became effective Jan. 23.

**Existing am stations**

**ACTION BY FCC**

KORA Bryan, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 30.

**CALL LETTERS ASSIGNED**

KRDS Tolleson, Ariz.—O. E. Smith. Changed from KZON.

WABD Fort Campbell, Ky.—Fort Campbell Bestg. Co.

WMSG Oakland, Md.—Oakland Radio Station Corp.

WSHB Raeford, N. C.—Stanmar Bestg. Co.  
WWDS Everett, Pa.—Dennis A. & William D. Sleighter.

**APPLICATION**

KBIX Muskogee, Okla.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Jan. 28.

**New fm station**

**APPLICATION**

Hot Springs, S. D.—Fall River Bestg. Corp. 96.7 mc. ch. 244, 1 kw. Ant. height above average terrain 298 ft. P. O. address Box 292, Hot Springs. Estimated construction cost \$5,955; first year operating cost \$5,000; revenue \$6,000. Principals: Frederick M. Walgren and Russell M. Stewart (each 50%). Applicant owns KOBH Hot Springs. Mr. Stewart is also part owner of KNEB-AM-FM Scottsbluff, Neb. Ann. Jan. 30.

**Existing fm stations**

**CALL LETTERS ASSIGNED**

KECR (FM) El Cajon, Calif.—Family Sta-

tions Inc. Changed from KUFM (FM).  
\*WNNR (FM) Marquette, Mich.—Northern Michigan College.  
\*WRRH (FM) Franklin Lakes, N. J.—Board of Education of Ramapo Regional High School District.  
\*WVYN-FM Erie, Pa.—WERC Inc. Changed from WERC (FM).  
\*WARC (FM) Meadville, Pa.—Allegheny College.

**APPLICATIONS**

WINF-FM Manchester, Conn.—Cp to replace expired permit, as modified, which authorized new fm. Ann. Jan. 30.  
KUGN-FM Eugene, Ore.—Cp to replace expired permit, which authorized change in ant. and trans. location; increase in ant. height above average terrain and remote control operation of trans. Ann. Jan. 30.

**Ownership changes**

**ACTIONS BY FCC**

WABT Tuskegee, Ala.—Granted assignment of license from Elizabeth S. Wilder (100%), d/b as Radio Tuskegee Inc., to Madison Davis Jr. and Jean D. Davis (each 50%), tr/as Maco Bestg. Inc. Consideration \$39,000. Mr. Davis is past employe of WOWL-TV Florence Ala.; Mrs. Davis is housewife. Action Jan. 30.

KFIF Tucson, Ariz.—Granted assignment of license from R. E. Pruitt Jr. (70%) and John F. Badger (30%), d/b as Southwest Bestg. Co., to Mr. Pruitt (49%) and John F. Malloy & Stanley G. Bryer (each 25.5%), tr/as Southwest Radio Inc. Consideration \$23,500. Action Jan. 30.

KCHU (TV) San Bernardino, Calif.—Granted transfer of control of permittee corporation from Norman H. Rogers (100%), d/b as KCHU Tv Inc. to The Sun Co. of San Bernardino, Calif., large corporation with no majority owner, though James A. Guthrie controls majority interest through trusteeships. Consideration \$180,109. Sun Co. owns Daily Sun, Evening Telegram & Index, and Sunday Sun-Telegram, San Bernardino newspapers. Action Jan. 30.

KBAY-FM San Francisco, Calif.—Granted assignment of license from Rogan Jones (41.41%), d/b as KGMJ Inc., and others to Kaiser Industries Corp., large corporation with no majority stockholder. Kaiser owns KHVH-TV Honolulu and KHJK (TV) Hilo, both Hawaii, and has applied for ch. 44 in San Francisco. Consideration \$75,510. Comr. Bartley dissented. Action Jan. 30.

KDEY Boulder, Colo.—Granted assignment of cp from Kenneth G. & Misha S. Prather (each 50%) to Mr. & Mrs. Prather (100% jointly), d/b as Bonanza Bestg. Corp. No financial consideration involved. Action Jan. 25.

KNUI Makawao, Hawaii.—Granted assignment of cp from Eugene G. Panissidi (100%) to Mr. Panissidi & his wife, O. Doris Panissidi (62% as joint tenants), and Roy V. & Billie M. Blansett (38% as joint tenants), d/b as KNUI Bestg. Co. Consideration \$20,250. Action Jan. 25.

WEAB Greer, S. C.—Granted assignment of license from W. Ryan Frier and Edd A. Burch (each 50%), d/b as Greer Bestg. Co., to Mr. Burch (100%). Consideration \$30,000. Action Jan. 25.

KCPX-AM-FM-TV Salt Lake City, Utah.—Granted transfer of control of licensee corporation, Columbia Pictures Electronics Inc., from Columbia Pictures Corp. to Screen Gems Inc.; both are large corporations with more than 50 stockholders; Abe Schneider is pres. of both, and owns 4.16% of Columbia & 3% of Screen Gems; Columbia owns 89% of Screen Gems. Consideration \$179,476. Screen Gems is sole owner of WAPA-TV San Juan, P. R., and 1/3 owner of WOLE-TV Aguadilla, P. R. Action Jan. 23.

WLOG Logan, W. Va.—Granted assignment of license from Robert O. Greever (100%), individually and as trustee of estate of Clarence H. Frey) to James A. Muscia (16 2/3%) and others, d/b as Guyan Valley Bestg. Co. Consideration \$80,000. Mr. Muscia is part owner of Logan Banner, newspaper. Action Jan. 23.

**APPLICATIONS**

WMAZ-AM-FM-TV Macon, Ga.—Seeks assignment of license from Southeastern Bestg. Co. to WMRC Inc., contingent on grant of application for transfer of control of Southeastern to that company now pend-

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 30

	Lic.	ON AIR Cps.	CPS Not on air	TOTAL APPLICATIONS for new stations
AM	3,747	63	116	484
FM	1,058	31	129	188
TV	514	65	77	107

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 30

	VHF	UHF	TOTAL TV
Commercial	486	93	579
Non-Commercial	47	21	68 <sup>1</sup>

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31

	AM	FM	TV
Licensed (all on air)	3,746	1,050	513
Cps on air (new stations)	64	31	66
Cps not on air (new stations)	114	137	76
Total authorized stations	3,924	1,218	662
Applications for new stations (not in hearing)	288	173	50
Applications for new stations (in hearing)	195	13	53
Total applications for new stations	483	186	103
Applications for major changes (not in hearing)	331	107	44
Applications for major changes (in hearing)	55	3	8
Total applications for major changes	386	110	52
Licenses deleted	5	2	0
Cps deleted	0	1	1

<sup>1</sup>Includes 3 stations operating on unreserved channels.

ing before FCC (see FOR THE RECORD, Jan. 21). No financial consideration involved. Ann. Jan. 29.

WVIP-AM-FM Mount Kisco, N. Y.—Seeks transfer of control of permittee corporation, Suburban Bcstg. Inc., from Martin Stone (33 1/3%) and others, d/b as VIP Radio Inc., to Marsha B. Tucker (85.44%), Carl Tucker Jr. (9.47%) and others, tr/as Patent Trader Inc. Consideration \$297,450. Mrs. Tucker is majority owner of investment firm; Mr. Tucker her son, is banker. Ann. Jan. 24.

KOCO-TV Enid, Okla.—Seeks assignment of license and cp from Cimarron Tv Corp. to Capital City Investment Co., large corporation with no majority stockholder which wholly owns Cimarron. No financial consideration involved. Ann. Jan. 30.

KGLC Miami, Okla.—Seeks assignment of license from estate of Kenyon Brown (100%), d/b as Miami Bcstg. Co., to C. C. Woodson (70%) and sons, Charles C. Woodson Jr. & Ben J. Woodson (each 15%), tr/as Miami Newspapers Inc. Consideration \$143,000. Messrs. Woodson own several newspapers in Texas and Oklahoma, and C. C. Woodson Sr. is half owner of KTFO Seminole, Tex. Ann. Jan. 28.

KYFM (FM) Oklahoma City, Okla.—Seeks transfer of control of licensee corporation, K.Y.F.M. Inc., from Bernard Groven and James E. McCarty (each 32.5%) to American Preferred Life Insurance Co. (65%), large corporation with no majority stockholder; other ownership remains stable. Consideration is assumption of debt. Ann. Jan. 25.

KMCM McMinville, Ore.—Seeks assignment of license from Jerry Carr (100%), d/b as Yamhill Radio Co., to Ray A. Fields (100%). Consideration \$100,000 less liabilities. Ann. Jan. 29.

WGTT(TV) Philadelphia, Pa.—Seeks assignment of cp from Bernard Rappaport (100%) to Edwin Cooperstein (over 85%), Mr. Rappaport (6.5%) and others, tr/as New Jersey Tv Bcstg. Corp. Consideration is Mr. Rappaport's holding in latter company. New Jersey Tv is owner of WNJU (TV) Linden, N. J. Ann. Jan. 30.

KBYG Big Spring, Tex.—Seeks assignment of license from William J. Wallace (50%) and Howard Barrett & Frank Junell

(each 25%), d/b as Big Spring Radio Co., to same persons in same percentages, tr/as Big Spring Radio Inc. No financial consideration involved. Ann. Jan. 25.

KFNE Big Spring, Tex.—Seeks assignment of license from J. A. Caddell and D. T. Anderson (each 50%), d/b as The Anca Bcstg. Co., to Mr. Anderson (66 2/3%) and John B. Walton (33 1/3%), tr/as Anca Bcstg. Co. Consideration \$6,000. Ann. Jan. 30.

KAMA Dallas and KRBE Houston, both Texas—Seek transfer of control of licensee and permittee corporation, Texas Fine Music Bcstrs. Inc., from Roland A. Baker and Victor F. Branch (each 50%) to same persons in same percentages, tr/as Universal Trust Co. No financial consideration involved. Ann. Jan. 30.

KELP-TV El Paso, Tex.—Seeks assignment of license and cp from Norman E. Alexander and Joseph Harris (each 50%), d/b as KELP Tv Corp., to same persons in same percentages, tr/as KELP Tv Co. No financial consideration involved, as ownership merely changes from corporation to partnership. Ann. Jan. 28.

KENE Toppenish, Wash.—Seeks transfer of control of licensee corporation, Radio Bcstrs. Inc., from John R. & Dorothy W. Woodroffe (100%) to John R. & Catherine M. DiMeo (100%). Consideration \$35,000. Mr. DiMeo is station manager of KAYO Seattle, Wash.; Mrs. DiMeo is housewife. Ann. Jan. 30.

WPDx Clarksburg, W. Va.—Seeks assignment of license from Raymond C. Warden, Robert D. Hough & Emza Hamilton (each 29%) and James T. Fawcett (11%) & Dewitt H. Wyatt (2%), d/b as Clarksburg Bcstg. Corp., to George L. Kallam, C. Matthew S. Tierney and L. Clark Tierney Jr. (each 33 1/3%), tr/as WPDx Radio Corp. Consideration \$157,500. Mr. Kallam is accountant; C. M. Tierney is student; L. C. Tierney is employed by airline. Ann. Jan. 25.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of William L. Miller, tr/as

Bootheel Bcstg. Co., for new am on 1540 kc, 1 kw (250 w-CH), D, in Kennett, Mo., conditioned that pre-sunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Jan. 30.

### DESIGNATED FOR HEARING

■ By memorandum opinion & order, commission designated for hearing application of Radio Ashland Inc. to increase daytime power of WNCO Ashland, Ohio, on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made WADC Akron and WFIN Findlay parties to proceeding. Action Jan. 30.

WESR Tasley, Va., WASA Havre de Grace, Md.—Designated for consolidated hearing applications to increase power on 1330 kc, D, from 1 kw to 5 kw (WESR also to change from DA to nondirectional); issues include Sec. 3.35 (a) multiple ownership determination as to WESR; made WRAA Luray, Va., and WICO Salisbury, Md., parties to proceeding. Action Jan. 30.

Jasper County Bcstg. Corp., Rensselaer, Ind., Mel Wheeler, Plymouth, Ind.—Designated for consolidated hearing applications for new daytime am stations on 1560 kc, 250 w; made WJVA South Bend party to proceeding. Action Jan. 30.

### OTHER ACTIONS

■ By memorandum opinion & order, commission denied petition by Broadmoor Bcstg. Corp. for reconsideration of Oct. 17, 1962, action which returned its tendered application to increase daytime power of KSON San Diego, Calif., from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, because it violated Bilateral Agreement with Mexico. Action Jan. 30.

■ By order, commission waived Sec. 1.354 of rules and accepted for filing application of McDowell County Bcstg. Co. to change operation of WOVE Welch, W. Va., from SH to unl. time, with its present facilities 1340 kc, 250 w-N, 1kw-LS. Action Jan. 30.

■ By order, commission waived Sec. 1.354 of rules and accepted for filing application of Brady Bcstrs. Inc. to change hours of operation of KNEl Brady, Tex., from unl. time to SH, with its present facilities 1490 kc, 250 w. Action Jan. 30.

KELA Centralia-Chehalis, Wash.—Granted renewal of license. Action Jan. 30.

Atlantic Telecasting Corp., Fayetteville and Jacksonville, both North Carolina—Granted cps for two new vhf tv translator stations on chs. 13 and 12 to translate programs of WECT (TV) (ch. 6) Wilmington, N. C., conditions. Action Jan. 30.

Millers River Translators Inc., Athol, Mass.—Waived Sec. 4.702 (c) of rules and granted applications for cps for four new uhf tv translator stations on chs. 72, 77, and 83 to translate programs of Boston, Mass., stations WBZ-TV (ch. 4), WHDH-TV (ch. 5) and \*WGBH-TV (ch. \*2), and on ch. 80 to translate programs of WMUR-TV (ch. 9) Manchester, N. H.; conditions. Action Jan. 30.

■ Commission granted renewal of license of WKY Tv System Inc. for WKY-TV Oklahoma City, Okla., and addressed letter to licensee (Commr. Hyde concurred in grant of application but dissented to letter). Action Jan. 30.

■ By order, granted petition by Broadcast Bureau and extended time to Jan. 28 to file replies to exceptions to initial decision in proceeding on applications of Cat-skills Bcstg. Co., Ellenville Bcstg. Co. and Ulster County Bcstg. Co. for new am stations in Ellenville, N. Y. Action Jan. 24.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion & order in consolidated proceeding on an applications of Coastal Bcstrs. Inc., Herndon, Va., et al., in Docs. 14873 et al., granted motion by Coastal Bcstrs. and enlarged hearing issues to determine whether Virginia-Potomac Bcstg. Corp., Herndon, has reasonable expectancy of obtaining permission from appropriate authorities for construction of proposed DA system at site specified in its application. Board member Nelson abstained from voting. Action Jan. 25.

■ Adopted decision denying application of Lake Shore Bcstg. Inc. to specify clarity identification of WDOE Dunkirk, N. Y., as Dunkirk-Fredonia. April 12, 1962, initial decision looked toward granting application. Action Jan. 25.

■ By memorandum opinion & order in proceeding on application of John A. Egle and KLFT Radio Inc. for new daytime am



stations in Golden Meadow, La., (1) denied joint request for approval of agreement between applicants; (2) dismissed with prejudice KLFY application; and (3) granted Egler's application to operate on 1600 kc, 1 kw; conditioned to pre-sunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Board member Nelson issued concurring statement. Action Jan. 24.

■ Granted petition by Broadcast Bureau and extended to Feb. 4 time to file exceptions to initial decision in proceeding on application of Stuart W. Epperson for new daytime am in Winston-Salem, N. C. Action Jan. 24.

■ Granted petition by Prince William Bstg. Corp. (WPRW), Manassas, Va., and extended to Feb. 6 time to respond to petition by Easton Bstg. Co. (WEMD), Easton, Md. to enlarge issues in proceeding on their am applications, et al. Action Jan. 24.

■ Granted petition by Broadcast Bureau and extended to Feb. 20 time to file exceptions to initial decision in proceeding on am application of Birch Bay Bstg. Co. (KARI), Blaine, Wash. Action Jan. 22.

■ Granted motion by Denver Area Bcstrs. (KDAB), Arvada, Colo., and extended to Feb. 4 time to file oppositions to motion to enlarge issues filed by Lakewood Bstg. Service Inc. (KLAK), Lakewood, Colo., in proceeding on am applications of Denver Area, et al. Action Jan. 22.

#### ACTIONS ON MOTIONS

By Chief Hearing Examiner  
James D. Cunningham

■ Ordered that Hearing Examiner James D. Cunningham will preside in investigatory proceeding concerning The McLendon Corp. (WYNR), Chicago, Ill., and that introduction of evidence therein will commence on March 5 in Chicago. Action Jan. 25.

■ Granted motion by Broadcast Bureau and made corrections in various respects to transcripts of Dec. 5 and 6, 1962, hearings in matter of revocation of license and SCA of Carol Music Inc. for WCLM (FM) Chicago, Ill. Action Jan. 25.

■ Scheduled prehearing conference for Feb. 20 and hearing for March 4 in proceeding on application of Central Wisconsin TV Inc. for additional time to construct WCWT (TV) (ch. 9) Wausau, Wis., and for assignment of cp to Midcontinent Bstg. Co. Action Jan. 25.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Ridsen A. Lyon and continued Jan. 28 hearing to Feb. 7 in proceeding on his application for new am in Charlotte, N. C., et al. in Docs. 14384 & 14390. Action Jan. 28.

■ Granted petition by Broadcast Bureau and extended from Jan. 21 to Jan. 31 time to file proposed findings in proceeding on applications of The Tuscarawas Bstg. Co. for new am in Uhrichsville, Ohio, et al. Action Jan. 24.

By Hearing Examiner James D. Cunningham

■ Scheduled conference of counsel for The McLendon Corp. (WYNR), Chicago, Ill., and commission's Broadcast Bureau for 2:30 p.m., Jan. 30, in investigatory proceeding concerning WYNR. Action Jan. 29.

By Hearing Examiner Charles J. Frederick

■ Scheduled further prehearing conference for Feb. 1 in proceeding on application of KSAV Bstg. Co. for renewal of license of KSAV San Francisco, Calif. Action Jan. 29.

■ On own motion, rescheduled from 10 a.m. to 11 a.m. Feb. 20 hearing in proceeding on applications of Osage Programmers and Cherokee Bstg. Co. for new am stations in Bartlesville and Pawhuska, both Oklahoma, respectively, in Docs. 14813-4. Action Jan. 28.

By Hearing Examiner Millard F. French

■ Granted motion by WTSP-TV Inc. and continued Jan. 28 further hearing to Feb. 11 and denied provisional opposition to motion for adjustment of further hearing date filed by City of St. Petersburg in Largo, Fla., tv ch. 10 proceeding. Action Jan. 25.

By Hearing Examiner Walther W. Guenther

■ On own motion, scheduled oral argu-

ment for Jan. 25 on motions by Triangle Publications Inc. (WNHC-TV), New Haven, Conn., to quash (a) subpoena duces tecum and (b) subpoena, each issued to Walter H. Annenberg on Jan. 14 in proceeding on Triangle's application. Action Jan. 24.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Blue Island Community Bstg. Inc. and Elmwood Park Bstg. Corp. for new fm stations in Blue Island and Elmwood Park, both Illinois, and Mrs. Evelyn R. Chauvin Schoonfield for renewal of license of WXFM (FM) Elmwood Park, Ill., in Docs. 12604 et al., granted request of Blue Island and extended from Jan. 21 to Jan. 30 time to respond to Broadcast Bureau's motion to place Blue Island's application in commission's pending file. Action Jan. 22.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Redding-Chico Tv Inc. and Northern California Educational Tv Assn. Inc. for new tv stations to operate on ch. 9 in Redding, Calif., latter to operate noncommercially, in Docs. 14626-7, granted petition by Northern for leave to amend its application to make certain substitutions in members of its board of directors. Action Jan. 21.

By Hearing Examiner Forest L. McClenning

■ Formalized by order certain agreements reached at Jan. 28 prehearing conference in proceeding on application of Dr. Charles H. Haggard and Kenneth R. Rogers for new am in Crystal City, Tex., and scheduled certain procedural dates and hearing for April 9. Action Jan. 28.

■ Denied for lack of timeliness petition by Dr. Charles H. Haggard and Kenneth R. Rogers for continuance of Jan. 28 prehearing conference in proceeding on their application for new am in Crystal City, Tex. Action Jan. 25.

By Hearing Examiner Chester F.  
Naumowicz Jr.

■ Pursuant to agreements reached at Jan. 25 hearing conference in proceeding on applications of Edina Corp. and Tedesco Inc. for new am stations in Edina and Bloomington, both Minnesota, respectively, in Docs. 14739 & 14740, scheduled certain procedural dates and hearing for March 18, and postponed from Feb. 7 to March 18 for Edina to produce Kenneth Palmer for cross examination. Action Jan. 25.

■ Upon request by Blue Ridge Mountain Bstg. Inc. continued Jan. 31 hearing conference to Feb. 5 in proceeding on its application and that of Reliable Bstg. Co. for new am stations in Ellijay and Calhoun, both Georgia, respectively. Action Jan. 24.

■ Scheduled prehearing conference for Jan. 30 in proceeding on applications of Charles County Bstg. Inc. and Dorlen Bcstrs. Inc. for new am stations in La Plata and Waldorf, both Maryland, respectively. Action Jan. 22.

■ Scheduled hearing conference for Jan. 31 in proceeding on applications of Reliable Bstg. Co. and Blue Ridge Mountain Bstg. Inc. for new am stations in Calhoun and Ellijay, both Georgia, respectively. Action Jan. 22.

#### BROADCAST ACTIONS by Broadcast Bureau

Actions of Jan. 29

■ Granted renewal of license for following stations: KAIM Honolulu, Hawaii; KARI Blaine, Wash.; KBRC and aux., Mt. Vernon, Wash.; KCFA Spokane, Wash.; KFKF Bellevue, Wash.; KGDN Edmonds, Wash.; KGRL Bend, Oreg.; KGW Portland, Oreg.; KIMA Yakima, Wash.; KING and aux., KING-FM Seattle, Wash.; KMVI Walluku, Hawaii; KNBX Kirkland, Wash.; KNPT Newport, Oreg.; KOHO Honolulu, Hawaii; KOMO and aux., Seattle, Wash.; KORD Pasco, Wash.; KPAM, KPFM (FM) Portland, Oreg.; KPDQ Portland, Oreg.; KREM Spokane, Wash.; KTOH Lihue, Hawaii; KVI (aux. only) Seattle, Wash.; KWLZ Everett, Wash.; KXA Seattle, Wash.; KXL Portland, Oreg.; KYJC Medford, Oreg.; KZUN-AM-FM Opportunity, Wash.; KETO-FM Seattle, Wash.; KGF (FM) Edmonds, Wash.; KGMG (FM) and SCA, Portland, Oreg.; KGMI-FM and SCA, Bellingham, Wash.; KHQ-FM Spokane, Wash.; KIRO-FM Seattle, Wash.; KNIK-FM and SCA, Anchorage, Alaska; KOAP-FM Portland, Oreg.; KREM-FM Spokane, Wash.; KTWR (FM) Tacoma, Wash.; \*KCPS

(FM) Tacoma, Wash.; \*KRRC (FM) Portland, Oreg.; KENI-TV Anchorage, Alaska; KFAR-TV Fairbanks, Alaska; KTNT-TV (main trans. and ant. and aux. trans.) Tacoma, Wash.; KTVF (TV) Fairbanks, Alaska; KUAM-TV Agana Territory of Guam; KVAL-TV (main trans. and ant. and aux. ant.) Eugene, Oreg.; KVOX-TV (main trans. and ant. and aux. trans.) Bellingham, Wash.; \*KOAC-TV Corvallis, Oreg.; \*KOAP-TV Portland, Oreg.; K07AY, Emmetsburg Chamber of Commerce, Emmetsburg, Iowa; K11EB, Lead Tv Co-op, Lead, S. Dak.; K78AW, K82AN, Carroll Area Tv Inc., Carroll, Iowa; K77AU, K77AL, K80AO, Spencer Area Tv Inc., Spencer, Iowa.

WSTO (FM) Owensboro, Ky.—Granted cp to change type trans. and type ant.; condition.

KOGM-FM Tulsa, Okla.—Granted extension of authority to remain silent for period ending April 15.

Westinghouse Bstg. Co., New York, N.Y.—Granted request by Westinghouse (KYW), Cleveland, Ohio, to feed by direct line to CHRC Quebec, Canada, broadcast of hockey game on March 1, 1963, commencing at 9 p.m. and running approximately 3 hours, for live broadcast by CHRC, which signal of such foreign station will be broadcast in U. S.

WESY Leland, Miss.—Granted renewal of license.

■ Following stations were granted extensions of completion dates as shown: WRIZ Coral Gables, Fla., to June 20; KCHJ Delano, Calif., to June 30; KETX Livingston, Tex., to April 1; WFSG Boca Raton, Fla., to June 1; WIBV Belleville, Ill., to April 23; WREM Remsen, N. Y., to July 3; WOLF Syracuse, N. Y., to April 21; condition.

Actions of Jan. 28

Morgan County Television Translators Inc., Berkeley Springs, W. Va.—Granted cp for new vhf tv translator station, on ch. 3, to translate programs of WMAL-TV (ch. 7) Washington, D. C.

WTPA-FM Harrisburg, Pa.—Granted mod. of cp to change type trans. and type ant., decrease ant. height to 690 ft., and change ant. location to aux. tv ant. tower and sidemount at 130 ft. level.

WRPM Poplarville, Miss.—Granted extension of completion date to April 23.

Actions of Jan. 25

KIRV Fresno, Calif.—Granted license.

KCEY Turlock, Calif.—Granted license covering increase in power, installation of new trans., change in ant.-trans. location and studio location and make changes in DA system (DA-N to DA-2).

KBRL McCook, Neb.—Granted license covering increase in power, installation of new trans., change in ant.-trans. location and ground system, installation of DA and deletion of remote control.

KNEZ Lompoc, Calif.—Granted license covering changes in trans., hours of operation and ground system, installation of DA-N with remote control operation (day).

KIXL-FM Dallas, Tex.—Granted licenses covering changes in ERP, ant. height, ant. system and type trans. and installation of new ant.; and use of presently licensed trans. as aux. trans. employing newly installed ant.

KNOE Monroe, La. — Granted license covering change in frequency, changes in DA system, change in power, change to DA-2, type trans. and changes in ground system.

KSCB Liberal, Kans.—Granted license covering change in hours of operation and installation of DA-N.

WHFB-FM Benton Harbor-St. Joseph, Mich.—Granted license covering changes in ERP, ant. height and ant. system and installation of new ant.

KLZ Denver, Colo.—Granted license covering installation of aux. trans.

WMAY Springfield, Ill.—Granted mod. of license to change studio location with remote control operation (nighttime hours only); conditions.

WARE Ware, Mass.—Granted mod. of license for remote control operation using DA-N; conditions.

WSJC Magee, Miss.—Granted mod. of license for remote control operation; conditions.

KBIC-TV Los Angeles, Calif.—Granted mod. of cp to change ERP to 65.3 kw vis., DA and 32.7 kw aurr. DA; type trans., ant. height to 2930 ft. and make changes in ant. system.

WINT-FM Winter Haven, Fla.—Granted

Continued on page 87

# 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 of 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.

Manager unusual opportunity to manage station in one of ten leading markets. Must have previous experience as manager or sales manager of negro programmed station. Box 221A, BROADCASTING.

Sales manager midwest market among leading forty. Liberal guarantee with incentive. Box 46B, BROADCASTING.

All or part of daytimer in major southwestern market available to qualified manager willing to make small investment of cash and large investment of effort and knowledge. Box 68B, BROADCASTING.

Golden opportunity for experienced top radio time salesman or assistant manager, who wants to move up to sales manager or station manager. Earnings based on results with excellent starting salary. Send complete details first letter to Bill Harrell, KVOZ, Laredo, Texas.

### Sales

Full time small market station in rocky mountain area, dry climate, college town interested in salesman. State experience and salary desired first letter. Excellent management cooperation. Box 19B, BROADCASTING.

Salesman to take over local accounts in northeast Texas. Some board work. Box 38B, BROADCASTING.

Sales-producer, experienced, ready to move up to manage expanding eastern local operation. Box 57B, BROADCASTING.

Salesman announcer. Require polished salesman able to handle large accounts, southwest. Salary and commission. Experience necessary. Send resume, photo, tape first letter. Box 60B, BROADCASTING.

Wanted salesman or combination announcer-salesman who wants fulltime sales. Contact Dale Low, KNCM, Moberly, Missouri. Phone AMherst 3-1230.

California, KCHJ, 5000 watts. Experienced salesman, \$520 guarantee, 25% commission. Delano, California.

Madison, Wis., offers outstanding opportunity. We pay biggest guarantee, biggest commissions, have number one ratings. Immediate opening for seasoned salesman. Phil Fisher, WISM.

FM . . . Sales manager, with proven abilities. Good base and inviting commission scale. Prefer presently in FM sales. Medium market, full time stereo and background music. Must be mature creative, and like a challenge. Need immediately! Send resume, sales records, and photo air mail. WVNO-FM, 2988 Park Ave West, Mansfield, Ohio.

New Opportunities, sales personnel. 650 stations nationwide. Broadcast Employment Service, 4825 10th Ave. So. Minneapolis 17, Minnesota.

## Help Wanted—(Cont'd)

### Announcers

Announcer, with 1st ticket, male or female, for New Hampshire smooth-sound daytimer, \$110 weekly. Box 326R, BROADCASTING.

Announcer-newsman. New Jersey. Must have local news experience. Box 54A, BROADCASTING.

Personality dj, modified format, Virginia. Experienced only. Send tape, photo, and resume first letter. All tapes returned. Box 320A, BROADCASTING.

Experienced news director to gather, write and air local news. Illinois. \$5,200. Tape, resume, and photo. Box 322A, BROADCASTING.

Looking for waller or beginner to make team on radio. Send unreturnable tape. Box 3B, BROADCASTING.

Announcer, hard worker, mature, personality, co-operative. Small, fulltime northeast market. Some experience preferred, but not necessary. Send tape resume, salary requirements. Box 4B, BROADCASTING.

Announcer-production with knowledge and enthusiasm for techniques of top tune format. Midwest. Box 47B, BROADCASTING.

Stay awake champ. Seeking proven stay awake champ who is presently employed but able to take short leave of absence to try for new record at leading Canadian station. Send details of previous marathons. Box 40B, BROADCASTING.

Michigan 5 kw needs announcer with good voice and interested in production. Must have a minimum of 2 years experience. Must be top flight air-salesman, willing to work. Good pay and opportunity for advancement. Send tape and resume to Box 48E, BROADCASTING.

Announcer with first class ticket. Desirable mid-Pennsylvania location. Tell all in first letter. Box 67B, BROADCASTING.

Northeast New York five kilowatt CBS affiliate with adult swinging format, seeks stable, mature morning personality and bright, enthusiastic evening personality. Good salary, fringe benefits, sound organization. Airmail air check and background. Box 23B, BROADCASTING.

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!

Top rated modern format radio station in Peoria, Illinois, is constantly on the alert for bright-sounding personalities and aggressive newsmen. Please send tape and resume to Program Director of WIRL.

DJ, 1st phone, St. Louis area, \$115 week to start. Contact Chuck Norman, WGNU Radio, Granite City, Illinois.

Quality big band, big coverage mutual daytimer wants all around top drawer announcer. \$120 minimum per week to start. No prima donna. Send tape photo background to Winslow Porter, WJTO, Bath, Maine.

No. 1 station in Georgia second market looking for negro dj's. Must read extremely well, and be able to do news. If you are the right man, you can begin work immediately. References carefully checked. Send resume and tapes air mail special to Manager, WOKS Radio, Columbus, Georgia.

## Help Wanted—(Cont'd)

### Announcers

Immediate opening experienced newsmen to gather, write and deliver news for small market daytimer. WVSC, Somerset, Pennsylvania.

Young, experienced dj for 7 pm to midnight on 24 hour 5 kw Michigan station. Tops in market. Job opens March 1. Send tape, resume, recommendations, immediately to WILS, Lansing.

Experienced 1st phone announcer-newsman no maintenance. Michigan daytimer Mutual. Good opportunity with growing organization. Salary depends on experience and ability. Send tape, resume and photograph, WJUD, St. Johns, Michigan.

Good men, good pay. All degrees experience. Many openings. Write Broadcast Employment Service, 4825 10th Ave. So. Minneapolis 17, Minnesota.

Negro gospel. The nation's highest rated Negro group has immediate opening for an experienced gospel man. Must be excellent board operator, have good voice. Send complete resume, late photograph and tape to: Executive Vice President, McLendon Broadcasting Company, Suite 980, Milner Bldg., Jackson, Mississippi.

### Technical

Engineer-announcer strong on maintenance, wanted immediately. Chance for advancement in Florida multiple station chain. Salary open. Tape references requested. Don't wait . . . this could be your break. Box 35B, BROADCASTING.

First class ticket holder wanted to head up engineering department for established Illinois operation, not in Chicago. Must be able to maintain transmitter and studio equipment. Practical experience with supervisory ability preferred. Fine opportunity with growing station, in high class facilities, permanent position, top salary for top man. Write Box 56B, BROADCASTING, with details of training, experience, references, availability for interview.

Sunny south Florida station has immediate opening for top first phone engineer/announcer. Must be strong in maintenance with outstanding air voice. Send resume tape and photo. Box 70B, BROADCASTING.

Immediate opening for chief engineer-disc jockey. Must be experienced in both and be capable of handling complete engineering. Wes Ninemire, P.O. Box 128, Phone DR 4-1637, Amarillo, Texas.

Negro Engineer capable of transmitter and remote maintenance. Must have first class ticket. Must be able to carry a few hours daily on the air of R & B. Air special tape and resume to WOKS Radio. P. O. Box 1998, Columbus, Georgia.

Chief engineer-fine music FM stereo station; maintenance; some board work. WCLV, Cleveland 24, Ohio.

Radio, TV, Combos, technicians. Apply today. Broadcast Employment Service, 4825 10th Ave. So. Minneapolis 17, Minnesota.

Program director wanted for high class Illinois fulltime operation. Fine opportunity for creative, imaginative man who is expert with music and can supervise sparkling, upbeat programming. Better than average pay for right man, plus many valuable extras, plus future raises. Write Box 1B, BROADCASTING with details of experience, references, availability for interview.

**Help Wanted—(Cont'd)****Production—Programming, Others**

Creative copy writer (female preferred) with ability to produce saleable commercials. Must be thoroughly experienced and able to take over completely continuity department. Your efforts will be appreciated in this busy, outstanding, adult-appeal, mid-west regional station. Send detailed resume, references, sample copy and photo to Box 9B, BROADCASTING.

Action newsmen wanted. One who can find it, write it and read it. First person interviewing, beep reporting, on the scene type of coverage. No desk drones, no paper rippers. Top rated, 5 kw, 24 hour operation. Send tape, photo and details. Immediate opening. Box 16B, BROADCASTING.

Opportunity for ambitious news man to gather, write, and air news in authoritative manner. Prestige single market central Ohio station. Excellent facilities. Send resume and tape. Box 31B, BROADCASTING.

Texas metro top 40 station looking for ambitious journalism oriented news director. Real take charge man. Prefer journalism graduate. Start at \$650. Box 61B, BROADCASTING.

Program manager. Must be highly creative. Dignified announcing in fast moving top 60 format. Dependability, credit must check out. Top money plus hours. Start March 1st KQDY, Box 1060. Minot, N. D.

Experienced gal copy writer. Excellent working conditions. Good salary. WLNA, Peekskill, New York.

Opening for experienced news director. Send tape, resume, photo and salary requirements. WSMI, Litchfield, Illinois.

Immediate opening experienced newsman to gather, write and deliver news for small market daytimer. WVSC, Somerset, Pennsylvania.

Newsman—have immediate opening for qualified experienced newsman, must be able to gather, write and air news in factual authoritative manner for 5,000 watt mid-west independent which has earned reputation as prestige news station. Resume, photo, tape and references first letter to WMDX, Mt. Vernon, Illinois.

Producer-announcers start at either of two salaries—\$6675 or \$8045 per annum, depending upon their job experience. Periodic increases are given for satisfactory performance. Requests for audition material may be directed to: Voice Of America, World Wide English Division, Washington 25, D.C.

**RADIO****Situations Wanted—Management**

Want station to manage, buy into, strong sales, experienced, employed. Box 116A, BROADCASTING.

Thoroughly familiar with all but engineering phases of radio and television. Former sales manager and program director radio and tv. Now employed general manager 2 station radio market desires opportunity larger market sales management or management. Top record. Box 20B, BROADCASTING.

General manager. Experienced all phases. Long excellent record in sales, administration, and programming. Excellent references. Seeking change in climate. Box 86B, BROADCASTING.

Working manager, former owner, experienced am. fm. Sales, programming, "launching" CP's. Small or medium market. Bob Brown, 701 Monroe, Ft. Atkinson, Wisconsin. Jordan 3-6178.

**Situations Wanted—(Cont'd)****Sales**

Tom Brown wants radio/tv station (one with a sales problem) Tom Brown has the background, experience, and contacts needed to sell major N. Y. ad agencies on using your station. Tom Brown has the know how to train your staff in the proven techniques of successful selling to your advertisers, and your local agencies, too. If you want to grow, Tom Brown wants you. If you need Tom Brown, act fast! Thomas J. Brown, 645 West End Avenue, New York 25, New York. TR 3-9536 (Home) Or PL 7-1800 (Office)

**Announcers**

Radio tv announcer seeks position in east. Married. One child. Box 150A, BROADCASTING.

Personality dj, young, experienced, desires major market. Prefer top forty. Bright sound, fast board, mature news delivery. Some college. Box 290A, BROADCASTING.

Country dj with 10 years staff experience wants straight country job nothing else considered. Available on 2 weeks notice. Box 300A, BROADCASTING.

\$85 takes me anywhere. I'm good. YU 2-9640. San Francisco or Box 310A, BROADCASTING.

Major or medium market man. Left Miami for health reasons. Married, young, experienced. Highly recommended. Box 2B, BROADCASTING.

DJ/announcer. Tight production. Formula experience. Convincing. Cheerful. Young, references. Box 5B, BROADCASTING.

Announcer first phone. Experienced: Air, sales and creative copy. Seeks solid opportunity, will relocate. Box 21B, BROADCASTING.

Experienced staffer. Radio and/or television. Good music. Professional voice and delivery. Married. Michigan area. Box 22B, BROADCASTING.

Ambitious, 21 year old, some college, want start in radio, administrative and announcing duties. Willing to make small investment. Box 24B, BROADCASTING.

Versatile dj, authoritative, mature newscaster, 23, experienced, B.A. Radio Speech. Pleasing air personality, wants to get with organization that is not satisfied with mediocrity. Currently employed. Box 25B, BROADCASTING.

Proven selling voice. Employed. 13 years radio-tv announcing. News, sports, music. Want to move east. 32, five children. Box 14B, BROADCASTING.

Want to expand evening "dead" time to money making "sports" time? Want top notch deejay who is great newscaster? Decade of experience with references. Box 37B, BROADCASTING.

First phone, three years sales, announcing and engineering. Will relocate. Prefer combo. Minimum \$100. Box 29B, BROADCASTING.

Adult presentation-two years radio, six months tv. Acceptable job news/sports. Need more experience. If you have patience, I have desire. Three semesters Business/Economics. Box 33B, BROADCASTING.

DJ, continuity writer, single 22, 2½ years background. Box 34B, BROADCASTING.

Good music jock for modern, exciting station in major medium market with outstanding play by play in all sports. References. Box 36B, BROADCASTING.

First phone, negro, announcing deejay, swinging modern sound, competent, experienced. Box 42B, BROADCASTING.

Negro announcer with smooth-sound. Personable, dependable and available. Any format market. Strong on news-commercials. Box 50B, BROADCASTING.

**Situations Wanted—(Cont'd)****Announcers**

Dynamic air personality looking for that step up. Unique style. Creative. Productive. If I can't sell your sponsor's products—no one can. College. Family. If you're not ready to pay \$125 a week, save your stationery. Box 58B, BROADCASTING.

Negro announcer, 1st class trainin# no experience. Need 1st job, willing worker. Box 43T, BROADCASTING.

Winner of the Chicago Academy of Radio Arts, Crafts and Sciences Annual award for best special news coverage for 1961; RCA National record promotion contest; national account and various commendations, seeks permanent position of challenging nature that requires dignified delivery, in major/near major market. Presently employed top prestige station in major market. Personal interview only, my expense. Therefore, no speculators. Available March 1st. Box 64B, BROADCASTING.

Disc jockey, newsmen, experienced. Top 40 format. Good music. Authoritative news delivery. Box 72B, BROADCASTING.

D.J. newsmen, program director writer, 4½ years experience desires personality or staff with future in good market. Box 73B, BROADCASTING.

Your choice. 2 announcers, white and negro; hard workers any market. Willing to split up and spice the scenes with a new flavor. Now available. Box 49B, BROADCASTING.

Sold solid. Adult morning man desires challenging opportunity and permanency responsible station with advancement possibilities. Seven years radio, year television. Family, veteran. Northeastern middle Atlantic states or Florida. Jerry Anthony 620½ West Washington, Bradford, 368-6503, Pennsylvania.

2 years in radio sales, would like to get job as announcer/dj. Have 2 years as rodeo announcer. Plenty of board experience. Tight board. Prefer top 40. Prefer Florida, Georgia, or Tennessee. 3d phone. Age 23. Contact Jim Andrews, 4810 N. Mueller Street, Bethany, Oklahoma. Phone SU 9-5205.

First phone, top 40 announcer. Experienced tight production, good sound. Desire east coast. 1221 South 4th, Tucumcari, New Mexico.

Have first phone. Will take engineering or combo-work. Some experience and consider any area. Jim Canyon, 3309 Ridgeoak, Farmers Branch, Texas.

Experienced 1st phone announcer, dj. Tight production, bright modern sound. Fred Lane, 1225 Hubbard Ave., St. Paul, Minnesota. Phone 644-9163.

Go first class! A polished, professional mike man with first FCC license seeks solid spot. Dependable family man in late twenties. Telephone 312-328-7650 now!

Seven years diversified experience; two years present position. Desire employment with sound organization with chance to advance. Available March first or sooner. Bob Miller, East Liverpool, Ohio. 385-1202.

Negro announcer. New sound, new ideas that will sell. Versatile, mature, broadcasting school and college graduate. Will travel. Frank Mebane, Box 5444, Chicago 80, Illinois.



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**Situations Wanted—(Cont'd)**

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**Technical**

Florida only; experienced combo. unattended, directional, construction, maintenance, and announcing. Minimum \$100.00. Box 24B, BROADCASTING.

Enjoy studio work, fast board, editing. Maintenance, special audio. Experienced. No announcing, please. First phone. Box 258A, BROADCASTING.

Now employed chief desires permanent position. Experienced in directional and higher power. Will relocate. No announcing experience. Box 262A, BROADCASTING.

Engineer, first phone, experience am & fm, wish to relocate in east. Family, honest, willing worker, presently employed. Box 17B, BROADCASTING.

Engineer 1st phone experienced in announcing and maintenance. Some sales. Box 41B, BROADCASTING.

Tired of incompetency? Want a good chief engineer, with experience? I'M available to congenial management, for good salary. Box 53B, BROADCASTING.

First phone experienced. Tv, fm, am. \$120 week minimum. Phone 605-334-2904.

Want eng. duties, chance for advancement. Consider some announcing. 1st phone, 7 years background radio-tv repair. Amateur, vet, married, 34, start \$95.00 week. K. L. Tate, 3011 Alabama, Dallas 16, Texas. FR 1-7908.

**Production—Programming, Others**

Program director seeks immediate relocation. Highly skilled all phases. 13 years radio television. Currently doing both. College. Family. Blue chip references. Air-trick included. Let's talk. Box 112A, BROADCASTING.

News director top market. 13 years all phases. . . degree. First phone. Family. Prefer mild climate Box 43B, BROADCASTING.

FM program director, ready for major market. Creative, proven ability. Prefer group operation. MA degree plus 6 years experience am-fm-tv. Box 203A, BROADCASTING.

Continuity Dept. giving you headaches? For fast, fast relief write. Box 215A, BROADCASTING.

Five years radio, seeking sports and related work. Will consider all offers. Box 273A, BROADCASTING.

I offer 11 years announcing experience in all phases. Can you offer permanency, opportunity, good salary? Box 325A, BROADCASTING.

Programming and promotion capabilities, acquired thru 13 years association with top ranking stations, enables me to develop and promote a station seeking to be a long range influential force, without sacrificing profit. Presently employed at Cleveland outlet of nation's top group operation. Employer will serve as reference. Michael Ruppe, Jr., phone 781-4500 (area code 216).

Newsman, journalism - radio - publications background. Now working as newscaster; highly regarded by employer. To radio or tv, where writing-editing counts. Box 293A, BROADCASTING.

Versatile radio and/or tv newsman-announcer. 3 years radio news and announcing. 2 years tv stringer, own camera equipment. 27, single, veteran, highest references, relocate. Box 8B, BROADCASTING.

Offering creative imagination; executive ability; producing, directing, writing, editing skills. 15 years wide-ranging experience USA and abroad; news & public affairs, film, children's programming. Box 15B BROADCASTING.

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**TELEVISION**

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**Help Wanted—Sales**

Number "1" station in one of the top 20 markets expanding it's sales force. Wanted —aggressive young salesman. Guaranteed draw plus commission. Send resume to Box 234A, BROADCASTING.

**Technical**

Chief engineer job open. Are you qualified to maintain transmitter and studio video and audio equipment? Prefer engineer with sufficient experience and ready to step up to chief engineer job. Apply by letter to M. N. Bostick, KWTX Broadcasting Company, P. O. Box 712B, Waco, Texas.

TV control board operator. Maintenance experience helpful. Radio telephone first required. Box 44B, BROADCASTING.

Immediate opening for experienced engineer for position with full power, channel 2 station in Montana's largest market. Prefer man experienced in all phases of television maintenance for daytime schedule, five days a week. Fisherman's and hunters paradise. Call Grant H. French, 252, 5611 or write P. O. Box 2557, Billings, Montana.

Experienced VHF engineer. Interested more in future than big salary now. Maintenance-combo work. KAIL-TV, channel 53, AM 4-1309-AM 4-2120. Fresno.

**Production—Programming, Others**

Male or female with tv experience to manage traffic department in south Florida NBC-TV affiliate. Send resume to Box 55A, BROADCASTING.

Program director for medium sized southwestern market television station. Major network affiliate, top rated. Competitive situation demands aggressive, imaginative professional looking for more than just a job. Up to \$10,000 starting salary for right attitude and experience. Resume to Box 94A, BROADCASTING.

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**TELEVISION**

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**Situations Wanted—Management**

Thoroughly familiar with all but engineering phases of radio and television. Former sales manager and program director radio and tv. Now employed general manager 2 station radio market desires opportunity larger market sales management or management. Top record. Box 20B, BROADCASTING.

35 year old announcer, p.d., salesman. Many years radio/tv. Looking for position in management, or with view to same. Box 52B, BROADCASTING.

Mature, qualified, employed television announcer. All phases, nine years. Strong news, commercials. Married. Box 56B, BROADCASTING.

TV station manager: Just separated from a UHF TV station (in all-UHF three station market). I've managed since May 22, 1961. Station grossed \$336,000 in 1960, and running behind 1960 figures at the time I took over. In 1962 station billed \$530,000 with operating profit of \$175,000 plus payment of \$20,000 "non-competitive" payment to previous owner. My experience includes sales on national and local level research and sales management. I'm married with two children and willing to relocate. If you'd like to talk, just write or call: Philip J. Richtscheidt, 3554 Sampson Road, Youngstown 5, Ohio. Phone: 747: 9995 Area Code: 216.

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**Situations Wanted—(Cont'd)**

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**Sales****Announcers**

Tv salesman billing ¼ million local sales—medium large market seeks sales management or larger market. Box 58A, BROADCASTING.

Children entertainer. Over 12 years experience including 6 years tv. Experienced in tv production, hosting live shows, adlib commercials and client contact. Presently employed. If your station demands personality with bright program and high ratings. I'm your man. Box 28B, BROADCASTING.

Mature, personable tv staffer, university graduate. 39, now major southeast market. Must relocate immediately. Box 505R, BROADCASTING.

**Technical**

Studio and operations engineer with 18 months station experience and first ticket desires permanent position with progressive television station. Box 26B, BROADCASTING.

Hardworking technical supervisor capable of assuming responsibility of studio and transmitter operations and maintenance. 8½ years tv experience. Get along well with people. Box 30B, BROADCASTING.

Have 1st phone. Grantham graduate, shy on experience. Eleven years radio-TV receiver service experience. Box 216A, BROADCASTING.

**Production—Programming, Others**

Children's comedian interested in developing top children's show in major tv market. Highest professional and character references, pic and brochure available. Box 250A, BROADCASTING.

Program operations director for medium size tv station. Now with major network rated radio tv affiliate. Ability to supervise, direct staff and station business. Aggressive imaginative, right attitude and experienced in production, programming, tv studio operations, public service and community activities. Box 280A, BROADCASTING.

Ambitious tv newsman with five years experience in news gathering, filming, air work. College journalism English degree. Family man, top drawer references. Write Box 276A, BROADCASTING.

Program manager. Available immediately. Fourteen years continuous experience in the third and fourth markets with three major corporations. Box 51A, BROADCASTING.

Newsman, major market, seeks directorship in west, southwest. Professionally trained all phases radio-tv news. Much more. Box 7B, BROADCASTING.

Newscaster - writer - announcer, journalism graduate. Now with leading 50 kw. Seeks change, tv, or radio, preferably west-southwest. Salary open. Box 13B, BROADCASTING.

Writer-director-announcer in 20th market. Created shows topping anything local or net. Never lost an account. Box 45B, BROADCASTING.

Public Relations: Wade Barnes will represent you in New York—Public Relations including writing and placing of press releases. Network, client, agency relations, sales meetings, film and program negotiations, special projects. Reasonable fees. Wade Barnes Associates, 20 Beekman Place, New York 22, New York, Phone: Plaza 3-3786.

## WANTED TO BUY

### Equipment

G.R. 1181A or B, or other frequency and modulation monitors. Any associated equipment. Electrofind, 440 Columbus Avenue, New York, New York.

5 kw am transmitter. Gates preferred. Box 54B, BROADCASTING.

We need fully equipped tv mobile unit on long term rental basis or possible purchase. Box 286A, BROADCASTING.

Recent model 5,000 watt transmitter in good condition. Will prefer Gates or RCA. Give price and conditions to Martin Martines, Rios, Nucleo Radio Mil Insurgentes Sur. 1870 Mexico City.

Wanted: Auricon Cine Voice single system camera in operating condition. List all accessories and cash price in first letter. Reply to Box 11B, 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, Tucka-hoe, N. Y.

### For Sale

### Equipment

RCA BTF-10B. 10 kilowatt fm transmitter. \$6500. Box 32B, BROADCASTING.

550 foot Blaw-Knox H-21 self-supporting tower. Dismantled, ready to ship. \$15,000. Box 51B, BROADCASTING.

Sony Newscaster EM-1, all transistor portable tape recorder for field and spot interviews. Amazing fidelity. Like new. \$300. Steve Baline Productions, 59 Oviedo Court, Pacifica, California.

For sale 780 feet 6 1/2 inch coaxial transmission line. Excellent condition. Priced to sell. Call Harvey Mason, Chief Engineer, North Carolina Television Inc., Washington, North Carolina.

For Sale: 2 RCA 70-D-1 two speed turntables with universal tone arms. In metal cabinets and in excellent condition. P. O. Box 170, Greenville, Kentucky.

Am, fm, tv equipment including transmitters, orthicons, iconoscopes, audio, monitors, cameras. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1 1/2" 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. Templebar 2-3527.

Electronic test equipment bought and sold. A-OK Electronics, P. O. Box 38350, Hollywood California. HOLLYWOOD 5-8774.

For Sale: Four GE type 7D21 tubes. Two good to weak but usable. All used. \$500. for the bunch. Also audiomation. Automation system. Complete make offer. Call 805-965-0800 or write Box 287A, BROADCASTING.

Continental 1 kw UHF transmitter. Filterplexer, 400 foot tower, UHF Andrew 3 1/2", 50 ohm Coaxial line, 1 channel 34 antenna. M. N. Bostick, KWTX-TV, Waco, Texas.

Remote control Schafer—perfect condition. Used 1 1/2 years. Part time fm. WMKE, Milwaukee, Wisconsin. HI 4-1900.

Three 300 mm tower beacons and eight side lights. Excellent condition. Make offer. WNLG, New London, Conn.

Auricon 16mm s.o.f. camera, loaded with accessories. Charles Simpson, 438 N. Seventh, Sunbury, Pennsylvania.

Excellent one kilowatt fm transmitter available immediately. KRPM, 1506 Cherryvalley Drive, San Jose, California.

Automation. Used Schafer 2100 System (current model). Take over payments with approved credit. Box 295A, BROADCASTING.

## For Sale—(Cont'd)

### Equipment

Gates Model 30 Console, now in use. First check for \$250.00 buys as is, FOB, New Martinsville, West Virginia. Contact: Harry G. Bright, RADIO WETZ, New Martinsville, West Virginia.

Presto 6N recording turntable with cutting assembly. Arthur Katt, 2700 Glenway Avenue, Cincinnati 4, Ohio.

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.

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.

Magnecord PT6-A. Available immediately. KBRR, Leadville, Colorado.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders, regrounding, 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.

## MISCELLANEOUS

Resumes by Ph.D. currently in television industry. Fast service. Details airmailed. Thayer, 808 Eighth, Laurel, Maryland.

Pepping up farm show? Washington correspondent fifteen years (M.A. degree) will provide daily, weekly, farm news reports, features by phone, tape. Box 59B, BROADCASTING.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Special rates to Christian religious broadcasters 6 AM to 9 AM. WTOS, Milwaukee 13, Wisconsin.

Religious time now available—special rates. KDKE, Box 3823, Little Rock, Ark.

Comedy! "Days, Dates and Data" is a collection of patter, bits, one-line fillers, program ideas, etc. Current sample \$3.00. Show-Biz Comedy Service (Dept. B), 65 Parkway Court, Brooklyn 35, New York.

## Business Opportunities

Unlimited funds available for radio and television properties. We specialize in financing for the broadcasting industry. Write full details to Box 205A, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 1505 N. Western Ave. Hollywood 27, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

## INSTRUCTIONS—(Cont'd)

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.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

FCC license in 6 weeks. Waldo Brazil instructor. Lowest tuition, with guaranteed results. It's Space City's best offer. Houston Institute of Electronics and Broadcasting, 1 Main Street, CA 7-0529.

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 April 24. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

"Are you Cold?" Do you need first phone? Sunny Florida . . . Gulf Beaches . . . and a FCC first phone in five(5) weeks—"Guaranteed." Latest teaching methods. Connected with modern commercial station. Radio Engineering Institute of Florida, Inc., 3044 Bay Street, Sarasota, Florida.

San Francisco's Chris Borden School of Modern Radio Technique. Graduates all over the country. 1st phone, DJ instruction, placement. Free illustrated brochure. 259 Geary St.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5kw station. One price includes everything, even room and board. American Academy of Electronics, 303 St. Francis St., Mobile, Ala.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

## RADIO

### Help Wanted—Management

### EVP

#### EXECUTIVE VICE PRESIDENT

Radio Chain operating metro stations in South has immediate opening for executive vice president, with the following combination qualifications.

Under 42, married, college degree or equivalent, military service as officer, 7 years broadcast management. Must have specific knowledge of sales, promotion, clerical, programming, personnel & general knowledge of accounting, engineering, FCC, AND LEGAL.

Must be a tough detail-minded administrator and decision maker with follow through who possesses imagination, common sense, courage and smooth personality. Will make sacrifices necessary for success and accomplishment. If you are this man, we will pay you well and give you fringe benefits while you work 65 to 70 hours a week in pleasant surroundings with wonderful people.

Send complete resume and late photograph, in complete confidence. We will contact you confidentially.

Box 208A, BROADCASTING

**Help Wanted—(Cont'd)**

**Sales**

**OPENINGS**

**SIX SALESMEN**  
Radio, Television and/or  
Ad Agency Experience  
A Necessity

High-caliber men, free to travel, with accustomed earnings to \$25,000 yearly. Travel and entertainment allowance, plus commissions. Call Main Office, HA 6-9266, Boston, Mass., or New York City Office, EL 5-4911, for appointment. Interviews will be held in accessible area.  
"Call only if you are a salesman"

**COMMERCIAL PRODUCERS, INC.**  
405 Park Square Building  
Boston, Massachusetts

**Production—Programming, Others**

**PROS ONLY**

*This dominant 50,000 watt independent in one of the nation's largest cities will pay top dollar for YOUR ability. We offer up to \$12,000 for the proven morning man who can capture and hold the market . . . up to \$10,000 for the newsmen who can uncover, research, and report the BIG stories ahead of all competition. This is a highly-respected and unusually stable chain operation with radio and television in several key markets. We have a story to tell . . . do you? Document your success. Only men with consistent number one ratings in medium to large markets will be considered. Rush your complete resume and air check to*  
Box 12B, BROADCASTING

**Situations Wanted—Management**

**MANAGEMENT**

Top qualified broadcaster seeks improved financial opportunity. Executive experience includes multiple station management, nat'l sales, community programming and award winning news coverage. Post pres. of state assoc., exec. BSA, past Nat'l. Dir. of Assoc. Membership NARTFD. Offer must be substantial.

Box 65B, BROADCASTING

**Situations Wanted—(Cont'd)**

**Management**

**GOOD DEAL**

For major markets only. Top flight all around deejay, news man with management experience. Long record of success at best stations in country. Minimum \$12M base, plus. Never mind the hunting and fishing. I want to make money for you and me. Carefully edited tape (Why take chances?) is free for asking. You'll like it!

Box 69B, BROADCASTING

**Production—Programming, Others**

**PROGRAM DIRECTOR**

at number one 50 KW coast power seeking move. Best recommendations from current employer. On air with top ratings and good rating story. 10 years in radio. Top 40 operator that can do the job for you. Major markets only. Currently in top 40.

Box 18B, BROADCASTING

**TELEVISION**

**Help Wanted—Technical**

**ENGINEERING ASSISTANT**

Major northeastern AM-FM-TV stations are looking for a man who wants to move up. Excellent opportunity if you can handle responsibility at studios and transmitters. Good salary and fringes, also relocation allowance.

Box 39B, BROADCASTING

**For Sale**

**Equipment**

**3 GOOD BUYS**

3 P-150 Playback Units  
1 A-150 Record Unit  
1 AMS-3 Control Unit  
Package Price: \$575

3 PB-150 Playback Units  
1 AB-150 Record Unit  
1 AMS-3 Control Unit  
Package Price: \$675

1 ITA 5000B Transmitter  
Like New \$6,500

Box 27B BROADCASTING

**KINE-SCOPE RECORDERS—**

Two (2) GPL 16mm kine recorders, model PA303, must be disposed of as quickly as possible. Both are in excellent operating and physical condition—recorder with serial #75 has a Mauer Sound Recording Head. Recorder serial #92 is without sound. We will listen to any offer and discuss any deal. We are interested in moving this equipment FAST.  
Box 71B, BROADCASTING

**INSTRUCTIONS**

**RADIO-TV ANNOUNCING COURSES**

**ENGINEER & 1st FONE COURSES**

Active Placement Service.  
Attention Managers: A few Outstanding Announcers now available for radio-tv.

**KEEGAN TECHNICAL INSTITUTE**

"Since 1947"

207 Madison, Memphis, Tenn.

**EMERSON COLLEGE**

Fully accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 81st year. For catalog write: Director of Admissions.

EMERSON COLLEGE  
303 Berkeley St., Boston 16

**RADIO  
TV  
SPEECH  
THEATRE**

**WANTED TO BUY**

**Stations**

**MANAGEMENT**, sales and program team seeking opportunity to secure station. Possess small investment capital can assure proper pay out. Full time single station market preferred. Desirable opportunity for a present owner seeking to relinquish without sacrifice. All replies answered and confidential. No Brokers.

Box 227A, BROADCASTING

**For Sale**

**Stations**

**ROCKY MOUNTAIN 5 KW**

Dominant fulltime station in a stable market. 1962 gross excess of \$160,000. Priced at less than gross with low down payment and very favorable terms to a qualified broadcaster. Cash flow will provide owner-manager with good salary and easily pay off station.

Box 316A, BROADCASTING

**A Texas Major Market F.M.**

station that is a showcase for successful operation, For Sale! Owner selling due to other conflicting business. Excellent spot for Owner-Manager operation. \$60,000 — \$15,000 down. Long Term on balance.

Box 10B, BROADCASTING



## For Sale

### Stations

#### FULLTIME PRESTIGE

radio station in city of 125,000 population in South Central State. This is an outstanding value with very good real estate. Station has grossed in excess of \$230,000 annually for past 5 years. Price is only \$350,000 with excellent terms. Only qualified principals reply.

Box 62B, BROADCASTING

#### ALL OR PART OF DAYTIMER

in Major Southwestern Market available to qualified manager willing to make small investment of cash and large investment of effort and knowledge.

Box 68B, BROADCASTING

#### FULLTIME RADIO

station and maximum power VHF Television station, located most fabulous area of country. Large market area. Asking \$5,000,000. Only qualified principals reply.

Box 63B, BROADCASTING

#### GUNZENDORFER

ARIZONA FULLTIMER asking \$50,000 with \$10,000 down.

CALIFORNIA DAYTIMER growing market \$105,000.

TELEVISION WESTERN STATES asking \$300,000 Good tv Mkt.

FM's \$120,000, \$125,000, \$65,000.

#### WILT GUNZENDORFER AND ASSOCIATES

Licensed Brokers Phone OL 3-8800  
864 So. Robertson, Los Angeles 35, Calif.

#### STATIONS FOR SALE

**NORTHWEST.** Exclusive full time. Gross \$85,000. Percentage and management available. Station profitable. Requires \$17,000 cash. Buyer must qualify.

**SOUTHWEST.** Exclusive daytime. Billing \$5,000 monthly under absentee ownership. Has done \$7,000. Priced at \$110,000 including real estate. 29% down.

**UPPER MIDWEST.** Exclusive full time. Gross \$80,000 in 1962. Three year average of close to \$90,000 annually. Priced at \$150,000. 29% down.

#### JACK L. STOLL & ASSOCS.

Suite 600-601 6381 Hollyw'd Blvd.  
Los Angeles 28, Calif. HO 4-7279

To buy or sell Radio and/or TV properties contact.

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN 17, TEXAS

#### EASTERN TV

Money-making UHF station in all uhf area. Price relative to cash flow.

#### CHAPMAN COMPANY

2045 Peachtree Rd. N.E., Atlanta 9, Ga.

Continued from page 81

mod. of cp to change type ant.

WLEW Bad Axe, Mich.—Granted request and cancelled license for aux. trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following stations: WMSL Decatur, Ala.; WHOW Clinton, Ill.; KYVA Gallup, N. M.; KTYM Inglewood, Calif., and installation of DA-D and deletion of remote control.

■ Granted cps to replace expired permits for following vhf tv translator stations: K12BU, Basin Tv Assn., Basin, Wyo.; K11DX, K13DR, Denton T. V. Assn., Denton, Mont.

#### Actions of Jan. 24

WDUN-FM Gainesville, Ga.—Granted license covering changes in frequency, ERP, ant. height, type trans. and type ant.

KJAZ (FM) Alameda, Calif.—Granted license covering changes in ant.-trans., studio and remote control locations, changes in ant. system, installation of new ant. and trans., decrease ERP and increase ant. height.

WTAG-FM Worcester, Mass.—Granted license covering change of type trans. with remote control operation.

WLAT Conway, S. C.—Granted license covering change in hours of operation, installation of DA for nighttime use (DA-N) and make changes in ground system.

■ Granted licenses for following fm stations: KWBE-FM Beatrice, Neb., and specify type trans.; WIRC-FM Hickory, N. C.; \*WPLN (FM) Nashville, Tenn.; \*WRSE-FM Elmhurst, Ill.; \*WJSC-FM Wilberforce, Ohio, and specify type trans.

■ Granted mod. of cps to change type trans. for following stations: WMNT Manati, P. R.; WBEE Moncks Corner, S. C.

WBAY-FM Green Bay, Wis.—Granted cp to increase ERP to 89.2 kw and install new trans.

KEEN-FM San Jose, Calif.—Granted cp to install new trans.

KBUR Burlington, Iowa.—Granted cp to install old main trans. of KMCD Fairfield, Iowa, as aux. trans. at KBUR main trans. site.

WIAR Athens, Tenn.—Granted cp to install old main trans. as aux. trans. at main trans. location; remote control permitted.

WCEF Parkersburg, W. Va.—Granted cp install aux. trans. at main trans. location.

WQIK Jacksonville, Fla.—Granted cp to make changes in ant. system (add top loading); condition.

KETO-FM Seattle, Wash.—Granted mod. of cp to increase ERP to 40 kw, decrease ant. height to 1,130 ft. and change type ant.; remote control permitted.

KCJH Arroyo Grande, Calif.—Granted extension of completion date to March 1.

#### Actions of Jan. 23

WAML Laurel, Miss.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

WMB Brookhaven, Miss.—Granted increased daytime power on 1340 kc, SH, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

\*KMSU (FM) Mankato, Minn.—Granted license for non-commercial educational fm.

\*KUER (FM) Salt Lake City, Utah.—Granted license covering changes in ant.-trans. location, ERP, ant. height, ant. system and installation of new ant.

\*KPPS-FM Parsons, Kan.—Granted license covering change in main studio and trans. locations and ant. system.

\*KNER (FM) Dallas, Tex.—Granted license covering changes in ERP, ant. height, trans. and studio locations, installation of new trans. and change in name.

\*WRTC-FM Hartford, Conn.—Granted license covering change of ant.-trans. location, increase in ERP and ant. height, change type ant. and make changes in ant. system; remote control permitted.

WLSL-FM Roanoke, Va.—Granted license covering use of old main trans. as aux. trans.

KWOA Worthington, Minn.—Granted license covering installation of new ant. system (increase height).

WSJS Winston-Salem, N. C.—Granted license covering installation of new trans. for aux. purposes only.

WAKE Atlanta, Ga.—Granted license covering use of old alternate main trans.

as aux. trans. daytime and as alternate main nighttime.

WFRO-FM Fremont, Ohio.—Granted license covering changes in frequency, class of station, ERP, type trans. and ant. height.

KRKC King City, Calif.—Granted license covering change in frequency and hours of operation and installation of new trans.

WAVU-FM Altaville, Ala.—Granted cp to install new trans. and transmission line; condition.

WPPA Pottsville, Pa.—Granted cp to install old main trans. as aux. D and alternate main N at new location (DA-2).

\*WBGO (FM) Newark, N. J.—Granted cp to install new ant.

WHIS-FM Bluefield, W. Va.—Granted mod. of cp to change type trans. and type ant.; delete remote control.

■ Granted licenses for following fm stations: KXEL-FM Waterloo, Iowa; WGSA-FM Ephrata, Pa.

■ Granted licenses covering increase in daytime power for following stations: WBAT Marion, Ind.; WPPA Williamsport, Pa., and installation of new trans.; WAGN Menominee, Mich., and installation of new trans.

■ Granted licenses covering installation of new trans. for following stations: WJCW-FM Johnson City, Tenn.; KNEI Brady, Tex.; WMTE Manistee, Mich.; \*WUSV (FM) Scranton, Pa.

■ Granted licenses covering change in type trans. for following stations: KADI (FM) St. Louis, Mo.; KSPI-FM Stillwater, Okla.

WYLD New Orleans, La.—Granted mod. of cp to use old trans. as nighttime main trans.

WNOG Naples, Fla.—Granted mod. of cp to change type trans.

■ Following stations were granted extensions of completion dates as shown: \*KCSM (FM) San Mateo, Calif., to July 20; KOBY Tucson, Ariz., to May 22; WPIK Alexandria, Va., to Aug. 13; KBAB Indianola, Iowa, to May 12; KLHS Lordsburg, N. Mex., to June 26; WHSM Hayward, Wis., to June 8; WJCO Jackson, Mich., to March 1; WYNE Baton Rouge, La., to July 3.

WRUF-FM Gainesville, Fla.—Granted extension of authority to remain silent for period ending Feb. 20.

#### Action of Jan. 22

WSEI Decatur, Ill.—Granted extension of authority to remain silent for period ending Feb. 26.

#### License revoked

■ By memorandum opinion & order, commission revoked license of Neighborly Bcstg. Inc. for WLOW (FM) Cranston, R. I., and deleted call letters. Station has been silent since July 1961. Action Jan. 30.

#### Rulemakings

##### FINALIZED

■ By report & order, commission terminated rulemaking in Doc. 14667 and assigned "drop-in" ch. \*3 in Bismarck, N. D. Original proposal to shift commercial ch. 7 from Jamestown to Bismarck for educational use was opposed by City Council, Chamber of Commerce and Board of Education of Jamestown, and Chester Reiten, North Dakota businessman, who pointed out that ch. 3 assignment to Bismarck would meet mileage requirements and leave undisturbed ch. 7 assignment to Jamestown. Uhf ch. \*24 is presently reserved (and unapplied for) in Bismarck. However, in petition for rulemaking, State Department of Public Instruction and Bismarck's public and parochial school systems and junior college indicated that funds would be available for constructing educational station provided vhf channel is assigned. Action Jan. 30.

■ By report & order, commission finalized rulemaking in Doc. 14782 and reserved for noncommercial educational use ch. 52 (now commercial but unapplied for) in Vincennes, Ind. Vincennes Univ. had petitioned for reservation. Action Jan. 30.

##### PETITIONS FOR RULEMAKING FILED

■ National Educational Tv & Radio Center, Livonia, Mich.—Requests amendment of Sec. 3.606 of rules so as to assign ch. 68 to Livonia and reserve it for non-commercial educational use. Received Jan. 22.

■ Power Tv Inc., Phoenix, Ariz.—Requests institution of rulemaking proceeding so as to assign uhf ch. 26 to Phoenix. Received Jan. 23.



Not until this moment has such a small price tag appeared on a full-size, full-featured electric office typewriter: **NEW ROYAL ELECTRESS**

Yes, this is a full-size, fully equipped machine, not a light-weight. It can withstand all the rigors of heavy office duty.

How is it possible to introduce such a machine for \$95 under the price of any other true office electric? Basically, by simplification of the mechanism. Not by giving up any of the features.

An ingenious new cam, for example, did away with 645 parts in type-bar linkages. That means 645 fewer parts to pay for in the first place. And the fewer the moving parts, the sturdier the machine.

The motor is simplified and yet more powerful than motors half again its size.

Throughout, simplification not only saves you money but

results in a strong, trustworthy machine. Quiet. Rugged.

But you do not merely save money. You get all the features you want—and a few found nowhere else. The new Magic Monitor,<sup>™</sup> for example, automatically adjusts to the thickness of the carbon pack. The result: print work as neat and uniform as a business card—with remarkably clear, crisp, carbon copies.

For full-featured ability with a small price tag, isn't the new Royal Electress<sup>™</sup> the logical choice? A Royal representative will be proud to show you the Electress. He is in the Yellow Pages. Or write Royal McBee Corporation, Dept. 89 BE, 850 Third Ave., N.Y., N.Y.



## OUR RESPECTS to John Thomas Murphy

### Television is a way of life for ex-page boy

Last spring an energetic historian undertook a basic research job—the stories of network page boys who have made good in broadcast management (*Television*, May 1962).

An important member of this group is John Murphy, executive vice president of Crosley Broadcasting Corp., a rank attained since he joined Crosley's WLWD (TV) Dayton, Ohio, in January 1949. He assumed his new role last Sept. 27.

This tallish executive, with a bit of wave in his dark hair, mixes an easy smile with his businesslike demeanor. His blue eyes often twinkle when the situation is suitable; and again they can blaze with unhappiness at the way things are going.

John Thomas Murphy was born Jan. 23, 1913 in Bronx, New York. Early loss of both parents forced him to go from Fordham Prep into his first job, NBC page boy at Radio City, during the early days of the depression when he was just 17. That started an 18-year NBC career. At NBC he met many top broadcasting and advertising figures, including Robert E. Dunville, now president of Crosley but serving as sales manager at that time. Also he met James D. Shouse, now Crosley board chairman, who advised the young man to take advantage of every chance to learn all he could about the broadcasting industry. Taking this advice seriously, he soon was advanced to NBC's station relations department as liaison with individual affiliates around the country.

This led to a liaison post between stations and the NBC sales department, another chance to learn the sales problems of stations and networks at close range. One of his assignments was negotiation of the first WLWT (TV) Cincinnati contract with the NBC-TV network.

In his last year at NBC he concentrated on television, coordinating and answering inquiries from affiliated radio stations with tv intentions. He attended opening day festivities when WLWT went on the air officially in February 1948.

**Joined Crosley In '49** ■ When Crosley formulated plans to start WLWD in Dayton, Mr. Murphy was offered the managership. On Jan. 1, 1949 he became manager of a tv station that wasn't yet on the air. All went well however, and before the first year had passed John Murphy had been called to Cincinnati to take charge of all three Crosley tv stations—WLWT, WLWD

and WLWC (TV) Columbus. Later WLWA (TV) Atlanta and WLWI (TV) Indianapolis were added. (WLWA was sold in 1962.)

In 1951 he was named vice president in charge of television for Crosley as well as general manager of WLWT. When WLWA took the air in 1953 he was named a vice president of that station.

At Crosley he is credited with many developments, including the success of the whole tv structure. He was responsible for network appearances of many Crosley-originated programs, including *50-50 Club* and *Midwestern Hayride*. He had a major role in bringing color baseball and basketball to tv and in making Cincinnati famous as "Color-town, U. S. A."

**Hot Licks** ■ Once in a while he indulges himself by sitting down at a set of drums and showing a local orchestra a few tricks he learned while a page boy, when he came to know B. A. Rolfe, Benny Goodman, the Dorsey brothers and others. He had run a small orchestra while a page boy, financing three years at Fordham U.

One of John Murphy's friends gives his impressions in this vein: "He personifies television. His belief in the industry, his sheer love of it and its potential, is legendary around Cincinnati's Crosley Square. A man of intense drive, he uses every situation to gain more knowledge of tv. Actually, he lives tv. One Monday morning he is said to have written a memo to his sales

manager that went like this, 'While I was relaxing at home with my family last night, I decided how we will attack the problem we're having with—'

**Way of Life** ■ Television really is a way of life as well as a career with Mr. Murphy. With an extensive knowledge of the industry, he believes good, old-fashioned hard sell must be applied to tv advertising, coupled with creativeness. "If an advertiser's message has both," he likes to say, "the product will move."

A decade ago, in prophetic words, he said in a talk to the Louisville Ad Club: "The time is coming when television will worry less about Faye Emerson's neckline (a topic of that era) and more about illiteracy; less about assaults on what tv is doing to education and more about the thoroughly apparent fact that it is the greatest educator of all." He actively aided in establishment of WCET (TV) Cincinnati, one of the first etv stations, for which Crosley provides transmitting facilities at a nominal fee of \$1 a year.

**Best People** ■ As an executive Mr. Murphy believes first in finding the best people available and then delegating responsibility. He's also a firm believer in promotion from within, compensating an employe for diligence, effort and company loyalty.

He takes a dim view of order-taking salesmen but admires those who know how to fight the battle of adverse numbers. He considers them the most important people in a tv station.

As to tv programming, he's an advocate of creativity and originality with showmanship and flair and often talks of responsibility for the tremendous impact of tv programs on viewers. He likes special events and programs with local live personalities.

And of course his faith in color is unbounded. He remarks that Cincinnati has more color sets proportionately than any other city, with 10% of the nation's color homes located in the four Crosley tv markets.

Mr. Murphy has had numerous industry activities, including director of Television Bureau of Advertising, NBC affiliates committee, Broadcast Pioneers and International Radio & Television Society plus a yard-long list of local roles. He's an active member of St. Gertrude Catholic Church. He married Winifred M. Meehan, Brooklyn, an NBC traffic employe, in 1940. The Murphys have a daughter, Patricia Ann, 16. John's hobbies are golf, baseball and gardening.



Mr. Murphy  
Unbounded faith in color tv



What's behind the noses

THEY'RE rewriting the rule book for the numbers game. Big numbers are still important, but the trend among buyers is to wonder more about the composition of the numbers. More and more buyers are thinking like Armstrong Cork's advertising director, Max Banzhaf, who recently said that he was less interested in gross figures on cost per thousand than he was in "cost per thousand what?"

Mr. Banzhaf explains that he wants impact. This he describes as "finding the people who represent the prime target for a product" and presenting advertising that has real appeal for them.

A long step toward answering such needs was taken by CBS-TV (BROADCASTING, Jan. 28, 1963) when it found a way to solve that heretofore unanswered puzzle—comparison of apples, or magazines, with oranges, or television.

Under the direction of Jay Eliasberg the research began with the concept of studying "total advertising effectiveness" rather than "audiences." This shift in target overcame the difficulty which had made such comparisons impossible.

By concentrating on the end result of effectiveness CBS-TV found tv had high marks in "awareness" of the product, "certainty" of its values and "eagerness" to buy.

In cost efficiency the study determined television not only made twice as many people increase their evaluation of advertised brands as did magazines but, more important, made double the number eager to buy.

That is the kind of information high-spending broadcast buyers can use. It is a must if broadcasting is to continue to increase its share of the advertiser's dollar in face of the concentrated fire of the competition.

Both radio and television tend to fare extremely well when compared with other media by competent research. The problem is to have more of this research ready on national, regional and local levels.

If television and radio don't provide the right answers, other media will try to. Their way.

Oh, Henry

THE nice words, the high-sounding statements of principle, the cultivated appearances of devotion to the "public interest"—all the attractive arguments that have been used to justify government intrusions into broadcast programming—blew up last week in the FCC majority's face. By inadvertence a member of the inner circle admitted just what has been going on.

We are indebted to E. William Henry, a dedicated New Frontiersman, for confirmation of the warnings that this publication has been shouting—to an audience with an astonishing incidence of deafness—for several years. Mr. Henry made the following observations in a news conference held last week while he was conducting hearings into the local programming of television stations in Omaha. The conference was held at the end of the second day of testimony.

Mr. Henry said that at that point the hearings were going "about as we had expected" and that they had shown that "most of the representative citizens of Omaha seem to be satisfied with the performance of all of the stations."

But, he said, in almost the next breath, it would have to be decided later, after the presentation of the testimony of the stations themselves, whether local programs in Omaha "are measuring up" to FCC "standards."

Here, for the first time, the semantic cover-up was removed from New Frontier thinking. To put it in still

clearer words, the present majority of the FCC does not care whether the public is satisfied with television programming; what matters is whether programming conforms to the specifications of the FCC.

What the FCC majority is really doing is reserving the authority to decide whether the public knows what is good for the public. By Commissioner Henry's own description of the process, the FCC has assumed the considerable job of regulating not only television but also the television audience's tastes.

No matter the guise under which this process is conducted—to protect the public against "harmful" things, to expose the public to things that are "good," to move the public ahead in cultural and educational experience at a rate faster than the public is naturally disposed to go—the process is in fatal conflict with the fundamental traditions of American society. A government is no longer subject to the consent of the governed if it succeeds in arrogating the power to prescribe what the governed see and hear—if it is allowed to second-guess the tv audience of Omaha.

The dangers to an open society in the recent operations of the FCC are beginning to become apparent to many thoughtful people, including the architect of the FCC program policy that the regime of Newton Minow inherited and has put to censorial use. As reported here last issue, FCC Commissioner Fred Ford, who was the Republican chairman when the program policy of July 1960 was adopted, has disavowed the Omaha-type hearing on the grounds that the government is usurping the broadcaster's decision-making function. Mr. Ford has not, however, disavowed his program policy itself although it has become the instrument for all kinds of pressures on programming.

Yet the 1960 program policy must be disavowed, indeed must be eliminated, if the trend toward government intrusion in programming is to be reversed. Omaha is only the latest example of the mischief that can be worked under a policy of federal surveillance over programming. There will be more examples, and perhaps they will be more destructive, for the commission majority will act more cleverly now that it has been unmasked in Omaha.

As we have said repeatedly, the Congress must be persuaded to step in. Only by revisions in the law under which the FCC functions can the rush toward federal censorship be stopped.



Drawn for BROADCASTING by Sid Hix

"The chamber of commerce is on our necks again. . . . They want us to say 'partly sunny' instead of 'partly cloudy.'"



*Miss Texas, Penny Lee Rudd*

SINCE 1948

# NEWS

ANOTHER PLUS

## WBAP-TV

NB

# 5



DALLAS-  
FORT WORTH

# FIRST IN RATINGS

# WMAL-TV

The Evening Star Broadcasting Company

WASHINGTON, D. C.

*announces*

*the appointment of*

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*HARRINGTON, RIGHTER & PARSONS, INC.*

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*as exclusive*

*national*

*representatives*

*effective*

*4 February 1963*

**wmal-tv**



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