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ON AND RADIO

NEWSPAPER

JANUARY 1, 1962

Agency account switches in 1961 set record, topping \$230 million 19

NLRB backs union's use of secondary boycott to pressure broadcast sponsors 35

Madow report, which early last year blessed rating services, is itself blessed 24

How the network programs & sponsors line up going into the new year 59

COMPLETE INDEX PAGE 7



Combat information center of nuclear-powered radar picket submarine.

TV

penetrates the unknown

Go undersea with a nuclear submarine crew ... see, hear, almost *participate* in the experience! Only TV's sight, sound and motion can put you on the spot—make the unknown suddenly meaningful. These stations are proud to be part of Television's contribution to the amazing age we live in.

- KOB-TV Albuquerque
- WSB-TV Atlanta
- KERO-TV Bakersfield
- WBAL-TV Baltimore
- WGR-TV Buffalo
- WGN-TV Chicago
- WFAA-TV Dallas
- KOAL-TV Duluth-Superior
- WNEM-TV Flint-Bay City
- KPRC-TV Houston
- WOAF-TV Kansas City
- KARK-TV Little Rock
- KCOP Los Angeles
- WISN-TV Milwaukee
- KSTP-TV Minneapolis-St. Paul
- WSM-TV Nashville
- WVUE New Orleans
- WNEW-TV New York
- WTAR-TV Norfolk-Newport News
- KWTV Oklahoma City
- KMTV Omaha
- KPTV Portland, Ore.
- WJAR-TV Providence
- WTVO Raleigh-Durham
- WRCC-TV Rochester
- KCRA-TV Sacramento
- WOAI-TV San Antonio
- KFMB-TV San Diego
- WNEP-TV Scranton-Wilkes Barre
- KREM-TV Spokane
- KV00-TV Tulsa

Edward Petry & Co., Inc.

Television Division

The Original Station Representative

NEW
FROM
CRC

Air University Library
Maxwell Air Force Base, Ala.
PROPERTY U. S. AIR FORCE

THE CALENDAR GIRL COMES TO CRC!

Sitting in on the swingingest session in recording history is CRC's original "Calendar Girl." She represents a new series of 365 calendar jingles (day-date-year), individually customized for your station in CRC's unduplicated style! Included is a score of extra promo jingles to make CRC's Calendar Girl Series the greatest gig you ever sat in on! Reserve exclusive use in your market NOW!

COMMERCIAL RECORDING CORPORATION

3104 Maple Ave. • P. O. Box 6726 • Dallas 19, Texas • Phone: RI 8-8004

1st
WITH
"SING
ALONG"

1st
WITH
"SINGING
CLOCK"

1st
WITH
"TOP 40"

AVAILABLE JAN. 1, 1962
Call, wire or write DIRECT

**“Charlotte’s WSOC-TV...
makes a real contribution to sales results”
— Dick Jones**



*“We’ve found that
WSOC-TV takes a sincere
interest in the advertiser.
This desire to assure the
success of our advertising
has made a real
contribution to sales results
for Strietmann products in
the Charlotte market.”*

DICK JONES, Vice Pres.
Ralph H. Jones Company
Cincinnati

No lip service at WSOC-TV. Advertisers have learned that schedules on WSOC-TV receive the genuine interest of the station’s staff. Active interest—the kind that helps promote products and contributes to sales successes. Here in America’s 19th largest tv market, for the best of NBC and ABC, plus top local and regional service, Carolina viewers depend on WSOC-TV. One of the great area stations of the nation.

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

REMEMBER WHEN



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

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.

ILLUSTRATION COURTESY OF THE BETTMANN ARCHIVE



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

New term

There won't be any change on FCC in 1962 if Commissioner John S. Cross and his avid supporters prevail. An avowed candidate for new seven-year term to begin July 1, Arkansas Democrat has solid backing of his state delegation, including Chairman Oren Harris of House Commerce Committee and Senators John L. McClellan and J. W. Fulbright, chairmen of Government Operations and Foreign Relations Committees, respectively. Aspiring for appointment, although not openly, is Kenneth A. Cox, chief of FCC's Broadcast Bureau, former Seattle attorney who served as special counsel on communications of Senate Commerce Committee under Chairman Warren G. Magnuson (D-Wash.).

Supporters of Commissioner Cross, on FCC since May 23, 1958, point out he is one of two members with engineering backgrounds; that he has diplomatic experience, having served in Telecommunications Division of State Department prior to FCC appointment. Moreover, they cite automatic retirement next year (June 1963) of Commissioner T. A. M. Craven when he reaches 70, terminating distinguished career as FCC's only other engineering member. Mr. Cox, reportedly supported by Chairman Newton N. Minow, presumably would be shoe-in for Craven vacancy since both are Democrats.

Planning ahead

This season isn't half over, but already wheels are beginning to spin for season two years hence. In what's regarded as one of earliest advance "commitments" ever made, Ziv-United Artists-Tv reportedly has network signature on deal for pilot to be delivered for one-hour series for telecast in 1963-64. If it's any indication of what programmers think viewers will be wanting two years from now, series will treat controversial subjects in "fictional action" manner. Name star already is in tow.

Shell spending in spot

For first time since Shell Oil has been dickering for full return to tv, its apparent advertiser has made decision to put all of its consumer products effort in spot this season. Network buy in 1962 looks highly doubtful. Shell institutional advertising is already in network tv with its golf show on CBS-TV starting Jan. 7 and Leonard Bernstein concerts. Kenyon & Eckhardt placed golf and concert shows;

CLOSED CIRCUIT*

Ogilvy, Benson & Mather is agency for consumer products.

Anti-Red rash

Look for rash of anti-Communist tv documentary series to break out during 1962 on both network and syndication levels. Unusual aspect of syndicated programs in preparation is that many will be supported financially by business interests, largely in South and West, with production costs hopefully to be recouped by sale to stations. Syndicated programs said to be half-hour, 15-minute and five-minute in lengths. Excellent response accorded recent *Hollywood's Answer to Communism* special telecast and growth of so-called anti-Communist schools in cities throughout the country are said to be factors making such programs especially timely.

First BAH report

First segment of Booz, Allen & Hamilton management survey of FCC was submitted last week. It recommends establishment of three-man employe review board to review initial decisions and make final grants in designated cases. Such board was authorized last summer by Congress in FCC reorganization bill (BROADCASTING, Aug. 28). After preliminary skirmishes, FCC decided to await survey recommendations before moving ahead in reorganization (CLOSED CIRCUIT, Oct. 30).

BAH told FCC review board members should be rated no lower than hearing examiners (Grade 15) and that they should not be taken from that office or Opinions & Reviews. (Donald Berkemeyer, chief of Opinions & Reviews, had been mentioned as probable member). BAH was silent on tenure of office of staff review board, subject on which commissioners are split. Under legislation, FCC has wide latitude on whether it would review decision by board and would not have to spell out reasons if it turned down appeal. Main report of survey team is still month away.

Minow woos columnist

Extremes to which FCC Chairman Newton N. Minow goes in effecting good "press relations" is reflected in recent incident. One of top New York tv-radio editors received unsolicited and apparently unprompted letter from Chairman Minow saying he reads editor's columns and thought it

might be helpful for journalist to get first-hand background when next in Washington. Writer called, made appointment for what turned out to be 3½-hour off-the-record session with Mr. Minow. Chairman's office watches metropolitan press closely, it's learned, and New York incident is not first or likely to be last.

Tv outlook-mixed

FCC hopes to make 1962 year of emergence of uhf but not one in which uhf has any chance of supplanting vhf. Rather, idea is gaining strength that 12 vhfs, plus 70 uhf channels, must be utilized in mixed system. Growing requirements of educational tv, plus normal expected expansion of commercial tv, it's felt, will eventually absorb all available assignments in tempo with rapid growth of nation.

While manufacturers haven't said so publicly, they have told government that at least 50% of country must be uhf before it will become economically feasible to make all-channel receivers. This position unofficially has been taken by Electronic Industries Assn. If EIA should come up with reasonable plan for all-channel receivers at this session of Congress, FCC will drop its demand for enactment of legislation making all-band receivers mandatory.

More GE trouble

New attack on General Electric wherein Antitrust Division seeks to enjoin company from fixing prices in any field further beclouds effort of company for renewal of licenses of its Schenectady stations (WRGB [TV] WGY, WGFM) now pending before FCC. Renewals of these stations, along with all Westinghouse Broadcasting Co. have been held up pending determination of FCC policy in light of previous consent decree involving price rigging in electrical equipment field (BROADCASTING, Nov. 6, Dec. 18).

While Attorney General's action adds new element in consideration of GE renewals, it has no apparent bearing on status of Westinghouse licenses. No new action has been taken against Westinghouse parent company. Another difference is that Westinghouse stations are operated by subsidiary (WBC) whereas GE stations operate as division of parent company.



WDAY-TV makes the ladies PANT!

10,320 women in and around Fargo are greatly exercised about what Bill Weaver says and does on his daily "Party Line" program every late afternoon.

For example: Bill had "Miss Exercise" appear on the show daily for two weeks to demonstrate a group of thinning and stretching exercises. A mimeographed instruction sheet was offered

(not pushed) every day. In two weeks, 10,320 requests were received.

"Party Line" is doing a magnificent job for well-known brands of coffee, appliances, soft drinks, cake mixes, soaps, cleaners, etc. If you buy into it, you'll have better proof-of-listenership than ever came out of any ratings book. Ask Peters, Griffin, Woodward!

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



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

WEEK IN BRIEF

Two-word description of last year's rash of account transfers: "turbulent turnover." An estimated \$230 million in accounts changed hands in 1961, according to a compilation by BROADCASTING. See lead story . . .

ACCOUNT SHIFTS IN 1961 . . . 19

The oft-voiced theory that National Labor Relations Board is union-oriented has new supporters as the result of a ruling last week. NLRB held that union efforts to influence KXTV's sponsors were not unlawful. See . . .

BOYCOTT DEFENSES FADE . . . 32

Broadcast rating services, certified as competent by House group last spring, have another supporter in the American Statistical Assn., many of whose members stated their positions at convention in New York. See . . .

MADOW REPORT ENDORSED . . . 24

The use of electronic cameras to produce commercials on film has many advantages, according to Don Patton of Paramount. He describes how costs can be cut through the use of this television-film method. See . . .

CUTTING COMMERCIAL COST . . . 23

That high-in-the-sky tv schoolhouse in Indiana is leaving an important impact around the whole Midwest. It's described as producing effective results and steps are under way to make system permanent. See . . .

AIRBORNE ETV SYSTEM . . . 42

Over in Europe commercial television is gaining in popularity. Within a few years the chances are every free country will have commercial video. A roundup of what's going on in Western Europe's television. See . . .

EUROPE GOES COMMERCIAL . . . 51

In case anyone hasn't heard, the FCC last year used a tougher policy in reviewing license renewal applications. In yearend statement Chairman Minow tells about 1961 and indicates legislative needs. See . . .

FCC TIGHTENS SCREWS . . . 44

The perennial complainers about violence on tv will be pleased to learn there's less of it, according to NAB's code authority. It's probably not very important, but an upsurge has appeared in sex portrayals. See . . .

MORE SEX, LESS VIOLENCE . . . 34

The top figures in advertising will converge on Washington Feb. 7 for the annual midwinter conference of the Advertising Federation of America. FCC Chairman Minow and other federal officials will take part. See . . .

AFA'S WINTER SESSION . . . 28

All's well between the three tv networks and U. S. Information Agency. The latter wants everyone to know that networks are supplying program material desired by USIA as a result of new liaison arrangement. See . . .

NETWORKS BACK UP USIA . . . 48

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***The star stations, KOIL and KISN
delivering the most audience in
omaha and Portland appoint
H-R Representatives, Inc. as
exclusive national representatives,
effective immediately.***

Music licenses extended pending decision

NETWORKS TO ACT ON OWN IN TV-ASCAP NEGOTIATIONS

Television station licenses for use of ASCAP music, due to expire last midnight (Dec. 31), were extended by court order pending court's decision on stations' bid for new form of licenses and lower fees in future. Full-scale hearing on that bid, filed by All-Industry Television Station Music License Committee, is set to start Feb. 14 (BROADCASTING, Dec. 25, 1961).

In his interim order, signed in chambers proceedings Thursday and made public Friday, Chief Judge S. J. Ryan of U. S. District Court in New York ruled that, pending final decision, present licenses and fees should remain in effect. This was in line with procedure he indicated at Dec. 21 hearing when all-industry group asked that interim fees be no more than 75% of those paid under old licenses.

Although stations will continue paying at old rate while case is under consideration, decision will be retroactive to Jan. 1, 1962; thus interim payments will be subject to adjustment to reflect any rate changes embodied in new licenses.

Judge Ryan's order applied to licenses held by approximately 300 stations contributing to (and therefore represented by) all-industry committee, which is headed by Hamilton Shea of WSVA-TV Harrisonburg, Va. In addition, ASCAP officials said they would extend licenses of all other tv stations on same basis.

Network Extensions ■ Tv networks ASCAP licenses, also due to run out Dec. 31, were reported being extended "automatically" for 60 days upon filing of network requests, under ASCAP

consent decree provisions. Network negotiations are conducted separately from those of stations, and there were some indications Friday that these, too, might wind up in court. Consensus, however, appeared to be that further efforts would be made to reach ASCAP-networks agreement by negotiation, before court is asked to step in and decide what fees would be "reasonable."

CBS and NBC, it was learned, have withdrawn their owned tv stations from all-industry group since latter went into court, and ABC had its owned stations omitted from list filed with all-industry group's petition. There was some speculation that this implied network dissatisfaction with "clearance at the source" concept which is heart of all-industry committee's demands, but network sources said their action stemmed from company policies against having non-network counsel represent their owned stations in any court action. It was understood that Westinghouse Broadcasting Co. also asked that its stations be omitted from all-industry list, indicating that WBC, too, planned separate representation for its own stations.

In all-industry group's case, Judge Ryan's opinion revealed that since first hearing on Dec. 21 ASCAP has collected the membership authorizations it said then that it needed—but didn't have—in order to grant any further tv station licenses at all. In Dec. 21 proceeding, ASCAP's assertion that it couldn't act without authorization from 80% of its members—and that it didn't have that many in hand—led Judge Ryan to lecture ASCAP counsel against using authorizations as "a club."

Refuses Injunction ■ In his opinion last week, Judge Ryan recognized that 80% minimum authorization requirement has been in effect since 1948, when ASCAP first licensed tv rights on fee basis. He refused to grant all-industry request for injunction specifically forbidding ASCAP to refuse to exercise authorization it had received.

"Since the filing of this application," his opinion said, "ASCAP's members have deposited the necessary 80% of the performance rights, thus authorizing ASCAP to negotiate a renewal license. ASCAP now has full authority to act for its members with respect to this license now sought."

3-M's ABC-TV purchases to exceed \$1 million

Minnesota Mining & Mfg., St. Paul, will disclose soon heavy daytime order on ABC-TV. Year-long buy at cost of more than \$1 million involves participation in all network's daytime shows with heaviest exposure in *American Bandstand*, *Jane Wyman Presents* and *Yours For A Song*. In addition, 3-M, which owns Mutual Radio, has ordered one-half sponsorship of *Bing Crosby Golf Tournament* on ABC-TV, Jan. 20-21, via Erwin Wasey, Ruthrauff & Ryan and Advertiser's Tape Division, through MacManus, John & Adams, has renewed sponsorship in ABC-TV's *Ben Casey* (Mon. 10-11 p.m.) for 26 more weeks. MJ&A and BBDO are agencies for daytime order.

Liquor store in Kansas suspended for radio use

Kansas Alcoholic Beverage Control Board suspended Jack Nolan Stephenson liquor store license in Shawnee (Kansas City suburb) Friday on charge it carried liquor advertising on KBEA Mission, Kan. Board said store advertised on KBEA Nov. 29 and Dec. 6, mentioning price of liquor and claiming money saving.

State law forbids radio-tv advertising of liquor, except beer, and bans price references. Price is fixed by board. Store was suspended 30 days.

KBEA is NAB radio code subscriber, liquor board docket shows. Radio code prohibits advertising of hard liquor and bans mention of liquor terms in store advertising.

Kansas stations merge

Merger of KARD-TV Wichita with KCKT-TV Great Bend, both Kansas, announced Friday by W. J. Moyer, KARD-TV executive vice president. Transaction, aggregating about \$2 million, involves acquisition of 43% interest held by Elmer C. Wedell and 57% from other stockholders. Wedell stock was obtained from court-appointed receiver.

In addition to KCKT-TV, Wedell interests include 93% of KGLD-TV Garden City, Kan., and lease-ownership arrangement with KOMC-TV McCook, Neb. (Oberlin, Kan.). When approved by FCC, network of stations will have potential of reaching over 70% of television homes in state, according to Mr. Moyer.

Katz salutes clients

Joseph Katz Adv., Baltimore, purchased six hours of time on WFBR, that city, to wish clients and associates a very happy New Year. From 8 p.m. New Year's Eve until 2 a.m. the next morning, WFBR programmed dance music and greetings spots from the agency. At regular intervals a client of the agency was saluted in a 40-second commercial. Also broadcast throughout the program were 8-second spot messages from agency's personnel.

WEEK'S HEADLINERS



Mr. Watson



Mr. Purdon

Robert M. Watson, executive vp, The Kudner Agency, New York, elected board chairman, effective tomorrow (Jan. 2), succeeding **C. M. Rohrbaugh**, who is retiring. **Roger A. Purdon**, senior vp and creative director of McCann-Erickson, New York, elected president of Kudner, succeeding **Charles R. Hook** who died recently (BROADCASTING, Dec. 25, 1961). Mr. Rohrbaugh joined Kudner in 1942 as account executive and was appointed secretary and vp in 1952, president in 1958 and board chairman in 1959. Mr. Watson joined Kudner in 1959 as senior vp from Erwin Wasey, Ruthrauff & Ryan where he had been board chairman. Mr. Purdon earlier had been vp and creative director of Bryan Houston Co.

Howard K. Smith, former CBS news correspondent, joins ABC News for weekly half-hour news analysis tv program and becomes member of news staff (see story, page 35).

Frank K. White, formerly president of both NBC and Mutual, has retired as vice chairman of Interpublic Corp. Succeeding him is **Robert E. Healy**, chairman of McCann-Erickson Inc., New York, division of Interpublic. Mr. White served as Mutual president from 1949-52 and as NBC president from 1952-53. Mr. White, who joined McCann-Erickson (predecessor name to Interpublic) in 1954, will continue as consultant. Mr. Healy joined McCann-Erickson in 1952 as vp and treasurer and was appointed chairman in 1960. Earlier, he had been director of advertising for Colgate-Palmolive Co.



Mr. White



Mr. Healey

Albert J. Petcavage, director of media, and **Don Trevor**, director of radio-tv department, Doyle Dane Bernbach, New York, named vps. Mr. Petcavage joined DDB in 1959 from Ted Bates, New York, where he was assistant vp and media group supervisor for three years. Prior to that, he was with McCann-Erickson as broadcast supervisor. Mr. Trevor came to DDB in

1957 from ATV Film Production Co., New York, where he had been executive producer-director, since 1956. He was with Du Mont Television Network from 1950 to 1956.



Mr. Petcavage



Mr. Trevor

Jack Denninger, vp of Blair-TV for past seven years, resigns to form his own company to operate in financial field. Frank Martin continues as vp and general manager of Blair-TV and **Richard Gerken**, now eastern sales manager of national sales at Metropolitan Broadcasting Co. rejoins New York sales staff (with John Blair & Co. 1946-54). Mr. Denninger, who joined Blair-TV in 1948 and was elected vp in charge of eastern sales in 1955, has not disclosed details of his new venture.



Mr. Denninger

For other personnel changes of the week see FATES & FORTUNES

Examiner Ende favors WITT license renewal

Unauthorized transfer of station was neither willful nor was FCC misled, Hearing Examiner Asher H. Ende said Friday in recommending one-year renewal for WITT Lewisburg, Pa.

Commission set renewal for hearing on questions of unauthorized transfer of ownership, lack of candor and misrepresentations in reports and technical violations.

Mr. Ende found that although one unauthorized transfer had taken place, facts had been submitted to FCC in station's reports. He found station had not misrepresented status of ownership or technical violations.

Most of WITT's troubles, examiner found, stemmed from financial stringencies. These have now begun to be light-

ened, he said, and licensee deserves "final opportunity to demonstrate that it has learned its lesson and will hereafter furnish affirmative evidence of its ability to operate in the public interest."

During hearing in Lewisburg last August (BROADCASTING, Aug 7, 1961), WITT officials testified station is \$38,000 in red. Prospective 1959 sale was to Robert L. Wilson, owner of WKVA Lewistown, Pa., 25-odd miles southeast of Lewisburg. Price was to be \$26,100. Mr. Wilson canceled sale contract when commission raised question of unauthorized transfer of control.

National Geographic unit

National Geographic Society has formed new tv services division to produce films for commercial and educational tv stations and has named Robert C. Doyle, NBC-TV producer, as

chief. He will assume duties Jan. 15.

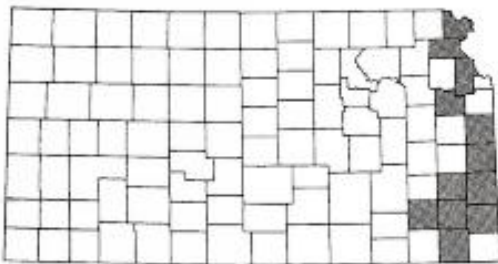
Mr. Doyle recently has been director of NBC *David Brinkley's Journal* and has specialized for decade in public affairs, news-special events and documentaries. He directed tv coverage of national political conventions in last three presidential campaigns. Staff will be named shortly.

Labor violation charged

WWTV(TV) Cadillac, Mich., violated labor law by refusing to bargain in good faith with National Assn. of Broadcast Employees & Technicians, according to recommended findings by Examiner Lee J. Best of National Labor Relations Board. Examiner held station refused to supply certain wage data to union and changed method of pay without negotiating with union.

Sure, we're RADIO, but we would like to borrow the storyboard technique to illustrate...

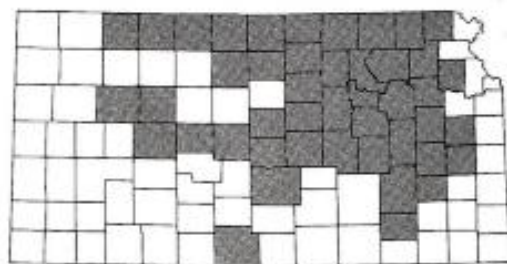
THE BEST WAY TO COVER KANSAS



K. C. Area Stations

Combine the coverage of the four leaders and you get domination in 11 eastern tier counties—not all of Kansas.

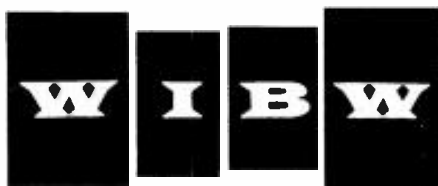
K. C. Metropolitan Area Not Included



WIBW, "The Voice of Kansas."

Covers 68 counties—gives you dominant coverage in 45 of them. Reaches more homes than the K. C. metropolitan area.

We like surveys, but sometimes you have to take them with a grain of salt—and we have lots of salt in Kansas. These maps were developed from the NCS '61 Radio Survey. The only salt we are adding is to point out that the survey gives leadership in 11 counties to K. C. stations. WIBW has no equal among Topeka stations. WIBW dominates its home county. Only one Topeka station has a first in an outside county. If you can afford any of the big four in Kansas City, you can afford the necessary coverage needed through WIBW.



5,000 Watts at 580
CBS RADIO NETWORK
 TOPEKA, KANSAS

Saturating And Delivering Kansas



Division of Stauffer-Capper Publications
 KSEK KGFF KSOK

Represented Nationally by





A man who likes to make his own decisions

knows that one of the best ways to keep himself posted is to read the pages of his businesspaper, advertising as well as editorial. This is where he gets the facts which keep him well informed, make him a *practical* intellectual. For this is a medium advertisers rely on to put the facts about their products and services into the hands and minds of businessmen who need them.

That's why ads in businesspapers enjoy such high readership. That's why, too, *advertising in businesspapers means business—for you... and for the advertiser.*

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO



DATEBOOK

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

*Indicates first or revised listing.

JANUARY

*Jan. 4—Los Angeles chapter of International Advertising Assn. dinner meeting. L. Edward Scriven, director of the Bureau of International Business Operations, Dept. of Commerce, will be guest speaker. Sheraton-West Hotel, Los Angeles.

Jan. 6-14—International Television Festival at Monte Carlo, sponsored by the government of Monaco.

Jan. 11—FCC Chairman Newton N. Minow speaking on "Uhf and the All-Channel Receiver." National Press Club luncheon, Washington.

Jan. 12—North Carolina AP Broadcasters Assn., annual meeting. Carolina Inn, Chapel Hill, N. C.

*Jan. 15—Hollywood Advertising Club second "creative" session of season on "Creative Television." 12 noon to 3 p.m. Jack Brembeck, KABC-TV, will moderate panel that includes Richard Beesmyer, National Television Station Sales; Peter G. Robinson, CBS-TV; Kenneth C. T. Snyder, Needham, Louis & Brorby; Lee Goodman, actor who has done Purina commercials since 1954, and Joe Barbera, Hanna-Barbera Productions. Hollywood Roosevelt Hotel, Hollywood.

Jan. 15-19—American Management Assn., "Effective Advertising" course for management, held in New York for the first time. Hotel Astor, New York.

*Jan. 16—Philadelphia chapter, American Women in Radio & Television, dinner meeting. Gertrude G. Broderick, U. S. Office of Education, will be guest speaker. Hotel Sheraton, Philadelphia.

*Jan. 17—Assn. of National Advertisers workshop—"How to get maximum results from your business films," Hotel Plaza, New York.

Jan. 17—Advertising Council, 20th anniversary dinner. Waldorf-Astoria Hotel, New York.

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

Jan. 19—Educational Foundation, American Women in Radio and Television, board of trustees meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—American Women in Radio and Television, board of directors meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—Advertising Assn. of the West, annual conference. Hotel Californian, Fresno.

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

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

Jan. 23—Final phase of FCC hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify before FCC en banc. Washington, D. C.

Jan. 23-25—Georgia Radio-TV Institute, under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers include: Pierre Salinger, Clair McCollough, Sol Taishoff and Ann Corrick.

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

Jan. 29-Feb. 3—NAB board committees Jan. 29; Joint Board Jan. 30; Radio Board Jan. 31; Tv Board Feb. 1; Joint Boards Feb. 2. Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

FEBRUARY

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

Feb. 1—Deadline for entries for the American Tv Commercials Festival. Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 2-3—Minnesota School of Journalism, Minnesota U., 15th annual radio-tv news short course, sponsored in association with the Northwest Radio-Television News Assn., and the Radio-Television News Directors Assn. U. of Minnesota campus, Minneapolis.

Feb. 4-13—Advertising Recognition Week.

Feb. 5—Deadline for comments on FCC's proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Dec. 4).

Feb. 5—Deadline for comments on FCC's proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 5—Deadline for comments on FCC's proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wis. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

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

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

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

Feb. 7-9—National Winter Convention on Military Electronics. Ambassador Hotel, Los Angeles.

ROUND UP YOUR RUPEES! In India, rupees go a long way towards the downpayment on a sacred cow, the purchase of a new spring turban or a trip to the Taj Mahal. But in Baltimore, an advertiser gets the best run for his rupees on WBAL-RADIO, the **DOMINANT** force of this densely populated province. Here's why: There are no "untouchables" in the land of WBAL-RADIO . . . WBAL-RADIO covers the entire metropolitan area, plus 37 counties in Maryland and 4 adjacent states. WBAL-RADIO gets you results, without rope tricks, providing more unduplicated coverage in this market than any other native station. WBAL-RADIO knows how to charm listeners of every age, every interest, with a distinctive format of Full Range Programming and Music for Mature Minds . . . If you want your advertising to purchase more sales, round up your rupees and reap results on WBAL-RADIO, Baltimore.



WBAL-RADIO BALTIMORE  Maryland's only 50,000 watt station
Associated with WBAL FM & TV / Nationally represented by  Daren F. McGavren Co., Inc.

ONE BUY! FOUR MARKETS!

• Albany
• Dothan
• Tallahassee
• Panama City

EXCLUSIVE **NB C** PROGRAMMING

One buy, one bill, one clearance delivers four market areas with a combined population of 1,230,700 and 211,290 TV Homes! WALB-TV and WJHG-TV dominate this area!

WALB-TV Ch. 10 Albany, Ga.	WJHG-TV Ch. 7 Panama City, Fla.
--	---

GRAY TELEVISION, INC.
Raymond E. Carow, General Manager

Represented nationally by Venard, Rintoul, McConnell, Inc. In the South by James S. Ayers Company.

"INSURED AGAINST EVERYTHING."
YES? Check on the chance that somebody "out there" will accuse you of

LIBEL
SLANDER
INVASION OF PRIVACY
PIRACY, VIOLATION OF
COPYRIGHT.

For these and related hazards you need our **EXCESS POLICY** to hold your loss upon any claim to whatever figure you choose to carry yourself — **INSURANCE** to cover the excess.

WE ORIGINATED THIS SPECIAL COVER AND IT IS USED NATION-WIDE and is SATISFACTORY AND INEXPENSIVE.

Write for details and rates.

EMPLOYERS REINSURANCE CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

New York 107 William St.	Chicago 175 W. Jackson	San Francisco 100 Bush St.
--------------------------------	------------------------------	----------------------------------

OPEN MIKE®

The Virginia story

EDITOR: We have read with much interest your story on the growth of Virginia [SPECIAL REPORT, Dec. 4] and wish to congratulate you on the fine job.

We would like to have 100 reprints . . . —*C. E. McCurry, president, McCurry, Henderson, Enright Inc., Advertising, Norfolk.*

EDITOR: Please send us five reprints . . . —*Donald J. Bloomquist, radio-tv representative, information - publications service, Southern States Cooperative, Richmond.*

EDITOR: Please send me a copy. . . —*Donald Fox, resident representative, Mensh Investment & Development Assoc. Inc., Bristol, Va.*

EDITOR: Please send me 10 copies. . . —*Harold Thoms, president, The Thoms Radio-Tv Enterprises, Asheville, N. C.*

EDITOR: Please send me two copies. . . —*Tom Clarkson, Leesburg, Va.*

[Reprints of BROADCASTING's special Virginia market study are available at 20 cents per copy or in quantities: 100 for \$17.50, 200 for \$27.50, 300 for \$35, 400 for \$42.50, 500 for \$50, plus express or mailing charges.]

Editorial on bartering

EDITOR: The editorial comment, "Bartering away profits" [EDITORIALS, Dec. 25], is both timely and definitive.

While RAB makes a genuine effort to increase national spot revenue, more than 1,500 stations are depreciating a great mass medium with programs for barter.

This is the kind of lead editorial that makes BROADCASTING great for the industry. . . —*John F. Box Jr., managing director, The Balaban Stations, St. Louis.*

Stereo tape cartridge

EDITOR: . . . I read with interest an ITA advertisement [BROADCASTING, Dec. 18] stating, "First . . . in stereo/mono cartridge tape."

WTFM, operating in fm stereo 24 hours a day, has been using, since our air date of Nov. 25, 1961, Spotmaster stereophonic cartridge playback and record units manufactured by Broadcast Electronics Inc. . . —*David H. Polinger, director, WTFM Fresh Meadows (New York), N. Y.*

Niefeld 'Monday Memo'

EDITOR: . . . I have had a tremendous response to the article [MONDAY MEMO, Dec. 11, 1961]—an indication that your publication is really well read. . . —*Jaye S. Niefeld, vice president-marketing, John W. Shaw Advertising Inc., Chicago.*

BROADCASTING PUBLICATIONS INC.
PRESIDENT . . . SOL TAISHOFF
VICE PRESIDENT . . . MAURY LONG
VICE PRESIDENT . . . EDWIN H. JAMES
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BROADCASTING* TELECASTING*

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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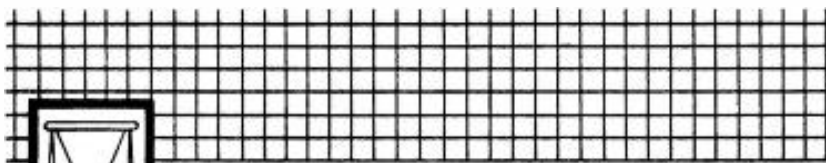
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*Reg. U.S. Patent Office
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as of January 1



BERNARD HOWARD & CO., INC.

radio and television station representatives

One of the most progressive Station Representatives in the country, with offices in New York, Chicago, Atlanta, Los Angeles and San Francisco—

**BECOMES
NATIONAL REPRESENTATIVE**

FOR
WLIB

One of the most respected Negro Radio Stations in America, serving 1,600,000 people— the biggest Negro Community in the United States.

WLIB

125th St. and Seventh Ave., N. Y.



Let's put meaning into New Year optimism

Happy New Year! It's finally arrived! The year for the big breakthrough in color tv! The year for new imaginative programming! Cultural programming in bright attractive packages the public will buy! Or, was that last year?

The New Year issues in our press tend to sound alike from year to year, even to the optimistic forecasts that we will all do so much better than ever before. Although sometimes we do, all too often we're only doing the same things better. But not with better objectives—no better ideas.

In a fury of cleaning the files better than ever, I found some old news magazines that set me thinking this way. January 1949 was a good one. It carried a headline that glorified tv as an infant advertising medium.

Same Lyrics ■ The news on page one could have been written today: "That familiar cry: not enough tv bands" (There were then 58 stations in 30 cities). As of the fall of 1948 the freeze had put tv into a state of suspended animation which was to last nearly four years. Those were difficult days. The existence of only two, or fewer, stations in major markets placed the industry in an awkward network economy.

But all for good cause: out of the FCC "freeze" would come (1) a plan for an adequate number of stations and (2) a workable plan for color tv.

The thaw brought us (1) vhf-uhf intermixture and (2) a spinning color wheel.

Now in 1962, we have (1) a two network economy still in such major cities as Louisville, Rochester and Syracuse and (2) only about 750,000 color-equipped homes.

Cheer up, maybe Russia will invent something this year.

But changes in programming! Those we have: today (or was it yesterday?) offers us vaudeville (Milton Berle?); game shows (*Break The Bank?*); suspense (*Lights Out?*); comedy—warm (*Mama?*); comedy—slapstick (*Lucy?*); drama (*Ford Theatre?*); Jack Paar (Jerry Lester?).

Whodunit? ■ Enough sadness. The industry blames the past on the government—and the government blames the industry. Maybe they'll find a way to work together this year.

There was much to enjoy in the 1949 trade press as well: a page one news story expressed concern about the then

rising cost of tv. That frightening story told about a typical prime-time half-hour show on CBS-TV that cost \$1,885 (time cost plus 2½ hours of live studio rehearsal and one hour of film facilities). *Winner Take All* at \$1,730 was typical of program costs although Ed Sullivan's budget for talent alone was a whopping \$4,500. Prime-time spot announcements were mostly minutes and ranged from \$180 in New York, downward. Not a bad buy at that, with 400,000 sets in New York and ratings of 40 and over quite commonplace.

Three-Act Movies ■ Hidden on the back page was an article about a remarkable new technique developed by KFI-TV Los Angeles. That station, having discovered that most feature films were really plays in three acts, inserted commercial announcements between the "acts" ("From such humble beginnings . . .")

All this history needs a point. There are several. One is to take the curse off the first few negative sounding paragraphs of this memo and to acknowledge the medium's advances. Another is to draw attention to the basic values of television, which were so apparent in 1949. Trade papers then too were full of tv success stories, but successes in the terms of the 900,000 sets of that day. This phenomenal medium drew orders, with cash, from over 10% of set-owning homes, time after time.

The Cost ■ Tv was cheap, by any measure. It could hardly raise rates fast enough to keep up with the growth in numbers of sets. But in time, saturation approached, and rate increases continued. Tv cost-per-thousand caught up with magazine primary-circulation costs. They passed major-market newspapers.

What more does tv have to offer now that it didn't have when it cost half as much? Tv still has sight, sound and motion—but that's where it started. The scientists put that into it, not the programmers. What does tv have that it didn't have in 1949? Well, it has triple spotting . . .

And, of course, it has advantages. The drama is better, and the public-affairs programs and even the cartoons are better. And the screens are bigger. But tv can't afford to be smug. Its competitors are getting steadily better, too.

Which is getting better at the faster rate? Frankly, the American public may be ahead of them all. While most media are adjusting to what they judge as simply a classier "mass" audience, our society seems to be becoming a massive "class" audience.

The public's demand for better programming also compels better commercials. Every good commercial a consumer sees makes him less responsive to the poor ones. And he's seen a lot of good ones by now.

Ideally all commercials would be in good taste. A brash, even offensive approach can be successful though. Certainly it can attract attention, and it often sells.

But there are so many legitimate attention-getting devices that should be tried before resorting to the hammerhead. For example, we could look back to old radio for a clue.

In 1962, tv is bound to be better than it's ever been. The tv industry, the agencies and the government all will be working toward that end. Let's hope that all these succeed in putting some of the enthusiasm of January 1949 back into television.

William A. Murphy, vice president in charge of media and research, who joined the then infant Papert, Koenig, Lois agency in April 1960, had previously served as media director of W. B. Doner & Co., Baltimore. Before that, he held the same position at Whitehall Labs, New York. From 1952-57, he was assistant media director of Benton & Bowles, and from 1950-52 was a timebuyer with Erwin Wasey Co.



Music licenses extended pending decision

NETWORKS TO ACT ON OWN IN TV-ASCAP NEGOTIATIONS

Television station licenses for use of ASCAP music, due to expire last midnight (Dec. 31), were extended by court order pending court's decision on stations' bid for new form of licenses and lower fees in future. Full-scale hearing on that bid, filed by All-Industry Television Station Music License Committee, is set to start Feb. 14 (BROADCASTING, Dec. 25, 1961).

In his interim order, signed in chambers proceedings Thursday and made public Friday, Chief Judge S. J. Ryan of U. S. District Court in New York ruled that, pending final decision, present licenses and fees should remain in effect. This was in line with procedure he indicated at Dec. 21 hearing when all-industry group asked that interim fees be no more than 75% of those paid under old licenses.

Although stations will continue paying at old rate while case is under consideration, decision will be retroactive to Jan. 1, 1962; thus interim payments will be subject to adjustment to reflect any rate changes embodied in new licenses.

Judge Ryan's order applied to licenses held by approximately 300 stations contributing to (and therefore represented by) all-industry committee, which is headed by Hamilton Shea of WSVA-TV Harrisonburg, Va. In addition, ASCAP officials said they would extend licenses of all other tv stations on same basis.

Network Extensions ■ Tv networks ASCAP licenses, also due to run out Dec. 31, were reported being extended "automatically" for 60 days upon filing of network requests, under ASCAP

consent decree provisions. Network negotiations are conducted separately from those of stations, and there were some indications Friday that these, too, might wind up in court. Consensus, however, appeared to be that further efforts would be made to reach ASCAP-networks agreement by negotiation, before court is asked to step in and decide what fees would be "reasonable."

CBS and NBC, it was learned, have withdrawn their owned tv stations from all-industry group since latter went into court, and ABC had its owned stations omitted from list filed with all-industry group's petition. There was some speculation that this implied network dissatisfaction with "clearance at the source" concept which is heart of all-industry committee's demands, but network sources said their action stemmed from company policies against having non-network counsel represent their owned stations in any court action. It was understood that Westinghouse Broadcasting Co. also asked that its stations be omitted from all-industry list, indicating that WBC, too, planned separate representation for its own stations.

In all-industry group's case, Judge Ryan's opinion revealed that since first hearing on Dec. 21 ASCAP has collected the membership authorizations it said then that it needed—but didn't have—in order to grant any further tv station licenses at all. In Dec. 21 proceeding, ASCAP's assertion that it couldn't act without authorization from 80% of its members—and that it didn't have that many in hand—led Judge Ryan to lecture ASCAP counsel against using authorizations as "a club."

Refuses Injunction ■ In his opinion last week, Judge Ryan recognized that 80% minimum authorization requirement has been in effect since 1948, when ASCAP first licensed tv rights on fee basis. He refused to grant all-industry request for injunction specifically forbidding ASCAP to refuse to exercise authorization it had received.

"Since the filing of this application," his opinion said, "ASCAP's members have deposited the necessary 80% of the performance rights, thus authorizing ASCAP to negotiate a renewal license. ASCAP now has full authority to act for its members with respect to this license now sought."

3-M's ABC-TV purchases to exceed \$1 million

Minnesota Mining & Mfg., St. Paul, will disclose soon heavy daytime order on ABC-TV. Year-long buy at cost of more than \$1 million involves participation in all network's daytime shows with heaviest exposure in *American Bandstand*, *Jane Wyman Presents and Yours For A Song*. In addition, 3-M, which owns Mutual Radio, has ordered one-half sponsorship of *Bing Crosby Golf Tournament* on ABC-TV, Jan. 20-21, via Erwin Wasey, Ruthrauff & Ryan and Advertiser's Tape Division, through MacManus, John & Adams, has renewed sponsorship in ABC-TV's *Ben Casey* (Mon. 10-11 p.m.) for 26 more weeks. MJ&A and BBDO are agencies for daytime order.

Liquor store in Kansas suspended for radio use

Kansas Alcoholic Beverage Control Board suspended Jack Nolan Stephenson liquor store license in Shawnee (Kansas City suburb) Friday on charge it carried liquor advertising on KBEA Mission, Kan. Board said store advertised on KBEA Nov. 29 and Dec. 6, mentioning price of liquor and claiming money saving.

State law forbids radio-tv advertising of liquor, except beer, and bans price references. Price is fixed by board. Store was suspended 30 days.

KBEA is NAB radio code subscriber, liquor board docket shows. Radio code prohibits advertising of hard liquor and bans mention of liquor terms in store advertising.

Kansas stations merge

Merger of KARD-TV Wichita with KCKT-TV Great Bend, both Kansas, announced Friday by W. J. Moyer, KARD-TV executive vice president. Transaction, aggregating about \$2 million, involves acquisition of 43% interest held by Elmer C. Wedell and 57% from other stockholders. Wedell stock was obtained from court-appointed receiver.

In addition to KCKT-TV, Wedell interests include 93% of KGLD-TV Garden City, Kan., and lease-ownership arrangement with KOMC-TV McCook, Neb. (Oberlin, Kan.). When approved by FCC, network of stations will have potential of reaching over 70% of television homes in state, according to Mr. Moyer.

Katz salutes clients

Joseph Katz Adv., Baltimore, purchased six hours of time on WFBR, that city, to wish clients and associates a very happy New Year. From 8 p.m. New Year's Eve until 2 a.m. the next morning, WFBR programmed dance music and greetings spots from the agency. At regular intervals a client of the agency was saluted in a 40-second commercial. Also broadcast throughout the program were 8-second spot messages from agency's personnel.

WEEK'S HEADLINERS



Mr. Watson



Mr. Purdon

Robert M. Watson, executive vp, The Kudner Agency, New York, elected board chairman, effective tomorrow (Jan. 2), succeeding **C. M. Rohrbaugh**, who is retiring. **Roger A. Purdon**, senior vp and creative director of McCann-Erickson, New York, elected president of Kudner, succeeding **Charles R. Hook** who died recently (BROADCASTING, Dec. 25, 1961). Mr. Rohrbaugh joined Kudner in 1942 as account executive and was appointed secretary and vp in 1952, president in 1958 and board chairman in 1959. Mr. Watson joined Kudner in 1959 as senior vp from Erwin Wasey, Ruthrauff & Ryan where he had been board chairman. Mr. Purdon earlier had been vp and creative director of Bryan Houston Co.

Howard K. Smith, former CBS news correspondent, joins ABC News for weekly half-hour news analysis tv program and becomes member of news staff (see story, page 35).

Frank K. White, formerly president of both NBC and Mutual, has retired as vice chairman of Interpublic Corp. Succeeding him is **Robert E. Healy**, chairman of McCann-Erickson Inc., New York, division of Interpublic. Mr. White served as Mutual president from 1949-52 and as NBC president from 1952-53. Mr. White, who joined McCann-Erickson (predecessor name to Interpublic) in 1954, will continue as consultant. Mr. Healy joined McCann-Erickson in 1952 as vp and treasurer and was appointed chairman in 1960. Earlier, he had been director of advertising for Colgate-Palmolive Co.



Mr. White



Mr. Healey

Albert J. Petcavage, director of media, and **Don Trevor**, director of radio-tv department, Doyle Dane Bernbach, New York, named vps. Mr. Petcavage joined DDB in 1959 from Ted Bates, New York, where he was assistant vp and media group supervisor for three years. Prior to that, he was with McCann-Erickson as broadcast supervisor. Mr. Trevor came to DDB in

1957 from ATV Film Production Co., New York, where he had been executive producer-director, since 1956. He was with Du Mont Television Network from 1950 to 1956.



Mr. Petcavage



Mr. Trevor

Jack Denninger, vp of Blair-TV for past seven years, resigns to form his own company to operate in financial field. Frank Martin continues as vp and general manager of Blair-TV and **Richard Gerken**, now eastern sales manager of national sales at Metropolitan Broadcasting Co. rejoins New York sales staff (with John Blair & Co. 1946-54). Mr. Denninger, who joined Blair-TV in 1948 and was elected vp in charge of eastern sales in 1955, has not disclosed details of his new venture.



Mr. Denninger

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

Examiner Ende favors WITT license renewal

Unauthorized transfer of station was neither willful nor was FCC misled, Hearing Examiner Asher H. Ende said Friday in recommending one-year renewal for WITT Lewisburg, Pa.

Commission set renewal for hearing on questions of unauthorized transfer of ownership, lack of candor and misrepresentations in reports and technical violations.

Mr. Ende found that although one unauthorized transfer had taken place, facts had been submitted to FCC in station's reports. He found station had not misrepresented status of ownership or technical violations.

Most of WITT's troubles, examiner found, stemmed from financial stringencies. These have now begun to be light-

ened, he said, and licensee deserves "final opportunity to demonstrate that it has learned its lesson and will hereafter furnish affirmative evidence of its ability to operate in the public interest."

During hearing in Lewisburg last August (BROADCASTING, Aug 7, 1961), WITT officials testified station is \$38,000 in red. Prospective 1959 sale was to Robert L. Wilson, owner of WKVA Lewistown, Pa., 25-odd miles southeast of Lewisburg. Price was to be \$26,100. Mr. Wilson canceled sale contract when commission raised question of unauthorized transfer of control.

National Geographic unit

National Geographic Society has formed new tv services division to produce films for commercial and educational tv stations and has named **Robert C. Doyle**, NBC-TV producer, as

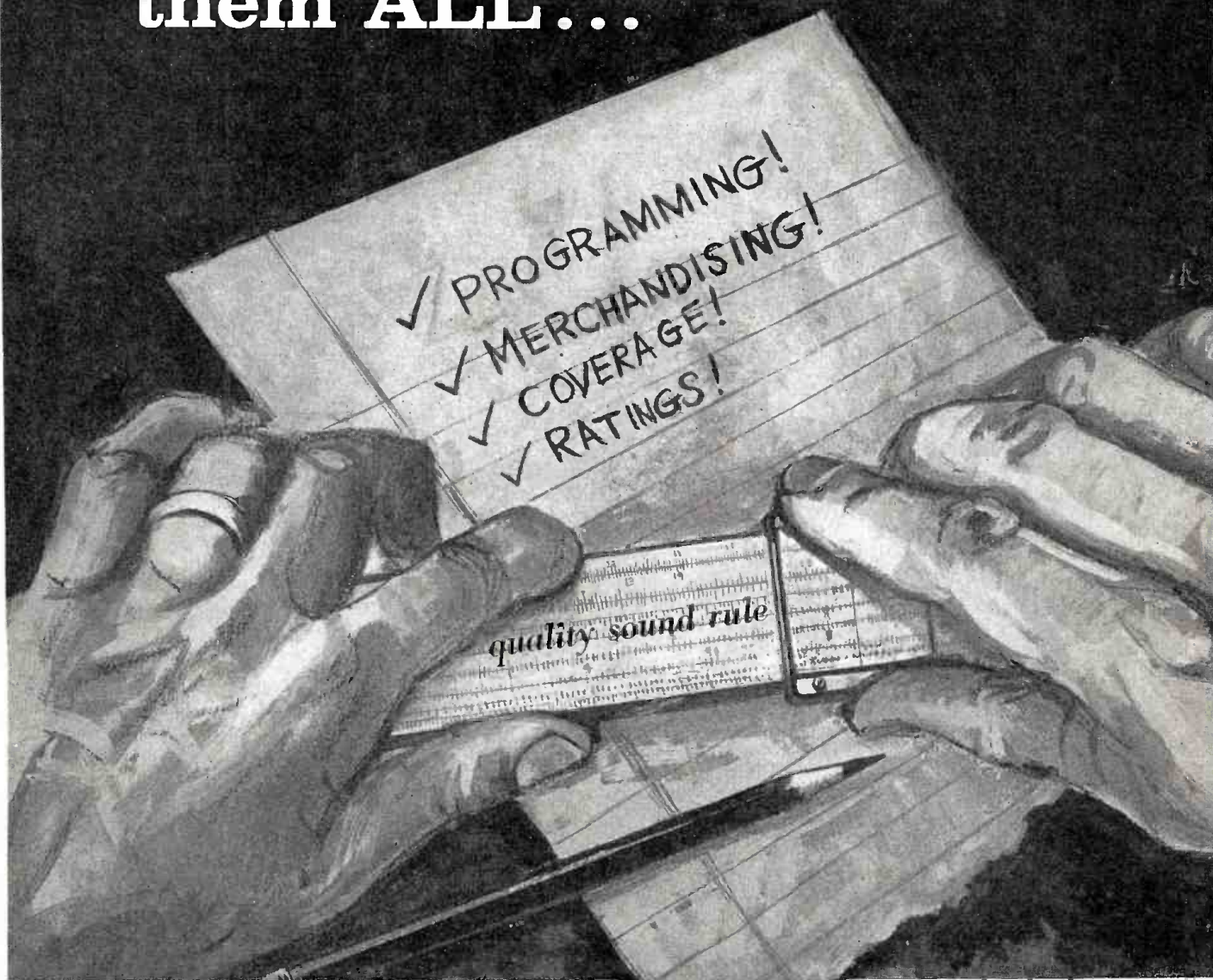
chief. He will assume duties Jan. 15.

Mr. Doyle recently has been director of NBC *David Brinkley's Journal* and has specialized for decade in public affairs, news-special events and documentaries. He directed tv coverage of national political conventions in last three presidential campaigns. Staff will be named shortly.

Labor violation charged

WWTV(TV) Cadillac, Mich., violated labor law by refusing to bargain in good faith with National Assn. of Broadcast Employees & Technicians, according to recommended findings by Examiner Lee J. Best of National Labor Relations Board. Examiner held station refused to supply certain wage data to union and changed method of pay without negotiating with union.

When you measure them ALL...



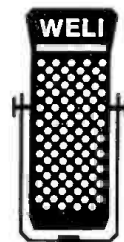
... ONE stands out!

Take the *full* measure of the medium — one station is always a standout. In the rich New Haven-centered market it serves, WELI radio is your most productive buy. Ask your H-R man for a WELI Plus-Radio* plan. In Boston call Eckels.

**Full-scale merchandising — from Sound to Sales*

The Sound of New Haven **5000** watts

WELI



960
NEW HAVEN,
CONN.

17.9

(ABC-TV)

17.9

(Net Y)

17.9

(Net Z)

Tie, we win.

Nielsen, as though displaying seasonal good will toward all networks, came up with a dead heat for the last week of its first December report.*

Significantly, these statistical sentiments were expressed where they carry the most significance—the 50-market areas where the offerings of *all 3* networks can be seen (or not, as the viewers choose).

Tie, we win? Yes, we win with *Ben Casey*, top new show of the season. We win with such time-period winners as *Naked City*, *The Flintstones*, *Bachelor Father*, *Hawaiian Eye*, *Rifleman*, *77 Sunset Strip*, *Target: The Corruptors*, *Margie*, and the very special *Yves Montand on Broadway*.

Well, Gentlemen, that ties it off for the first quarter of the 1961-62 season.

Now, let's see who breaks the tie.

ABC Television

*Source: Nielsen TV Index 50 Market Ratings—Week ending Dec. 3rd, 1961. Average audience of common commercial time periods, Monday thru Sunday, 7:30 to 11 PM.

ACCOUNT SHIFTS HIT \$230 MILLION

- '61 sets record for firing, hiring advertising agencies
- Top 10 moves alone involved \$76 million in broadcast billings
- New brands, slow sales, slim profits contribute to changes

The advertising agency business at the start of 1962 can look back to a year of buffeting by what probably was an unprecedented series of account upsets.

Involved in the turbulent turnover were several major radio-tv active advertisers. In the top 10 account moves (by billings) switched budgets totaled \$117.5 million (see table this page), of which an estimated \$76.3 million is in broadcasting.

It's conservatively estimated that in 1961 some \$230 million in billings changed hands. This total represents the cream of the major accounts of prime interest to broadcasters. The year saw a great deal of unrest, too, among non-broadcast advertisers. Several huge liquor accounts, with billings in the millions of dollars, for example, were caught in the general upheaval.

BROADCASTING's compilation shows a total of nearly 70 account switches

of national interest in 1961. Several moves involved more than one brand: Lever shifted at least eight brand-name products from four different agencies, Chesebrough-Pond moved four to Esty. Liggett & Myers packed off its four cigarette brands to J. Walter Thompson. Philip Morris sent its A. S. R. Products Division and Benson & Hedges cigarettes to Benton & Bowles, and also consolidated more of its cigarette business at Leo Burnett.

Turnover ■ For some advertising agencies 1961 was a year spent in a "revolving door." Accounts came in as others went out. Benton & Bowles, amid a number of changes, picked up the \$12-million Texaco business from faltering Cunningham & Walsh at mid-year, only to lose Procter & Gamble's Tide detergent (worth an estimated \$8.5 million) as 1961 drew to a close. As Tide went out at B&B, Tide was in at Compton, an agency that appeared

to benefit by changes in 1961 despite the loss of Socony (\$6 million).

The spectacular account jostling on Madison Avenue caused wholesale trimming of personnel at some agencies, hiring at others, and generally contributed to the feelings of insecurity which are a notorious hazard on New York's agency row.

By mid-year the die was cast: a BROADCASTING compilation estimated nearly \$75 million in annual billings affected by agency changes of the ten largest accounts over the six-month period (BROADCASTING, July 10, 1961).

The \$230-million estimated billings involved in 1961 agency switches is a sizeable increase over those in 1958 when a magazine survey placed totals at \$185 million and in 1957, when the total was \$130 million.

A Paradox ■ This increase paradoxically is wanted by nobody in the advertising business—excepting, of course,

Top 10 account shifts in 1961 by total billings

Advertiser	Total (in millions)	Radio-Tv (in millions)	New Agency	Old Agency
1. Liggett & Myers	\$ 28	\$19	JWT	McCann-Erickson and D-F-S
2. Jos. Schlitz	16	7	Burnett	JWT
3. Procter & Gamble	13.5	12.5	Gardner; Compton and Grey	Burnett; B&B and Compton
4. Texaco	12	10	B&B	C&W
5. Hunt Foods	9	5.5	Y&R	Fitzgerald
6. Lever Bros.	9	5	JWT; Reach, McClinton; SSC&B and BBDO	K&E; NL&B; FC&B and SSC&B
7. Revlon	9	5.5	NC&K	Warwick & Legler and Mogul, Williams & Saylor
8. Liebmann Breweries	8	4.8	FC&B	JWT
9. Socony Mobil Oil	7	5.5	Ted Bates	Compton
10. American Airlines	6	1.5	DD&B	Y&R
TOTAL	\$117.5	\$76.3		

the agency which acquires the new account.

Still the damaging practice of sudden account switching flourishes, and for several reasons. Some of the most commonly referred to include:

A narrowing profit margin: Many agencies—faced with increased costs—must spend more time today than in past years in a continuing search for more volume, and thus spread costs over additional accounts. (The aim of course is to retain as much as possible of the traditional 15% commission on media billings.)

The television effect: Agencies are finding fixed costs on the rise. Paper work—the “paper jungle”—has reached new heights in the placement of tv billings.

Advertiser encouragement: Although some advertisers deplore account solicitation, many more, directly or otherwise, encourage agencies to bid automatically for their account even when the advertiser is not actually hunting for a new agency.

Product competition and sales declines: Advertisers bumping up against increased competition in their product lines, and often against a concurrent decline in sales, look for a new advertising agency as well as a different sales approach. In this category this year were Tide's defection from Benton & Bowles, and Liggett & Myers' walkout from McCann-Erickson (\$10 million estimate for Chesterfield and Oasis cigarette brands) and from Dancer-Fitzgerald-Sample (\$18 million for Duke and L&M filters).

Change in personal servicing: Often an advertiser feels subjectively that the agency's servicing (and the people) on his account have changed and consequently weakened a client-agency relationship. Such a situation may have helped lead Texaco from Cunningham & Walsh to Benton & Bowles.

Two-Way Flow ■ During the year, it's been apparent that there's a two-way flow of accounts pegged to the agency's size and the client's needs.

For example, there has been an obvious movement from the smaller or regional agency to the larger agency. The desire of an advertiser to obtain the “total marketing” service provided by the larger, New York- or Chicago-based agency prompts the move away from regional agencies (Hunt Foods took its \$9 million-a-year billing from Fitzgerald Adv. in New Orleans to Young & Rubicam in New York and other cities).

The pressures by smaller, aggressive agencies for new business may cost larger firms an account. Typical this year have been McCann-Marschalk (part of Interpublic Inc.); Papert, Koenig, Lois; Daniel & Charles; Rich-

National advertisers changing

Advertiser	To	From	Total Billings (est.) in millions
Admiral Corp.	Campbell-Mithun	Henri, Hurst & McDonald	\$2
Alberto-Culver (new products)	BBDO	JWT	
American Airlines	DDB	Y&R	6
American Dairy Assn.	Compton	Campbell-Mithun	2
American Oil Co. (tires, batteries)	MacManus, John & Adams	D'Arcy	1.5
Benrus Watch Co.	L&N	Grey	1
Hazel Bishop*	C. J. LaRoche	North	2
Buitoni Foods	K&E	Albert Frank-Guenther Law	1.2
Bulova Watch Co.	SSC&B	McCann-Erickson	4
Chesebrough-Pond Pertussin Seaforth toiletries Actin cough syrup Odo-Ro-No	William Esty	Compton and Ellington & Co. (Odo-Ro-No)	2
CIBA Pharmaceuticals	Ketchum, MacLeod & Grove	Wm. Douglas McAdams and Sadler & Hennessey	1
Chock Full O' Nuts Corp. (coffee)	Peerless	Grey	1.5
Colgate-Palmolive Ajax Sprée	Norman, Craig & Kummel	McCann-Erickson	2.9
Congoleum-Nairn (floor coverings)	JWT	Keyes, Madden & Jones	1.5
Coty	D-F-S	BBDO and Daniel & Charles	1.5
Crown Zellerbach (consumer products)	DDB	C&W	1
Dubonnet Aperitif (wine and vermouth)	NC&K	Kleppner	1
Dutch Masters Cigar Co.	Papert, Koenig, Lois	EW&R	2.5
DX Sunray Oil	Gardner	Potts-Woodbury	2.5
Eldon Industries (toys)	K&E	Guild, Bascom & Bonfigli	1
Elgin National Watch Co.	McCann-Marschalk	JWT	1.5
Exquisite Form Industries (Magic Lady and Silfskin Div.)	Papert, Koenig, Lois	Regal Adv.	1
Fels & Co. (Fels Naptha and other soaps, detergents)	Richard K. Manoff	Aitkin-Kynett	4
Foremost Dairies Inc.	Guild, Bascom & Bonfigli	BBDO	5
Fruit of the Loom Corp.	K&E	Delehanty, Kurnit & Geller	1
General Insurance Co. of America	L&N	Cole & Weber	1.5
General Time (Westclox)	Hicks & Greist	BBDO	3
Great American Industries (Super Coola soft drinks)	KNCC&A	Weiss & Geller	1
Gulf Oil (tires, batteries, anti-freeze)	EW&R	Y&R	2.5
Hunt Foods & Industries Wesson Blue Plate	Y&R	Fitzgerald Adv.	9
KLM Royal Dutch (North American Div.)	OB&M	EW&R	1.5
Lehn & Fink Products	F&S&R	Ted Bates	2
Lever Bros. Handy Andy	JWT	K&E	9
Spry	JWT	K&E	
Praise	Reach, McClinton	K&E	
All detergents	SSC&B	NL&B	

*Hazel Bishop earlier in year moved from Raymond Spector to North.

agencies during past 12 months

Advertiser	To	From	Total Billings (est.) in millions
Swan Liquid	BBDO	NL&B	
Air-Wick	JWT	FC&B	
Dinner-Redy	JWT	K&E	
Rinso and Rinso Blue	JWT	SSC&B	
Liebmann Breweries	FC&B	JWT	8
Rheingold Beer			
Liggett & Myers	JWT	McCann-Erickson	10
Chesterfield			
Oasis			
Duke			
L&M	JWT	D-F-S	18
Longines-Wittnauer	Kenilworth	Victor Bennett	1
Minute Maid	McCann-Erickson	Ted Bates	4
Snow Crop Brand	McCann-Marschalk	KHCC&A	2
Monarch Wine Co.	Del Wood Assoc.	Grant	6
New York Herald Tribune	Papert, Koenig, Lois	Donahue & Coe	1
Norge Div. of Borg-Warner	Clinton E. Frank	Keyes, Madden & Jones	1.1
Owens-Illinois	Meldrum & Fewsmith F&S&R (Libbey Glass)	JWT	1.5
Parker Pen Co. (Parker pens) (Eversharp Pencil Div.)	Burnett Burnett	Tatham-Laird Compton	3
Pharmacraft Labs.	Papert, Koenig, Lois	Daniel & Charles	1.5
Philip Morris			5.6
A.S.R. Products	B&B	K&E	
Benson & Hedges	B&B	DDB	
Ronson Corp. (lighters & accessories)	DDB	NC&K	1
Alpine	Burnett	DDB	
Pillsbury Co. Tidy House (detergent)	McCann-Marschalk	Guild, Bascom & Bonfigli	1.8
Pittsburgh Plate Glass	JWT	BBDO	2.5
Procter & Gamble			
Jif (peanut spread)	Gardner	B&B	8.5
Tide	Compton	Burnett	1.5
Premium Duz	Grey	Compton	3.5
Purex Corp.			1.3
Allen B. Wisley	FC&B	John W. Shaw	
Potter Drug & Chemical	FC&B	KHCC&A	
Quaker Oats			1
Flako mixes	Lynn Baker	Clinton E. Frank	
Aunt Jemima flour	Compton	Clinton E. Frank	
Revlon Inc.			
Knemark Div. (Esquire products)	NC&K Unnamed	Warwick & Legler Mogul, Williams & Saylor	7 2
Salada-Junket	C&W	DDB	2
Scandinavian Airlines	J. M. Mathes	Adams & Keyes	1.5
Schick Inc. (razors)	NC&K	B&B	3
Jos. Schlitz Brewing Co.	Burnett	JWT	16
Scripto Pens	McCann-Erickson	Donahue & Coe	1
Seaboard Finance Co.	FC&B	Frank Bull & Co.	1.5
Sears, Roebuck & Co.	DB&M	C&W	5
Smith-Corona Marchant	BBDO	C&W	2
Socony Mobil Oil Co.	Ted Bates	Compton	7
Squirt Co.	Donahue & Coe	Honig-Cooper-Harrington	1
Texaco	B&B	C&W	12
U. S. Time Corp. (Timex)	Warwick & Legler	W. B. Ooner	2
U. S. Tobacco Co.	DCS&S; Donahue & Coe	C. J. LaRoche	1.2
Vic Tanny Enterprises	KHCC&A (all except western billing)	Stahl & Lewis	2
Vitamin Corp. of America	Cohen & Aleshire (now merged with O&C)	Daniel & Charles	1
		Total	\$231.1

ard K. Manoff, and Peerless, to name a few (see adjacent listings).

A factor affecting a client's stability at an agency is the lack of any set pattern in how a large corporation fits its agency into the total marketing picture. For example, Liggett & Myers, once "spread" over two major agencies (McCann-Erickson and D-F-S), placed the bulk of its business in one agency (JWT), and yet other advertisers of fair size will move in the opposite direction (Quaker Oats moved out of Clinton E. Frank and split its account, Flako to Lynn Baker and Aunt Jemima flour to Compton).

The product conflict still affects the goings and comings of accounts. J. Walter Thompson lost the \$16-million Schlitz beer account but by the year-end easily picked up another beer client—the \$8-million Liebmann breweries account (Rheingold beer). When Doyle Dane Bernbach early in the year gave up Philip Morris' Benson & Hedges and Alpine cigarettes, it could handle an otherwise conflicting Ronson lighters account.

Consumer spending rise seen in study by B&B

The U. S. economy in 1970 should reach a level wherein consumer expenditures for goods and services will be at an estimated \$8,600 per household. This compares to \$1,800 per household in 1940, and \$6,200 at present.

These estimates are presented in a study of the American economy released by Benton & Bowles last week. It is based primarily on data prepared and published by the U.S. Dept. of Commerce.

Benton & Bowles found the dollar value of gross national product increasing about five times as fast as the population from the start of the post-war economy in 1946, and the purchasing power of the dollar (in constant value) about twice as fast. The agency predicted this rate would continue through the \$700 billion economy seen for 1970.

The agency said last week that its study is not designed to show new facts and figures but to "place them in better perspective" (the title of the study is "The U.S. Economy in Long-Range Perspective") and is one of a series prepared by Benton & Bowles' marketing development department for use in forming "sound, long-range marketing programs."

The study recorded total advertising expenditures growing nearly five-fold—from \$2.3 billion to \$11.6 billion—from 1919 to 1960, but it cautioned that in terms of per cent of total consumer expenditures, advertising in the

period actually declined from 3.8% to 3.5%.

Much of the study is devoted to charts and analyses, of which Benton & Bowles concluded a message both "encouraging and reassuring" to the effect that the national economy is "gradually maturing" and "the varying economic fears voiced in short-term analyses of the past prove to be less serious in retrospect than at the time of forecast."

Marshaled together in statistical form are figures on gross national product, consumer expenditures, stock market prices, unemployment and wages.

Rep appointments...

- WILA Danville, Va.: Bernard Howard Co. as national representative.
- Donrey Media Group television stations (KOLO-TV Reno; KLRJ-TV Las Vegas; KFSA-TV Fort Smith, and KFOY-TV Hot Springs, both Arkansas, and KGNS-TV Laredo, Tex.: Venard,

Rintoul & McConnell Inc., New York, as exclusive national representative.

- KOLO Reno and KORK Las Vegas, both Nevada; KFSA Fort Smith, Ark.; KGNS Laredo, Tex., and KOKL Okmulgee, Okla.: Venard, Rintoul & McConnell Inc., New York, as exclusive national representative.

Business briefly...

Family Products Div., Charles Pfizer & Co., has bought an 80-market spot radio campaign for Candettes, with heaviest concentration in major metropolitan areas. Agency: Ted Gotthelf Assoc. Ltd., New York.

Goodyear Tire & Rubber Co. has renewed its 52-week contract with Central American Television Network, effective this month. Goodyear will sponsor *King of Diamonds* on the six CATVN stations.

Savings & Loan Foundation, through McCann-Erickson Inc., New York, has

bought an hour-long NBC News special, *U. S. No. 1: American Profile*, to be broadcast on NBC-TV Thur., March 29 (7:30-8:30 p.m. EST).

Schenley Import Co., New York, has added Boston to its tv schedule for Dubonnet apertif wines. Dubonnet wines have a \$600,000 fall-winter ad budget which includes use of radio-tv in major metropolitan markets. In television alone, the company has been in Los Angeles, New York, Washington and Philadelphia. Agency: Norman, Craig & Kummel.

Agency appointments...

- Firmenich Inc., New York, compounders of fragrances and artificial flavors, appoints Donahue & Coe, New York.
- Restaurant Assoc., New York, operators of restaurants, appoints Papert, Koenig, Lois Inc., New York.

Paramount weds tape, film processes to produce commercials

A way to save money without sacrificing quality is welcomed by nearly everybody. But everyone who's tried it is painfully aware that many methods most glowingly described fail to live up to the promises in their performance. So when Paramount Television Productions let it be known that it had developed a method of using the electronic camera to produce commercials on film, achieving the quality of good 16mm film with the combined economy of tape production and film reproduction, the announcement was met with a reaction that was more skeptical than it was enthusiastic.

"What we are doing is really nothing new," Don Patton, coordinator of production sales, explained. "It's using the electronic camera to produce commercials on film. The advantages are great. With live or tape tv production techniques we do the supers and dissolves and all kinds of optical effects electronically in the control room while the commercial is being shot and the only editing that's needed is an occasional butt splice to put the different scenes into the proper sequence. This eliminates the high production costs of commercials produced on film with motion picture techniques.

"Then, when the master is approved, we can duplicate it at \$2.50 a print on film, compared to a tape

dub at \$25 a minute, and for a spot campaign on 80 stations that means print costs of \$200 instead of \$2,000. That's a lot for the cost-conscious advertisers, especially when it is combined with a saving of 20-25% in production costs.

It's Kinescope - "The trouble is that when we get about this far with our pitch, someone always asks: 'But is what you're doing kinescoping?' and when we admit it is, you'd



Mr. Stefan

Miss O'Hara

think we'd admitted to stealing the petty cash. Everyone remembers the early kinescopes and how bad they were. But very few, even in the most up-to-date agencies, realize that with the 4½-inch Marconi tube and modern production techniques we can produce a kinescope with quality just as good as that of a good 16mm film made directly instead of off the tube."

To persuade reluctant prospects to give him a chance to show what he can do for them, Mr. Patton has collected testimonials from satisfied users—a sales technique even older than kinescoping. Bud Stefan, vice president of BBDO, Hollywood, writes, in part: "Your Paramount process, Don, is doing a lot to restimulate the use of video tape production as far as this office is concerned. . . . The frontal projection 16mm prints are truly remarkable and the telecast prints as seen on the tube are great . . . with this quality our selling job will be a lot easier."

And Betty O'Hara, vice president of Dancer-Fitzgerald-Sample, Hollywood, after admitting to "some misgivings about going to tape for the production of the Freberg Cheerios commercials (because) I have seen too many bad 16's made from tape," states: "I can tell you that the 16mm direct positives we have been getting from you look every bit as good as any 16mm film prints I have come across."

The process is not exclusive with Paramount, Mr. Patton admits. "Others have done it and others can do it. We've just worked at it a little bit harder." One other advantage, he comments, is that "agencies like to show the commercials and they all have 16mm projectors, but damn few have tape machines."

CBS FOUNDATION INC.

News Fellowships for 1962-1963

CBS Foundation Inc. established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and in addition receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1962-1963.

Purpose of the Fellowships

CBS Foundation Inc. has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The Fellowships make it possible for a holder to select, from the wide curriculum of Columbia University, courses which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. Courses may range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, public administration, American history. With the approval of the University, the Fellow may become a candidate for a graduate degree.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS News, CBS Radio, CBS Television Network and CBS Television Stations offices and studios in New York.

The Fellowship Year

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The sixth series of fellowships, for the academic year 1962-1963, will start in September 1962.

Address request for an application or other correspondence to:

JULIUS F. BRAUNER
Executive Director, CBS Foundation Inc.
485 Madison Avenue, New York 22, N. Y.

Applications must be postmarked not later than February 28, 1962. The Selecting Committee will announce its selections early in April.

Requirements for Applicants

1. Qualification in one of the following categories:
 - A. News and public affairs staff employees of (1) CBS News, (2) the seven CBS Owned radio stations, (3) the five CBS Owned television stations, (4) the 207 U.S. stations affiliated with CBS Radio, but not owned by it, and (5) the 203 U.S. stations affiliated with the CBS Television Network, but not owned by it.
 - B. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
 - C. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.An applicant must be fully employed in one of Categories A, B and C, and must have *sufficient full-time experience* in the field to indicate ability and promise of greater development.
2. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
3. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

The Selecting Committee (for 1962-1963)

On Behalf of the Public:

MARK ETHRIDGE, *Chairman of the Board, The Courier-Journal and The Louisville Times; Trustee, Ford Foundation; former President, National Association of Broadcasters; former Director, Associated Press; former Chairman, U. S. Advisory Commission on Information.*

JOSEPH E. JOHNSON, *President, Carnegie Endowment for International Peace; former Professor of History, Williams College; former officer of U. S. Department of State and adviser to U. S. delegations to the United Nations.*

BYRON PRICE, *former Executive Editor, Associated Press; Assistant Secretary-General, United Nations; U. S. Director of Censorship, World War II; awarded special Pulitzer citation for creation and administration of press and broadcasting wartime codes (1944).*

On Behalf of Columbia University:

JOHN A. KROUT, *Vice President.*

RALPH S. HALFORD, *Dean of Graduate Faculties.*

On Behalf of CBS Foundation Inc.:

RICHARD S. SALANT, *Vice President of CBS and President of CBS News.*

BLAIR CLARK, *General Manager and Vice President of CBS News.*

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable. The decisions of the Committee are final.

All expenses at Columbia University (including tuition and special charges) will be paid for each Fellow. In addition, each Fellow will receive a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia on behalf of each Fellow, to average approximately \$8000 for each Fellow for the academic year.

An endorsement for the Madow Report

HOWEVER, THERE IS ROOM FOR IMPROVEMENT, SAYS SPECIAL PANEL

Last March, the so-called Madow Report gave a generally clean bill of health to the broadcast rating services on points of criticism most frequently directed against them (BROADCASTING, March 27, April 3, 1961). Last week, the Madow Report was given a clean bill of its own panel of network, agency, FCC and rating-service officials.

The panel occupied one of scores of sessions held by the American Statistical Assn.—whose technical committee on broadcast ratings, headed by William G. Madow of Stanford Research Institute, compiled the Madow Report—at its 121st annual convention Wednesday through Saturday in New York. In a three-hour discussion Wednesday afternoon the panelists individually singled out areas where they thought the report might have been “improved,” but on the whole they gave it solid endorsement.

The report was prepared by the ASA committee at the request of Rep. Oren Harris (D-Ark.), chairman of the House Interstate & Foreign Commerce Committee and also of the then-existing Subcommittee on Legislative Oversight. Rep. Harris, noting that ratings figure prominently in the selection of network prime-time programs, asked ASA to evaluate the soundness of the rating services’ statistical procedures. After a year’s study the ASA committee concluded that both the ratings and the use of them could be improved but that in general they are adequate and useful as is, especially on the national level.

Research Into Researchers ■ One of several recommendations advanced by the Madow group proposed the formation of an industry-wide “Office of Research Methodology” to conduct (or underwrite) research on making and using both quantitative and qualitative audience measurements. In last week’s panel session this proposal was singled out for specific endorsement by several—but not all—participants.

Endorsers included Bud Sherak, vice president and research director of Kenyon & Eckhardt, Dr. Hyman H. Goldin, chief of the FCC’s Research & Education Division, and—not surprisingly—two Madow committee members who appeared on the panel: Dr. Madow (who was unable to attend because of illness, but whose observations were summarized and circulated) and Raymond J. Jessen of C-E-I-R (which since then has acquired the American Research Bureau ratings organization).

The concept of a research center, apparently with broader objectives but in-

cluding those set out in the Madow report, has since been developed and pushed by NAB and is currently being explored by a special NAB committee headed by Donald H. McGannon of Westinghouse Broadcasting Co.

Only panelist at the ASA session who challenged the idea of an office of research methodology was Jay Eliasberg, research director of the CBS-TV Network. He agreed that “many rating methodological questions have not been answered to date,” but took the position that this is true in most cases not because there is no such office to answer them but because (1) such questions cannot be answered in the present state of the research art and (2) “many of the questions would cost a tremendous amount of money to answer.”

Expensive Project ■ Mr. Eliasberg recalled an Advertising Research Foundation committee proposal, several years ago, for an extended program of research on ratings. “The program would have cost a great deal,” he said. “From the dim mists of time, a figure of more than half a million dollars seems to occur to me. As I recall it, that figure stopped everyone when it was first mentioned, and I have no reason to think that the reaction would be much different today.”

FCC’s Mr. Goldin regarded a “properly staffed and properly financed” Office of Methodology Research “most important.” He thought “this office might well be part of a larger center for broadcasting research. I am heartened by the expressed interest of leaders in the broadcasting industry to take

a more positive role in promoting and stimulating and financing research directed not only to the media’s commercial effectiveness but its role in furthering the public interest.

“I recognize that substantial sums of money may be involved but I am hopeful that the broadcast industry, including networks, stations, advertisers and agencies, will take a broad, and realistic, view of their long-term enlightened self-interest. It is not inconceivable that such research may help to improve the industry’s output in the long run.”

Mr. Goldin said broadcasters’ “output” was one of the FCC’s concerns and therefore one of the reasons for its interest in ratings. He asserted that the FCC “does not censor individual programs” but is “concerned with programming service in a more general way: the extent of program balance (for example, as between entertainment and other types of programs), the degree of diversity in program choices, and the forces which promote or hinder overall program improvement in the public interest.”

Unanswered Questions ■ In discussing areas for future research he noted that the British Broadcasting Corp. reports ratings in terms of individuals rather than homes. Information of this sort, he said, might help answer such questions as: “Is there any relationship between the viewing habits of the population and the increasing educational level of the public?” “To what extent do community leaders view the informational and cultural programming made available currently?”

Mr. Goldin said he also would “like to see developed a record of information as to the audience for public-affairs programs, at least in terms of changes, if any, over time in the educational and occupational characteristics of the audience.”

K&E’s Mr. Sherak said an Office of Methodology Research “makes a great deal of sense from a user’s point of view” because it “will make the user feel more secure in accepting the research finding.”

He cautioned against “over-investing” in ratings to improve their quality, however. The extra money, he suggested, should go into developing new areas of research that might, for example, answer such questions as: “independent of the size and characteristics of the audience, and all other things being equal, is it better for an advertiser to reach a prospect through a commercial



FCC's Goldin

in a variety show or in a situation comedy—or in a western? What is the value of program loyalty? If listeners or viewers enjoy and appreciate a program, to what extent do they reward the advertiser? What is the relative selling power of [different lengths and combinations of] media units?"

Indispensable ■ Answers to questions like these are needed to supplement ratings, Mr. Sherak stressed. But he made clear that "ratings are almost indispensable to our work—and, to some extent, so are the rating services." He said that "if the rating services were abolished today the broadcast industry would have to revive them tomorrow." The agencies could not provide their own ratings on a par with those now offered, he said, because the project would be far too costly.

He said K&E in the past year has spent \$75,000 for broadcast ratings—a sum he called "comparatively small relative to the amount spent by the networks and stations."

Representatives of six rating services commented briefly on the Madow Report.

James Seiler of ARB announced that his organization was getting behind the report's suggestion that the term "cost per thousand" be replaced by "homes reached per \$100," and also is engaging in other projects, including a complete methodology report and a study of survey non-respondents as compared to respondents, as a result of suggestions by the Madow group.

To promote the expression of costs in terms of "homes reached per \$100" instead of "cost per thousand homes," he said, ARB has prepared and now has available for distribution cardboard "wheel" estimators permitting quick computation of costs on the Madow-endorsed basis. For reasons of quicker arithmetic as well as the psychological effect, both Mr. Eliasberg and Mr. Sherak also specifically indorsed the "homes per \$100" approach.

Albert E. Sindlinger of Sindlinger & Co., Norwood, Pa., said his company shows much higher ratings for news and other so-called quality programs, and lower ratings for mass-entertainment shows, than other services do. He said this stems from his firm's practice of keeping selected homes in its sample until they are reached—the relatively low incidence of "non-respondents" in Sindlinger surveys."

He said he had found there is "a marked difference" in the viewing habits of people who are away from home more than the average—that they incline to watch "quality" shows more than the average stay-at-home viewer does.

Frank Stisser of C. E. Hooper Inc. thought the Madow Report put too

Why numbers were pitched in favor of Mitch

Dr. Thomas E. Coffin, NBC research director, during the American Statistical Assn.'s Wednesday session, offered a "case history" of how NBC uses ratings. He said he wanted to "make it clear that we really do have, typically, quite a substantial body of information about our programs, and that the fate of the world seldom hinges upon some single number, with all the unreliability in it to which the [Madow] committee very properly has been calling attention."

Mitch and Ratings ■ His case history was the *Sing Along With Mitch* program. It first appeared as a one-shot in the *Ford Startime* series in 1959-60. Its rating was a few points below the average for *Startime*, which itself "was not regarded an outstanding success," Dr. Coffin said. But even as a one-shot with a not particularly high rating, it received an unusually good TvQ, indicating strong potential as an audience "favorite" and thus encouraging NBC to investigate the possibilities of using it as a series.

Dr. Coffin then traced the use of local, national and Nielsen 24-market ratings along with audience-



composition and other data for both the Miller show and its competition during its seven-week run in early 1961 and the final decision to slot it in the Thursday 10 p.m. period in the current season. The show's performance thus far, he said, "has borne out the confidence which our analyses had given us."

much emphasis on television. Radio ratings and tv ratings "are two entirely different things," he said, and radio should have been considered as a separate medium.

Other rating service representatives were Larry Roslow of The Pulse, Robert Rogers of Trendex and Warren Cordell of A. C. Nielsen Co. Andrew Stevenson, adviser to the House Commerce Committee, presided over the session.

AMA told of new tack for Trade Commission

A new approach to the enforcement of business practice violations was suggested last week by a Federal Trade Commission commissioner: Rulemaking proceedings to establish guide-lines for businessmen to tell them clearly what is legal and what is illegal.

Commissioner Everette MacIntyre, named to the FTC by President Kennedy last September, urged this method of handling violations of the Federal Trade Act and the antimonopoly laws.

In a speech to the American Marketing Assn. in New York, Mr. MacIntyre said that such industry-wide rules would clarify what is legal and what is a violation. This would be more fair for business, Mr. MacIntyre said, than the pres-

ent case-by-case method which is, he stated, "cumbersome and poorly adapted in many instances to keeping pace with the commercial innovations of a dynamic economy. The regular emergence of new types of distribution outlets, new methods of distribution, new selling devices and ever-deepening competitive pressures, finds the commission unable to keep pace by using case-by-case method solely."

A member of the FTC legal staff for 25 years, Mr. MacIntyre was general counsel and staff director of the House Small Business Committee before being named to his present post on the FTC.

Phony Prices ■ Fictitious pricing was discussed at another AMA session by Daniel J. Murphy, director of the FTC's Bureau of Deceptive Practices. "The use of fictitious, comparative price claims has grown to such an extent," Mr. Murphy said, "that it is today's most serious threat to public confidence in advertising, nationally and locally."

The essence of Mr. Murphy's remarks was that where list prices or regular prices are used in advertising they must be based on fact; they must actually represent the price the article normally is sold for in the community. Otherwise, he said, this device is a fraud, and is so considered by the FTC and the courts.



**SEVEN ARTS
ASSOCIATED
CORP.**

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

NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

VOLUME 3 WARNERS' "FILMS OF THE FIFTIES"

A large, stylized white number '9' is centered on a grey background with a fine, grid-like texture. A bright yellow ribbon is wrapped around the middle of the number, crossing itself to form a loop. The text 'NOW AVAILABLE FROM SEVEN ARTS' is printed in a black, serif font across the yellow ribbon.

NOW AVAILABLE FROM SEVEN ARTS

National Nielsen Radio Index

Network radio's leading advertisers
Based on four weeks ending Nov. 5, 1961
Ranked by total home broadcasts delivered and by total commercial

minutes delivered for individual advertisers by all programs and participation on all radio networks used.
Copyright 1961—A. C. Nielsen Company

Home Broadcasts			Commercial Minutes				
Rank	Advertiser	No. of b'dcsts	Total home b'dcsts del'd (000)	Rank	Advertiser	No. comm'l mins. aired	Total comm'l min. del'd (000)
1	Bristol-Myers	276	142,618	1	Chevrolet-Gen. Motors	198	104,069
2	Liggett & Myers	309	138,467	2	Liggett & Myers	236	97,790
3	Campbell Soup	295	126,855	3	Pharmaco	248	87,167
4	Pharmaco	328	126,796	4	Bristol-Myers	155	77,607
5	Chevrolet-Gen. Motors	216	122,992	5	Mennen	185	68,175
6	R. J. Reynolds	268	108,104	6	Campbell Soup	159	63,904
7	Mennen	240	88,124	7	R. J. Reynolds	164	60,274
8	United Motors-Gen. Motors	169	75,224	8	Metropolitan Life Ins.	115	56,987
9	Metropolitan Life Ins.	135	72,897	9	Grove Div. Bristol-Myers	100	53,885
10	General Foods	150	67,356	10	General Foods	120	51,651
11	Sterling Drug	163	65,817	11	Sterling Drug	146	51,386
12	Grove Div. Bristol-Myers	116	65,326	12	United Motors-Gen. Motors	127	50,986
13	Minnesota Mining & Mfg.	183	59,931	13	Mogen David Wine	101	42,354
14	Mogen David Wine	136	59,892	14	Minnesota Mining & Mfg.	160	42,166
15	Sylvania Electric	86	42,429	15	Gillette	41	36,027
16	Mentholatum	80	38,964	16	Chrysler Corp.	41	35,259
17	Standard Brands	111	38,133	17	Sylvania Electric	65	30,649
18	Hudson Vitamin Products	148	37,426	18	Mentholatum	64	25,874
19	Ex-Lax	89	34,214	19	Standard Brands	80	25,440
20	Automotive-American Motors	80	32,194	20	Hudson Vitamin Products	101	24,030

Final touches given AFA winter session

The joint problems facing advertising and the FCC will be discussed in a panel session featuring FCC Chairman Newton N. Minow during the Advertising Federation of America's Feb. 7 midwinter conference.

In announcing the final program for its Washington session, AFA disclosed that Donald H. McGannon, president of Westinghouse Broadcasting Co., will preside at the broadcast panel. Participating with Chairman Minow will be Lee Fondren, station manager of KLZ Denver and president of Advertising Assn. of the West, co-sponsor of the conference. AAW is co-sponsoring the conference for the first time.

Emphasizing the importance of the meeting, C. James Proud, AFA president, said his organization represents 18 national associations of advertising (including NAB), 1,000 company members and 138 local advertising clubs having around 50,000 individual members. Over 200 bills, pending in Congress, would affect the marketing and advertising practices of America, he said.

The agenda includes participation by Luther H. Hodges, Secretary of Commerce, and Paul Rand Dixon, chairman of the Federal Trade Commission. Ralston H. Coffin, RCA vice president, is chairman of the conference. The list of advertising representatives is headed by John P. Cunningham, chairman of

the executive committee of Cunningham & Walsh and AFA board chairman. W. W. Watts, RCA, will preside at a panel on advertising economics.

The theme of the conference is "Advertising: Its Key Roles in the Free

'Free' plugs mean spots

Hope still rains in eternal torments among press agents hunting a free plug from obliging broadcasters.

Harry Eidelman, president of KCFM (FM) St. Louis, has put a damper on the hopes of Air France for unpaid mentions on the station. After informing the Air France public relations department he had filed a publicity hand-out "in the waste basket where it belongs," he wrote:

"You certainly don't work for nothing, nor would you let us fly on your airline for nothing, so how can you expect us to run these releases free as news items (which they are not) when we have paying clients such as KLM, Lufthansa and other airlines. It would be better for you to take this money that has been spent on postage and your publicity department and give it to your advertising agency to invest in a few well-written spots on radio stations where they will do some good."

World." An FTC panel will include discussion of legislation that would give that commission the right to issue temporary cease and desist orders against advertisers without due process of law (HR 8830, HR 8831). AFA strongly opposes these bills.

AFA and AAW will co-sponsor another year-long advertising recognition program on consumer education. The first joint AFA-AAW convention in three decades will be held June 23-28 in Denver.

Room service advertising by closed-circuit firm

A new closed-circuit tv company in New York is offering advertisers a specialized audience made up of hotel guests. According to its operators, the system is already gaining interest among such diverse advertisers as national liquor brands, major department and specialty stores as well as small retailers said to be usually unable to afford commercial tv.

For the past few weeks guests in the Statler-Hilton Hotel have been able to tune the hotel's 2,200 tv-equipped rooms to a normally dark channel (ch. 6) that is being used by the Telad Corp. to give the guests information on what to do, see and buy while visiting New York. Telad will extend its service this month to the Sheraton-Atlantic and the Governor Clinton.

Telad's "hotelcasters" believe each of the city's leading commercial hotels has

For one full hour every evening at six o'clock Cincinnati's attention is focused on . . . COMPASS . . . a WCKY program of public affairs . . . a comprehensive radio round-up of news, comment, fact and opinion. COMPASS climaxes a full day of Total News and Information.

talk
about
compass!

The well-informed, intelligent listener turns to COMPASS.

Results? Advertisers want integrity, plus quality. COMPASS helps create the WCKY image of unswerving, uncompromising fidelity to those adult ideals. Over a million people in the rich Tri-State Cincinnati area are talking about . . . COMPASS. You talk to AM Radio Sales.

wcky

50,000 WATTS • CINCINNATI

LB Wilson Inc., Affiliate: WLBW-TV, Miami, Florida





Commercial deluge swamps Ad Club

Dark glasses can't dim the enthusiasm of George Allen, president of the Hollywood Ad Club, over the flood of entries in the club's second International Broadcasting Awards competition. Well over a thousand tv and radio commercials received from every state in the union and from almost every country in the world in the competition for the world's best commercials have been processed, with an equal-

ly pile of entries still unopened. Preliminary judging by category committees began right after Christmas in New York, London, Chicago and Hollywood. Award winners will be announced at the IBA banquet in Hollywood Feb. 13, 1962. Pictured with Mr. Allen inspecting the entries are: (l to r), Lucille Liets, HAC managing director; Kenneth T. C. Snyder, general IBA chairman; Robert M. Light, 1st vice president.

a distinctive characteristic that attracts people with similar tastes, interests and income level, thus represent a sizable chunk of selective buying power. Retailers and entertainment concerns in and near a Telad-serviced hotel are expected to form a major block of Telad's advertisers.

All Telad spots are 12 seconds in length. The advertisers are guaranteed 12 exposures a day—84 a week—at a cost of \$44. Based on an occupancy rate of 100% the cost at the Statler-Hilton breaks down to a cost-per-room of 2 cents a week.

Telad's programming is done on a weekly basis, signing on at 8 a.m. and off at 8 p.m. A 25-minute program service, which is repeated automatically throughout the day, consists of slides and narration. This includes time for the commercial slides which are integrated into the narrator's story line. The system is also equipped to handle film, and color can be used when a hotel converts to all color tv receivers.

Also in advertising...

Test facilities ■ International Video Tape, Los Angeles, has invited advertisers, agencies and others interested in vtr to make use of IVT facilities as a

workshop to test their products, techniques and ideas about video taping. Henry Colman, IVT director of creative programming, will be in charge of the workshop.

Personality selling ■ NBC-TV is distributing to agencies a presentation titled "Personality Plus," which claims that daytime tv can be competitive on a per-dollar basis with other media, as

Salesman's and tv's pitches coincide

When a tv spot can be used as a tool for a salesman to sign a prospect, the advertiser knows he's getting his money's worth. Such is the case in Memphis where QS Storage & Transfer Co. is making a number of on-the-spot sales in connection with its minute tv spots.

The storage company first bought television early this year when it introduced a Poly-Pride-Pack machine, a device which packs small household furnishings through a heat-sealed vacuum process. According to QS, the process saves money for all concerned and is cleaner, faster and more dependable.

well as nighttime television. Viewers have a favorable attitude toward daytime tv and are receptive to commercials on the air during this period, the presentation asserts. It also makes the point that women are more likely to buy a product when it is advertised by a personality.

TvB moves ■ Western division headquarters of Television Bureau of Advertising has moved from San Francisco to 3440 Wilshire Blvd., Los Angeles. TvB's San Francisco phone, Yukon 2-6332, will be maintained for Bay Area advertisers and agencies. Los Angeles phone is Dunkirk 7-8109.

Business committee to report on ethics

A report on ways to raise standards of business conduct will be given by the Business Ethics Advisory Council at a meeting to be held Jan. 16 at the White House, according to Luther H. Hodges, Secretary of Commerce.

A six-man committee will submit reports to the President. The next step will be a series of studies into knotty areas of ethical conflict, he said. Then will come implementation. Trade groups and individual companies will be encouraged to embark on standard-setting programs, internal enforcement plans and education techniques.

The broadcast industry already is governed on a voluntary basis by established radio and tv codes whose standards and enforcement have been increasing year by year.

Members of the Commerce Dept. group area: William C. Decker, Corning Glass Works, chairman; Louis W. Cabot, Cabot Corp.; Edward W. Carter, Broadway-Hale Stores; Seville R. Davis, *Christian Science Monitor*; William T. Gossett, Ford Motor Co.; Ralph Lazarus, Federated Department Stores.

To show the new machine in action, QS purchased a series of minute tv spots and indoctrinated its sales force to the "on the spot" pitch. Salesmen were to call on prospectives at the time the spots were being shown. The prospect, having seen the message on his own tv set with the salesman, was more familiar with the service and seemed less reluctant to hear the salesman's pitch.

How is it working? QS reports business has caused it to purchase four new Polly-Pride-Pack machines—all testimonials for tv, its only advertising medium.



A dietitian consultant from a leading metropolitan hospital examined a report
REPORT ON covering 66 hospital diet manuals. Breakfast cereals were
DIET included in all general diet plans. Another professional consultant found
MANUALS in a study of 60 physicians' diet pads that a cereal breakfast
AND PHYSICIANS' was included in 44 of them. All low-fat diets
DIET PADS in these pads included a moderate low-fat, well-balanced
cereal breakfast. This demonstrates that cereal is a basic breakfast food, because it is included
in the above nutrition materials.



CEREAL INSTITUTE, INC.

135 South LaSalle Street, Chicago 3

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

Secondary boycott defense fades away

NLRB UPHOLDS RIGHT OF UNIONS TO PRESSURE KXTV ADVERTISERS

The legal protection against secondary boycott pressures against sponsors by labor unions may be lost to broadcasters under a ruling by the National Labor Relations Board.

Last week the board issued its second straight decision against the broadcasting industry by holding that union pressures designed to scare advertisers away from KXTV (TV) Sacramento, Calif., were not violations of the labor law.

Corinthian Broadcasting Corp., operating the station, will file an appeal, according to Charles H. Tower, administrative vice president.

The appeal, it is believed, will provide a thorough legal review of the NLRB's new attitude of tolerance toward union boycotts directed at business interests other than a primary employer.

NLRB reversed a previous ruling by Examiner Howard Myers who had found that the two unions involved were engaging in unfair labor practices by appeals to the public not to deal with firms advertising on KXTV. The unions are the National Assn. of Broadcast Employees & Technicians and American Federation of Television & Radio Artists.

The WOGA Case ■ The board based its ruling on its Nov. 3 decision in the case involving WOGA Chattanooga, Tenn., and International Brotherhood of Electrical Workers (BROADCASTING, Nov. 6, 1961). The board held then that broadcasting is a product rather than a service and becomes one of the producers of automobiles advertised on WOGA by a dealer against whom secondary boycott activities had been directed. By citing this decision the board indicated it now has a firm precedent.

Mr. Tower said an appeal will be taken to the U.S. Court of Appeals in San Francisco. "If the board's theory is right, there is a lessening of secondary boycott protection under the law," he added. "This theory, if adopted by the courts and by Congress in other secondary boycott situations, would spell the end to all secondary boycott protection."

NAB reacted promptly to last week's NLRB decision. James H. Hulbert, broadcast personnel and economics manager, said, "The board has severely restricted secondary sponsorship boycott protection for broadcasting stations which we feel was granted by

Congress in 1959 when it passed the Landrum-Griffin Act. The case is of industrywide importance and the NAB will strongly and fully support KXTV in its appeal from this decision."

NLRB's decision was handed down by Chairman Frank W. McCulloch and John H. Fanning, member. Philip Ray Rodgers dissented, as he had done in the Chattanooga case. In reference to the board's finding in that case that radio stations are part of the automobile production process, he said "[this] will come as something of a surprise not only to WOGA but to General Motors, Ford, Chrysler and other manufacturers."

In another secondary boycott case, WRVM Rochester, N. Y., has instituted proceedings against AFTRA for \$1 million in damages because of distribution of pamphlets in front of a station advertiser (BROADCASTING, Dec. 18, 1961). The station charges that AFTRA began its pressure tactics after the station installed automated equipment, ac-

ording to James M. Johnston, the owner.

History of Dispute ■ The KXTV proceeding arose in September 1960 when AFTRA and NABET started picketing the station after calling a strike. The unions contacted several sponsors—John Geer Chevrolet Co., Capital Studebaker Co., Rainbo Baking Co., Shell Oil Co., Burgermeister Brewing Corp., Handy-Andy supermarket—by committee and through letters, reminding them of the danger of "adverse reaction" if they continued advertising on KXTV. Capital cancelled its advertising contract and Rainbo followed.

The examiner's report held the unions had engaged in an unfair labor practice by threatening, restraining and coercing sponsors with the object of forcing them to cease doing business with KXTV.

Last week's board decision cited the history of the case. It said that "as a result of pressure ensuing from this campaign Capitol cancelled its advertising contract with KXTV and in a letter to the television station explained that its phones were jammed with people stating that they would not buy Capitol's cars because they continued to advertise over the station's facilities."

Mentioning leaflets printed by the unions, the decision said Gear, Rainbow, Shell and Bergermeister continued to use KXTV despite the unions. It noted that the San Francisco Labor Council was asked by the unions to have members return their credit cards to Shell. Later the council asked Shell to stop using KXTV when it didn't yield to the pressure.

These pressures continued into 1961. Picketing was confined to the KXTV premises. The board did not agree with the KXTV claim that the unions' conduct was designed to inflict economic injury upon employers and not merely to convey peacefully facts of the primary dispute to the public.

Handbills No Violation ■ The board ruled that the handbilling and threats to handbill were protected activities and not in violation of the law. Referring to handbills found on a supermarket bread counter, the board held they were truthful, that no work stoppage resulted and that the purpose was to inform the public of the facts.

In citing the WOGA case the board said, "There we held that the publicity

Top brass pickets

Group of board members of the Los Angeles local of the American Federation of Television & Radio Artists, including AFTRA's national president, Art Gilmore, spent Thursday (Dec. 28) in a one-day crusade against KXTV (TV) Sacramento, Calif., where a strike has been in progress for 15 months. The delegation joined the picket line at the station and helped to set up a new line at the new transmitter tower used jointly by KXTV, KCRA-TV Sacramento and KQVR-TV Stockton, distributed leaflets in the downtown area and attended a dinner for 42 strikers and their wives. The National Assn. of Broadcast Technicians and AFTRA both struck KXTV on Sept. 26, 1960, following a breakdown in negotiations. AFTRA visitors, in addition to President Gilmore, included Claude McCue, Los Angeles executive secretary; Frank Nelson, John Milton Kennedy, Ted De Corsia, Kynn Allen, Joe Kirk, Hal Peary and Will Waterman.

AVAILABLE NOW IN YOUR MARKET

TV's Most Dramatic Program Concept . . . Unprecedented in TV News Reporting

United States Hearing Highlights

HAS PROVEN AUDIENCE APPEAL

Now, for the first time in television history, timely on-the-scene coverage of significant, drama-packed Governmental hearings is available through the medium of a brand-new weekly hour-long show, United States Hearing Highlights.

Television's greatest hours in the past are best remembered for comprehensive coverage of the Kefauver Crime Hearings, the McCarthy Hearings, the Labor Racket Hearings. Vitaly important hearings such as these are being conducted constantly throughout the nation. . . . And now Hearing Highlights will be *on the scene* to bring to you and your audience an hour-long weekly condensation of the most dramatic, most significant moments of Your Government in Action. . . . Informing the American people on critical issues affecting all their lives.

Hearing Highlights is television reporting at its best—with a Pulitzer Prize-winning Capitol Hill newsman providing the "know-how" that projects this show far above the routine news reporting slot. Pulitzer Prize Reporter Clark Mollenhoff serves as both editor and commentator of Hearing Highlights. Mr. Mollenhoff, one of America's top award-winning newsmen, has—in addition to the Pulitzer Prize—been the recipient of the Raymond Clapper Memorial Award, the Heywood Broun Memorial Award, the National Headliner Award, three Sigma Delta Chi Awards and the John Peter Zenger Award.

Mr. Mollenhoff, of the Washington Bureau of the Cowles Publications (Look, the Des Moines Register and Tribune and the Minneapolis Star and Tribune), was awarded the Pulitzer Prize—journalism's highest honor—in 1958 for his explosive expose of labor union racketeering, a series of articles which touched off the now-historic Senate Labor Racket hearings. His knowledge of behind-the-scenes Washington, his long experience in Governmental reporting make Mr. Mollenhoff a "natural" as commentator and editor of this no-holds-barred brand of Governmental news coverage.

An Action-Packed Series of Award-Winning Stature

Hearing Highlights has an audience-proved format—a fast-moving, provocative behind-the-scenes show that will provide new entertainment and information dimensions for your 1962 programming. It is an appealing weekly package for sponsors; a show that lends prestige and stature to both sponsor and station.

Hearing Highlights is *not* a re-run of old film clips from past hearings. Each week during 1962, Hearing Highlights cameras will be *on the scene* at important Government hearings, recording on film and tape for your audience the controversy, the legal and legislative sparring, the humor, the grave and momentous decisions generated by these proceedings. And each Sunday, these highlights will be available to you while the hearings *still are important news, fresh news.*

Hearing Highlights has no cast of actors; no make-believe plot. The cast of Hearing Highlights is comprised of real-life people—high officials of our government . . . leaders of our military . . . distinguished legislators . . . leaders of business and industry . . . men and women from all walks of life who suddenly have been projected into the news by the machinery of Government as it maintains its continuing vigil over the freedoms of our land and our people.

Hearing Highlights Cameras Are Ready to Roll

The first filming by Hearing Highlights will start on January 23, 1962 at the opening of the Federal Communications Commission's investigation and study of Radio and Television Network Broadcasting.

Film and tape highlights of this important hearing will be available for Television and Radio on Sunday, January 23, 1962.

And, this is just the beginning! Mr. G. Bennett Larson, producer of Hearing Highlights, and Mr. Mollenhoff already have scheduled for their cameras an impressive list of hearings during 1962 . . . providing the authentic backdrop for dramatic weekly reports of what the watchdogs of our Government are doing to safeguard our freedoms and keep America strong and secure.

This timely, brand-new show will bring new audience-building strength, new informative entertainment to your 1962 program schedule. And you can buy this full-hour program at the cost of what a first-class half-hour show sells for. Hearing Highlights already is receiving the overwhelming endorsement of leading broadcasters, legislators, government officials and educators. It will pay you to investigate the reasons why Hearing Highlights promises to be the brightest new show for 1962!

For further information contact
G. Bennett Larson or William L. Clark

Washington, D. C., Television & Radio Program Service, Inc.

Jefferson Suite, 1200 16th Street N.W., Washington 6, D. C. Telephone: DIstrict 7-4707

proviso is applicable because the primary employer radio station, by adding its labor in the form of capital, enterprise and service to the products which it advertises for secondary employers becomes one of the producers of the product which it advertises. And, of course, the secondary employers who are retail distributors of the products clearly distribute such products within the meaning of the proviso."

Also cited, in reference to the labor council request, was a provision of the law specifically stating "that the request not to use a product is protected where the purpose is to truthfully advise the public, including consumers and members of a labor organization, that a product or products are produced by an employer."

Early in the Sacramento strike the station had obtained an injunction restraining the unions' leaflet tactics and threats. This was dismissed after the WOGA decision by NLRB. Later the court awarded an injunction to the station enjoining mass distribution of leaflets and specifying how they could be distributed.

Ruling in ABC Case ■ In another decision last week NLRB dismissed an unfair labor practice complaint against American Broadcasting Co., reversing a previous decision in which American Musicians Guild had been certified to seek election to represent musicians preparing tv sound tracks in Los Angeles. ABC and American Federation of Musicians had lost a plea based on the claim that union security provisions of the ABC-AFM 1959 contract precluded any election for bargaining rights by another union. NLRB held the union

security provisions were illegal and refused to consider a second claim that only a nationwide, multi-employer union local was appropriate.

The Guild wanted either single or multi-employer units in the Los Angeles area.

While the Guild won its ABC election, the network refused to enter bargaining negotiations and the Guild charged it with unfair labor practices. An NLRB examiner recommended that ABC be directed to bargain with the Guild. But NLRB last week dismissed the unfair labor practice complaint, reversing its own earlier decision. The reversal was based on a U.S. Supreme Court decision. It also issued a ruling that finds a nationwide multi-employer unit appropriate in the case of CBS, ABC and NBC.

WABC-TV survey reports on high N.Y. viewing

Tv viewing in the New York area is at an all-time high, according to a special study conducted by Lawrence Pollock, director of research and sales development for WABC-TV New York, and released last week.

Mr. Pollock, who used Nielsen rating data for his study, reported New York families watch tv an average of 5 hours, 20 minutes daily during the current season compared with an average of 5 hours daily last year. He claimed an important factor behind the viewing increase is the substantial number of New York families owning two or more tv sets, placing this figure at 1.1 million, or 25% of the total.

Less violence on tv, more sex—Swezey

Excessive violence on television is declining but there is a "slight upsurge" in improper portrayals of sex, according to Robert D. Swezey, director of the NAB's centralized code authority.

The code office has moved into the sex field, he said, "with the same persistent vigor that helped curb the amount of needless violence. These problems come around in cycles and we just have to keep working to solve them."

Mr. Swezey reminded broadcasters that they must depend on full cooperation and understanding from sponsors, advertisers, program suppliers and the general public. He cited "mature" programming, post-'48 motion picture films and movie trailers as examples. Trailers sometimes are more daring than the pictures they promote, he added.

Mr. Swezey and E. K. Hartenbower, KCMO-TV Kansas City, chairman of the Television Code Review Board, listed these tv code trends during the past year:

- An increase in program time during prime hours through lower ceilings on commercials and other non-program material.

- New guidelines for toy commercials to prevent misleading or unethical advertising appeals to children.

- Low volume of complaints received by the code offices, with most aimed at program content rather than commercials.

The number of tv code subscribers increased from 383 to 389 stations during the year plus the three networks and 22 film producing companies that are affiliate subscribers.

The drive against excessive violence will be continued, both Mr. Swezey and Mr. Hartenbower explained. They said the lessening of tv violence is due in part to cooperation of the code's Hollywood office and producers of tv film shows.

As to sex, they said the code approaches the problem from the viewpoint of taste and discretion and will not attempt to prevent or impede appropriate treatment of sex. The basic policy of the code is described as "self-respect through self-regulation."

Collins on self-regulation

The solution for better tv programming "lies not in increased governmental controls but in a greater degree of industry responsibility for self-regulation and self-improvement," NAB President LeRoy Collins writes in the Jan. 6 issue of *Tv Guide*. The industry

A freedom fighter for radio-tv's cause

NBC Board Chairman Robert Sarnoff took sharp issue last week with a newspaper publisher's recent remark that "freedom of the press" is not applicable to radio and television. Mr. Sarnoff, in fact, cited several court rulings to bolster his contention that radio-tv are considered part of the "press" whose freedom is guaranteed by the First Amendment.

Mr. Sarnoff, in a letter to the nation's radio-tv editors mailed last Friday (Dec. 29, 1961), referred to a recent speech by Bernard Kilgore, publisher of the *Wall Street Journal*. He quoted Mr. Kilgore as saying: "We are going to get the issue of freedom of the press obscured dangerously if we try to stretch it to fit the radio and television industries



Mr. Sarnoff

that operate and apparently must operate for some time in the future under government licenses."

Mr. Sarnoff replied to this criticism by stating: "Even if Mr. Kilgore may choose to read the Constitution differently than I do, it is a fact that Congress and the courts have expressly forbidden the licensing authority to interfere with the right of free expression on the air. This is the way the Communications Act is written, and this right has found repeated support in judicial interpretation."

is pursuing this course, he declared, saying greater government control of programming would lead to government censorship. He added, "Under our law the FCC has no jurisdiction in the area of determining what the broadcast licensee programs, and the Constitution guarantees this right of free speech."

SMITH TO ABC

Ex-CBS bureau chief to fill half of slot left by Allen

Howard K. Smith, former CBS news correspondent, has found a new home at ABC News.

The former CBS News Washington bureau chief becomes an ABC staff member this week, and starts a weekly half-hour tv news analysis program, Feb. 14 (7:30-8 p.m. est) sponsored by Nationwide Insurance of Columbus, Ohio.

Nationwide's agency is Ben Sackheim Inc.

Mr. Smith joined CBS in 1941 and parted company with the network two months ago in what CBS called "a difference in interpretation of CBS news policy." (BROADCASTING, Nov. 6, 1961.)

James C. Hagerty, ABC vice president in charge of news, special events and public affairs, said Mr. Smith will present a "weekly report and analysis of the important news stories of that week and project their effect upon national world affairs." He said he thought a tv news operation should not only report hard news of "what happened" but also the "how and why."

Asked if Mr. Smith's program would editorialize, Mr. Hagerty said it would not. He said he is in favor of network newsmen presenting analysis and interpretation of news event if it is clearly labeled as such. He said he didn't favor the editorializing of "networks" and that he thought this is a function for local stations to perform.

Mr. Hagerty did not reveal Mr. Smith's contract length, except to say it is for a "long time, and I hope permanent."

The program, as yet untitled, will fill the first half-hour of the time period vacated by *The New Steve Allen Show* which had its final appearance last Wednesday (Dec. 27). Beginning this Wednesday (Jan. 3) and until Mr. Smith's program begins Feb. 14, ABC News will program the period with news specials. The first will be "Profile of An Astronaut" and will detail the story of Lt. Col. John H. Glenn, who will attempt the first manned U. S. orbital space flight.

Murray D. Lincoln, president of Nationwide Insurance said his company has "long admired Mr. Smith for his independence of mind as well as



Blair-WBT contract becomes official

The appointment of John Blair & Co. as national representative for WBT Charlotte, N. C., is completed as Charles Crutchfield, executive vice president of Jefferson Standard Broadcasting Co. (the station's li-

censee), signs the agreement. Onlookers are Arthur H. McCoy (l), executive vice president of John Blair & Co., and Paul B. Marion (r), managing director of the North Carolina station.

for his rational, forthright approach to the news."

Mr. Smith's final CBS-TV program commitment, already filmed, will be seen Feb. 11, three days before his new ABC-TV series begins.

382 affiliates tallied by ABC Radio for 1962

ABC Radio will start 1962 with a total of 382 affiliates, the most stations with which the network has ever started a year, Robert R. Pauley, ABC Radio president, announced. Five out of eleven new affiliates begin their affiliation today (Jan. 1).

The stations starting on the network today are KIT Yakima, Wash. (5 kw-D, 1 kw-N, 1280 kc); WRFB Tallahassee, Fla. (5 kw, 1410 kc); WBIL Leesburg, Fla. (1 kw, 1410 kc); WTRO Dyersburg, Tenn. (500 w, 1330 kc); and WSGA Savannah, Ga. (250 w, 1400 kc).

Other newly-signed stations are KBTR Denver, Colo. (5 kw, 710 kc); WAIK Galesburg, Ill. (5 kw, 1590 kc);

KBEA Mission Kan. (1 kw, 1480 kc); KVET Austin, Tex. (1 kw, 1330 kc); WATA Boone, N. C. (1 kw-D, 250 w-N, 1450 kc), and KLYK Spokane, Wash. (250 w, 1230 kc).

Mr. Pauley reported that three stations had improved their daytime facilities from 250 w to 1 kw—WWIN Baltimore; KIBS Bishop, Calif., and WBHP Huntsville, Ala.

Kaltenborn collection

Notes, diaries, manuscripts of books and articles and scripts of countless broadcasts on radio and television delivered by H. V. Kaltenborn, dean of broadcast news analysts, have been given to the Mass Communications History Center of the State Historical Society of Wisconsin, Mr. Kaltenborn's native state. The Kaltenborn Collection is fully described in a 32-page booklet published by the Center. The booklet also includes a biographical sketch of Mr. Kaltenborn, illustrated with a number of photographs taken at various stages of his career.

TIME-LIFE BUYS SAN DIEGO STATIONS

\$6.1 million purchase puts outlets under T-L Denver unit

Acquisition of KOGO-AM-FM-TV San Diego, Calif., by Time-Life Broadcast Inc. for \$6,125,000 (CLOSED CIRCUIT, Dec. 4, 1961) was announced late last week by James G. Rogers, president of KOGO Broadcasting Corp., and Weston C. Pullen Jr., president of Time-Life Broadcast. The transaction is subject to the customary FCC approval.

The announcement said William E. Goetze will continue as general manager of the KOGO stations, reporting administratively to Hugh B. Terry, head of Time-Life Broadcast (Colo.), which operates KLZ-AM-TV Denver. The San Diego properties will be a division of the Denver company (CLOSED CIRCUIT, Dec. 11, 1961).

The stations are affiliated with NBC-TV and NBC Radio. KOGO-TV is on ch. 10. KOGO operates on 600 kc with 5 kw. The fm station is on 94.1 mc.

The current owners of the KOGO stations are the private investment firm of Fox, Wells & Rogers; Newsweek Inc., a subsidiary of The Washington Post Co., and several individual minority

stockholders. They were represented in the negotiations by Mr. Rogers, with Blackburn & Co. as brokers. Time-Life was represented by Frederick S. Gilbert, general manager, and Andrew J. Murtha, business manager. Fox, Wells has a minority interest in Springfield Television Corp., licensee of uhf stations in Massachusetts. The Washington Post Co. owns WTOP-AM-FM-TV Washington, D. C., and WJXT (TV) Jacksonville, Fla.

With the San Diego acquisition

Job protection

The AFL-CIO convention in Bal Harbour, Fla., examined the employment rights of employes in the event a radio or tv station is sold. The convention adopted a resolution, offered by the National Assn. of Broadcast Employees & Technicians, advocating that union members' jobs be protected when a station changes ownership.

Time-Life will have radio-tv stations in five cities. It already operates WFBM-AM-TV Indianapolis, WOOD-AM-TV Grand Rapids and WTCN-AM-TV Minneapolis as well as KLZ-AM-TV Denver. In addition it holds an interest in C.L.T. Beirut, Lebanon (television station) and is in partnership with M. Dumont Schauberg, a leading German publisher, for the production of tv films for the German-speaking market.

Changing hands

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

■ KOGO - AM - FM - TV San Diego, Calif.: Sold by Fox, Wells & Rogers, Newsweek Division of the Washington Post Co. and individual stockholders to Time-Life Broadcast Inc. for \$6,125,000 (see above).

■ WLNH Laconia, N. H.: Sold by Genevieve Wingate and associates to Richard Field Lewis group for about \$130,000. Lewis interests include WINC and WRFL (FM) Winchester, WSIG Mt. Jackson and 60% of WFVA Fredericksburg, all Virginia; WAYZ Waynesboro and WHYI Carlisle, both Pennsylvania, and WELD Fisher, W. Va. WLNH operates on 1350 kc with 5 kw daytime only. (Corrected item.)

■ KRBA Las Vegas, Nev.: Sold by Joe Julian Marandola to Mike Gold of Gold-Linden Productions, Hollywood, for \$85,000. KRBO is on 1050 kc with 500 w daytime. Wilt Gunzendorfer & Assoc. was the broker.

■ WRKH Rockwood, Tenn.: Sold by J. A. Gallimore to Richard Halloway for \$70,000. Mr. Halloway was a former staff executive with WFMY-TV Greensboro, N. C. Mr. Gallimore continues his ownership interests in WSNW-AM-FM Seneca, WSSC Sumter, WBAW Barnwell, WBHC Hampton, all South Carolina; WLFA Lafayette, WGHG Clayton, both Georgia, and WLOM (FM) Chattanooga, Tenn. WRKH is a 1 kw daytimer on 580 kc. Broker was Blackburn & Co.

Radio 'jamming' is U.S. problem, too: Hurlleigh

Like the Russians, Americans are suffering from radio "jamming"—only here it's a different kind of "jamming."

That's the message from Mutual President Robert F. Hurlleigh in an editorial in the January issue of the network's newsletter, "Of Mutual Interest," currently being distributed to affiliates, advertisers and agencies.

In the U.S., Mr. Hurlleigh writes, it's "not the jamming of ideas, but rather

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RTES moves

The headquarters of the Radio & Television Executives Society have been moved to 444 Madison Ave., New York. RTES's Executive Director, Claude Barrere, said the move provides more adequate facilities for the present staff and for future expansion.

the jamming of too many stations into a market and the jamming of a station into a market that simply cannot pay out for the facility involved."

The editorial quotes Victor C. Diehm of WAZL, Hazelton, Pa., chairman of the Mutual Affiliates Advisory Committee, as saying "That the franchise explosion is growing even faster than our population explosion"—that there is now one radio station for every 10,000 homes, and in some areas, one per 5,000 homes and less—and that a showdown in licensing is needed.

With so many stations and only four networks, Mr. Hurligh writes, "where can the smaller station owners raise the capital to originate the volume and quality of public service so devoutly wished for by the FCC? . . . and why hit a man for not doing something which, under the present circumstances, he simply cannot do?"

The editorial notes that Commissioner Frederick W. Ford has publicly recognized the problem (BROADCASTING, Oct. 23, 1961), and concludes: "Some refiguring is in order. First things must come first; like a climate for economic health."

WOL files damage suit against Senators team

WOL-AM-FM Washington has filed a triple damage antitrust suit against the Washington Senators baseball club, asking \$150,000 damages and an order to enjoin the ball club from preventing the broadcast in Washington of the Baltimore Orioles' games (BROADCASTING, Nov. 27).

The station said it carried the Baltimore Orioles games in 1960 and 1961, but found the games were not available for the 1962 season because of pressures brought by the Washington Senators. The station said broadcast rights to Orioles games are held by National Brewing Co. (National Bohemian beer), but that Washington is specifically excluded from that contract. Annual billings from play-by-play broadcasts of Orioles games in previous years amounted to \$50,000, the station said.

Suit was filed in federal district court in Washington.

Librarians see tv as a reading incentive

SURVEY FINDS IT CREATES VALUABLE CULTURAL INTEREST

Librarians have long been aware that the number of library users throughout the country has been increasing. Now they are reported as giving television much of the credit for this upsurge in reading interest—and, what's more, for helping readers become more selective in their books.

The American Library Assn., in reporting on the results of a survey of 200 libraries across the country, is careful to avoid any all-out endorsement of the medium—librarians feel there is too much "flim-flam film fare" on television, it says.

But the responses to the survey questionnaire, the ALA comments, "read very much like a commercial for television." Many librarians said readers increasingly are choosing books on current events, history, government and science—largely because their appetite for information has been whetted by tv public affairs programming.

In addition, the librarians were said to feel that television personalities such as Jack Paar are more effective in creating a demand for books than newspaper columnists or book reviewers. Particularly encouraging in this con-

nection, the ALA report noted, is that television reaches—and nudges into library reading rooms—individuals who never before exhibited much interest in them.

The new image of the average library user that emerges from the survey, the ALA says, is one of a person doing more serious reading, who is learning foreign languages (from library record collections), who is becoming more concerned about foreign affairs and taking a more active role in politics.

This "encouraging" image, the librarians feel, results from world tension, and the readers' awareness of that tension as it has been fostered by the mass media, particularly television.

Although the ALA deplors the amount of tv time devoted to canned westerns, it indicated that these, too, deserve some credit for the increase in serious reading. Readers are so surfeited "by the glut of tv westerns," the report says, that they are passing by western fiction as never before. "This formerly popular reading material," the ALA adds, "has apparently been dealt a serious blow by tv."

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WFBL reports they call, listen and buy

WFBL Syracuse, N. Y., has noted a sharp rise in both local and national billings, reported to be partly the result of a service permitting potential advertisers to check the programming of the outlet and its competitors by long distance telephone.

WFBL's local billings rose 22% and national spot sales jumped 114% in the first nine months of 1961 over the similar 1960 period.

Henry T. Wilcox, the station's general manager, says the Sponsor Listening Service he started two years ago has been a "key factor" in the rise of revenues. Under the plan, WFBL invites advertisers anywhere in the country to call the station collect any time of day or night to hear live broadcasts of WFBL or any other stations broadcasting in the Syracuse area.

Media reports ...

In motion ■ KHJ-AM-FM-TV Los Angeles has moved to 5515 Melrose Ave., Los Angeles 38. Phone number remains the same: Hollywood 2-2133.

Fm in Shreveport ■ KTAL-FM Shreveport, La., went on the air Dec. 10 with

a power of 81.3 kw at 98.1 mc, according to Walter E. Hussman, president. The fulltimer broadcasts good music and is affiliated with KTAL-TV Shreveport. Walter M. Windsor is the general manager.

Begins operations ■ KHUM Santa Rosa, Calif., began operations last

month with 500 w on 1580 kc. The daytimer is licensed to Bay Area Electronic Assoc. Lloyd Spangenburg is the general manager.

Budding newsmen ■ KMBC Kansas City has announced a new program aimed at encouraging high school students who have expressed interest in broadcast journalism as a career. Called the *Student Reporter*, the monthly series will use a 'news conference' type of format with students quizzing various public officials.

Help ■ The Ford Dealers of Maryland and WBAL-TV Baltimore presented a special football game Dec. 10 to benefit Fred Sturm, a local high school player who was injured during the season. The Ford Dealers sponsored the telecast on WBAL-TV and raised \$2,000 for the fund.

Starts stereo ■ WPFM (FM) Providence, R. I., Dec. 17 became that state's first station to broadcast in fm multiplex stereo, general manager John E. Donofrio reported.

PROGRAMMING

UPI EXPANDS ITS TV NEWS

Weekly documentary series slated for networks; other regular news shows planned for syndication

UPI Movietone is expanding into the area of regular tv program series production in 1962, concentrating on informational and news shows. The move reflects the particular interests of producers and syndicators in documentaries this year (BROADCASTING, Dec. 25, 1961).

Four half-hour series are in various stages of development at the news organization, which has specialized in the production of newfilm for tv stations and has handled special assignments for commercials and for industrial films. The programs under preparation for 1962 are a series of 26 or 39 episodes detailing the history of Communism and produced in association with Storer Program Sales; a weekly series titled *Cover Story*, exploring in depth a timely and significant news event, and produced in association with 20th Century-Fox TV and Showpac; and two half-hour weekly programs produced solely by UPI Movietone—a science news show and a newsreel.

The company's move into regular program production was revealed last week in an interview with M. S. (Mickey) Greenman, director of sales and executive producer. He observed that in the past year UPMT has produced four half-hour documentaries which have gotten "very satisfactory

acceptance" from tv stations.

Big Film Library ■ This initial success led UPI Movietone to think of ways to use its facilities and manpower more productively, Mr. Greenman recounted. "Remember the basic UPMT library contains more than 90-million feet of recorded history covering events

since the era of Bismarck. We have a film staff of 250 working out of 36 bureaus in the United States and abroad, plus 1,500 part-time employees who are on call for assignments, as well as laboratory, editing and production centers in 11 world capitals. In addition, we have at our disposal the world-wide facilities of United Press International. Taking stock, we decided we could use our resources more fully by expanding into the area we know best—information."

The Communism series and *Cover*



Screen Gems stockholders, officers meet

Screen Gems' first annual meeting of stockholders apparently pleased the company's top executive officers (l to r)—Leo Jaffe, first vice president and treasurer; A. Montague, execu-

tive vice president; A. Schneider, president and Jerome Hyams, vice president and general manager. The film company held its meeting recently in New York.

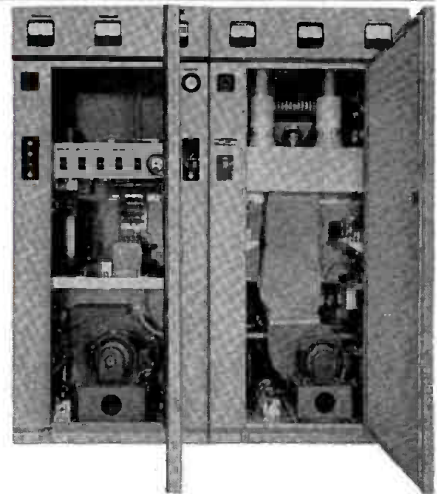
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Story will be offered initially for presentation on the networks, starting in about two months, while the two UPMT productions, the science report and the newsreel, will be syndicated to stations in late January. If network sales are not achieved, Storer and 20th Century-Fox will distribute the series, in which they have a financial interest, to stations.

All of the series, Mr. Greenman said, will make use of UPMT footage and new film, as required.

UPMT views its programming service as an additional news source for stations, Mr. Greenman said, adding: "We feel strongly that stations, in addition to networks, should have the opportunity of choosing an independent news service to fulfill their programming needs in the documentary and news areas."

South Carolinians form new editorial service

A daily editorial opinion service was to be put in operation Jan. 1 by 18 South Carolina broadcasters. Titled Broadcast Editorial Service, the project was set up after a two-year study by the South Carolina Broadcasters Assn.

The 18 stations have pooled research and writing resources to provide a service designed to create greater public participation in discussion of issues

critical to the nation's survival and in the interest of South Carolinians. Frank B. Best, WDX Orangeburg, S. C., has resigned as station manager to give full time to the service. He is a former weekly newspaper publisher and has worked at the *Atlanta Journal*, *Scripps-Howard* and *Birmingham News*.

The service is available to all broadcasters. The service is intended "to export the prevailing philosophy of the state throughout the United States."

AP revises stylebook for radio and tv news

The Associated Press has revised its radio-tv news stylebook. It is being distributed to all AP member radio and tv stations, according to John A. Aspinwall, AP radio-tv news editor. AP staffers in 62 bureaus will also receive copies.

Mr. Aspinwall noted, "The book emphasizes two cardinal principles for all broadcast news writers. Scripts must be easy to read—with no phrasing or style that could trip up an announcer—and all scripts must be easily understood by listeners."

The first AP broadcast stylebook was printed in 1952. The present edition was prepared by Mr. Aspinwall with aid from a committee of the AP Radio & Tv Assn., headed by Jack Krueger of WTMJ Milwaukee.

Ford sees gradual program betterment

A "gradual improvement" in tv programming within five years was predicted by FCC Commissioner Frederick W. Ford last week.



Mr. Ford

Mr. Ford addressed a seminar of the Radio, Tv and Film Interest Group of the Speech Assn. of America convention at the Statler-Hilton in New York, on broadcasting in the public interest. Howard

H. Bell of the NAB also was on the program.

Commissioner Ford based his prediction on the FCC's policy requiring licensees to investigate the service areas of their stations to discover the tastes, needs and desires of the community. He added that it was the commission's position to see that the broadcaster serves the public interest rather than to tell him how to do so.

Mr. Bell underlined Commissioner Ford's words by stating that in practice the public interest is what the license says it is and the important question is whether or not he has made a correct appraisal.

Asked by Prof. Bruce A. Linton, U. of Kansas, if broadcasters are resisting program forms which licensees must submit to the FCC, Commissioner Ford said broadcasters object mainly on the ground that the forms take up too much time of management.

Mr. Bell said the average broadcaster does not object to the FCC asking what he is doing in his programming. But he added that licensees would resist if the commission drew up a program standard as to what was the public interest on the basis of submitted program forms.

NT&T fiscal picture outlined by Klein

National Theatres & Television had operational earnings of \$837,431, or 30 cents a share, in the year ended Sept. 26, 1961, compared to a loss of \$888,263 from operations in fiscal 1960.

A reserve for possible loss on NT&T's investment of \$7.7 million in National Telefilm Assoc., however, resulted in a loss in fiscal 1961 of about \$6.9 million on gross revenues of \$43,849,109, including a net gain of \$32,943 from disposition of properties. In 1960, the company showed a net loss of \$3,088,693 on revenues of \$46,543,910.

Eugene V. Klein, who became presi-

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Jan. 1 (11:30 a.m.-1:45 p.m.) Tournament of Roses Parade, Minute Maid through Dancer-Fitzgerald-Sample.

Jan. 1 (1:45 p.m.-concl.) Sugar Bowl Game, General Motors through Campbell-Ewald; Wynn Dil through Erwin Wasey, Ruthrauff & Ryan; Colgate and Brown & Williamson through Ted Bates.

Jan. 1 (4:45 p.m.-concl.) Rose Bowl Game, Gillette through Maxon; Chrysler through Leo Burnett.

Jan. 1-5, 8-10 (10:30-11 a.m.) Play Your Hunch, part.

Jan. 1-5, 8-10 (11-11:30 a.m.) The Price Is Right, part.

Jan. 1, 8 (8:30-9 p.m.) The Price Is Right, P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Jan. 2-5, 8-10 (6-6:30 a.m.) Continental Classroom, contemporary mathematics.

Jan. 2-5, 8-10 (6:30-7 a.m.) Continental Classroom, American government.

Jan. 2-5, 8-10 (12-12:30 p.m.) Your First Impression, part.

Jan. 2-5, 8-10 (2-2:30 p.m.) Jan Murray Show, part.

Jan. 2 (7:30-8:30 p.m.) Laramie, part.

Jan. 3, 10 (10-10:30 p.m.) The Bob Newhart Show, Sealtest through N. W. Ayer.

Jan. 3, 10 (10:30-11 p.m.) David Brinkley's Journal, Douglas Fir Plywood through Cun-

ningham & Walsh; Pittsburgh Plate Glass through BBDO.

Jan. 3, 10 (9-10 p.m.) Perry Como's Kraft Music Hall, Kraft through J. Walter Thompson.

Jan. 4 (10-11 p.m.) Sing Along With Mitch, Ballantine through William Esty, Buick through Burnett and R. J. Reynolds through Esty.

Jan. 5 (10-11 p.m.) Projection '62, Gulf through Young & Rubicam.

Jan. 6 (9:30-10 a.m.) Pip the Piper, General Mills through Dancer-Fitzgerald-Sample.

Jan. 6 (10-10:30 a.m.) The Shari Lewis Show, Nabisco through Kenyon & Eckhardt.

Jan. 6 (10:30-11 a.m.) King Leonardo and His Short Subjects, General Mills through Dancer-Fitzgerald-Sample.

Jan. 6 (3 p.m.-concl.) Senior Bowl Game, Colgate through Ted Bates and General Motors through Campbell-Ewald.

Jan. 6 (7:30-8:30 p.m.) Tales of Wells Fargo, part.

Jan. 6 Saturday Night at the Movies, part.

Jan. 7 (6-6:30 p.m.) Meet the Press, co-op.

Jan. 7 (7-7:30 p.m.) The Bullwinkle Show, General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Jan. 7 (7:30-8:30 p.m.) Walt Disney's Wonderful World of Color, RCA and Eastman Kodak through J. Walter Thompson

Jan. 7 (9-10 p.m.) Bonanza, Chevrolet through Campbell-Ewald.

dent of NT&T last March, said: "Three years ago an investment was made in NTA that led to a heavy drain on the earnings of NT&T. Consistent with conservative accounting practice, this year's provision scales down the investment on our books to an indeterminable value, stated at one dollar. This is the end of such drains and substantial recoveries are possible."

During the past year, NT&T dropped 11 theatres from its roster and added four new ones, bringing the year-end total to 213, Mr. Klein reported. He noted that this compared to a reduction from 251 to 220 the previous year and said the relatively small change this year, in contrast to major reductions earlier, indicates "that this necessary change in the circuit has reached a leveling off phase . . . Revenue from theatre attendance is continuing to hold its own. On that basis and in view of the sounder position of your company, I am fully confident of successful results in 1962."

More Warner post '50's placed in syndication

Seven Arts Assoc., New York, announced last week it is placing Volume 3 of Warner Bros. post-50 features into syndication, starting this week. The package consists of 41 films, 25 of which are available in color.

Among the films in Volume 3 are "Mr. Roberts," "Battle Cry," "Calamity Jane," "The Sea Chase," and "House of Wax." Seven Arts released Volume 1 of the Warner library (40 features) in October 1960, and has sold it in 118 markets. Volume 2, which consists of 141 Warner features, has been in distribution since May 1961 and has been sold in 83 markets.

Film sales...

True Adventure (Teledynamics): Sold to WWLP (TV) Springfield, Mass., and WJBK-TV Detroit.

Long John Silver (Teledynamics): Sold to WWLP (TV) Springfield, Mass., and WNBQ (TV) Chicago.

Dear Wrestlers (CFCN-TV Calgary, Alta., Canada): Sold to CFQC-TV Saskatoon, Sask.

Everglades (Ziv-UA): Sold to Scrivener-Stevens Co. (Red Bud Food Stores) for KWTW (TV) Oklahoma City and KOTV (TV) Tulsa, both Oklahoma; Gustafson Dairy for WFGA-TV Jacksonville, Fla.; Northeast Motors and Master Craft Homes for KNOE-TV Monroe, La.; and to WTVJ (TV) Miami, Fla., and KXTV (TV) Sacramento, Calif.

Danger Man (ITC): Sold to KJEO



Record for Library of Congress

A print of the documentary, "Walk in My Shoes," an ABC-TV Bell & Howell *Closeup* study of the American Negro, has been presented to the Library of Congress audiovisual collection. Here, Alfred Beck-

man (l), ABC Washington vice president, presents the film to Dr. Roy B. Baker, director of the Library of Congress reference department. "Walk in My Shoes" was telecast Sept. 19.

(TV) Fresno, KERO-TV Bakersfield, KQVR (TV) Stockton-Sacramento, KVIP-TV Redding and KVIQ-TV Eureka, all California; WLBW-TV Miami; WCCO-TV Minneapolis; KTHV (TV) Little Rock, Ark.; KTAL-TV Shreveport, La.; WJTV (TV) Jackson, Miss.; KVII (TV) Amarillo, Tex., KEZI-TV Eugene, Ore. Now in 63 markets.

Post '48 Columbia Pictures (Screen Gems): Sold to WTOP-TV Washington (250 features); WTCN-TV Minneapolis (320 films including pre-'48 Columbia and Universal features); KTUL-TV Tulsa, Okla. (375 including pre-'48's); KAVE-TV Carlsbad, N. M. (325 including pre-'48's), and WCCB-TV Montgomery, Ala. (500 including pre-'48's).

Program notes...

Deadline ■ The closing date for 1961 entries for George Foster Peabody awards for radio and television is Jan. 10, Dean John E. Drewry of the Henry Grady School of Journalism, U. of Georgia has reminded. Entries will be considered in six categories: (1) news (reporting, interpretation and/or commentary); (2) entertainment (musical

and/or non-musical); (3) education; (4) youth or children's programs; (5) promotion of international understanding; (6) public service. There also is a separate award for radio-tv writing.

Capitol Hill show ■ *Today in Congress*, a nightly Mon.-Fri. summary of the day's activities on Capitol Hill, begins today (Monday) on WMAL Washington. Joseph McCaffrey, veteran ABC newsmen, will conduct the show. It will be sponsored by the U. S. Savings & Loan League, national organization representing 4,800 savings and loan associations in every state of the U. S.

'Velvet' toys ■ MGM-TV's *National Velvet* and Revell Inc., New York toy firm, have completed a new exploitation tie-up. The toy company will prepare a plastic model replica of *National Velvet* star Lori Martin and her series horse, Blaze King, for the post holiday market. Revell already has a *National Velvet* plastic game set.

Mirror looking ■ WCBS-TV has started a new, once-a-month series, *We Ask You* (3-3:30 p.m.) that samples viewer attitudes and beliefs about tv. Format is man-on-the-street interviewing by Robert Schakne and Kevin

Airborne etv system to be made permanent

The flying television "schoolhouse" is slowly but surely changing the way of life for thousands of students and teachers in the Midwest. The impact of this supplemental teaching aid promises to be even greater in the years ahead, based on initial results of the present experiment which also support the technical feasibility of uhf transmission in such an application.

Even though Westinghouse was unsuccessful in winning acceptance of Stratovision during the television reallocations proceedings of the late 1940's, the technique is being tested by the Midwest Program on Airborne Television Instruction during the present school year with such favorable response that steps are well under way to establish the system on a permanent basis.

A group of 75 leading midwest educators and administrators are to meet Jan. 12 at MPATI headquarters at Purdue U., Lafayette, Ind., to initiate formal incorporation steps. Papers are to be filed in that state by the end of the month.

The initial experiment still in progress is a two-year project, a year to prepare and a year to operate on the air. Technical problems with the aircraft, however, delayed the start of the lesson programs until this fall.

The cost of the experiment will top \$8 million, about three-fourths of this amount coming from the Ford

Foundation and the rest from other corporate and private gifts. Under the future permanent setup, financing would come from the participating schools and from private contributions. These schools ultimately would also control the system and choose its directors.

High Visibility ■ How good is the signal? Not perfect, but very good, those involved in the midwest test report. Reception problems appear to stem more often from the quality of the local school installation rather than from any flaw in the airborne transmission. The engineers still are trying to identify phenomena that cause a light bar effect to sift through the picture, but it is much less pronounced now than it was originally.

Apart from the fringe areas, the only other spot that causes some tricky reception problems is that within a 30-mile radius beneath the plane. Most all antenna installations must be carefully oriented to the plane so as to avoid out-of-phase reception of secondary reflected signals. The majority of installations are master antenna systems which translate the uhf signals into vhf for reception in the classroom on regular vhf sets. In some cases uhf sets pick up the telecast directly.

The effective coverage radius is 200 miles, encompassing an area of six states and including cities such as Chicago, Detroit and Louisville. The

pivot point is Montpelier, Ind., north-east of Indianapolis and south of Fort Wayne. The aircraft circles at 23,000 feet. Transmission on chs. 72 and 76 makes it possible for two lesson programs to be aired simultaneously.

The program material is on video tape. It is produced and recorded at the MPATI studios at Purdue. The DC6 planes also base there (one plane is a standby) and are owned by MPATI.

The planes were outfitted by Westinghouse Broadcasting Co. One of the problems overcome was kinks in the hydraulic gyroscope system, which keeps the 24-foot transmitting antenna pointed straight to the ground regardless of the angle of the plane. Another was a proper protective enclosure for the power generator, which had to be tucked into the tail section where critical aircraft control gear could be damaged should the generator fly apart unprotected.

Down to Earth ■ MPATI associates are amused that they must continually explain that the teachers seen on tv really aren't cramped up in the plane all day long waiting their turn in some tiny aerial studio. Popular belief just doesn't seem to comprehend that the plane is full of electronic gear instead.

At present, it's estimated that some 500,000 elementary and high school pupils in the coverage area are ac-

Delaney, CBS newsmen. Frank J. Shakespeare Jr., vice president and general manager of WCBS-TV, introduced the first program on Dec. 23.

Specials ■ Purex Corp. and NBC-TV have set two one-hour specials for viewing next month. "The Lonely Woman" will be seen Jan. 4 and "The World of Jimmy Doolittle" will be telecast Jan. 18.

Liebman comedy ■ Max Liebman, pioneer tv producer, has been signed by CBS-TV to develop a new one-hour comedy series. The multi-award-winning producer (*Your Show of Shows*) will begin development of the new series immediately.

More information ■ WBBM Chicago, to meet awakened listener interest in information type programming, has started a three-hour interview program, *Composite*, in the Saturday 7:15-10:15 p.m. period. Interviews with educators, religious leaders, businessmen and others are in the five-minute segments.

Really big show ■ KYW-TV Cleveland

has unveiled its new daytime spectacular, the *Mike Douglas Show*, a daily 90-minute live program featuring noted entertainers sharing m.c. duties with Mike Douglas. Audience participation also will be encouraged. Carmel Quinn, Irish singer, was last week's guest hostess.

Accepted ■ WTVJ (TV) Miami announced that its locally-produced program, "A Question of Survival," has been accepted by Television Affiliates Corp. for showing to its member stations in 1962. The show originally was shown Oct. 26.

First children's series ■ The first children's tv series produced by the Methodist Church will be released early in 1962. *Breakthru* consists of 13 half-hour programs aimed especially at nine-to-eleven year olds. It will be presented by councils of churches or other cooperative agencies as a program of the Broadcasting & Film Commission of the National Council of Churches.

British series ■ Production of *Zero*

One, a half-hour adventure tv series starring Nigel Patrick and Bill Smith, has been started at MGM's British studios in Herts, near London. Lawrence P. Bachman, head of British production for MGM, is producer of the series, with Aida Young as associate producer. Elliott Baker, New York tv writer recently moved to London, is script editor. BBC is co-producing the series with MGM-TV and will carry it on the BBC tv network starting early next year.

Asian art series ■ A new series called *Far Eastern Art* is being developed for broadcast on the National Educational Television Network. Dr. Didier Graeffe, artist, composer and professor at the U. of Florida, will be host on the four-program video-tape series, which is produced by WUFT (TV) Gainesville, Fla.

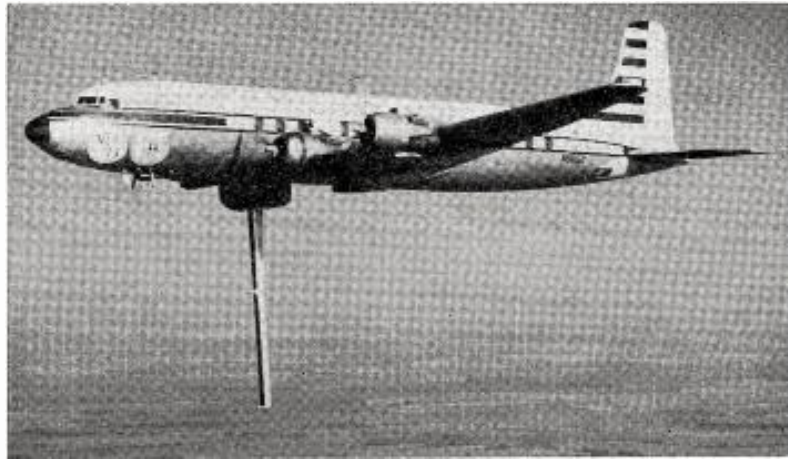
New series ■ A six-part television series, *Creative Man*, is being developed for National Educational Television, New York, by San Francisco's educational

tively participating in classroom sessions through the television teaching program. The plane transmits five hours a day Monday through Thursday. MPATI reports the area includes a total of 7 million students, including college level, who could be served if curricula, receiving gear and program material were available.

Eventually the MPATI system could transmit six lesson programs simultaneously from a single plane, although it is possible that at that time the video tape playback units would be on the ground instead of in the plane and the signal relayed up to the aircraft for re-transmission. Other long-range possibilities include splitting each 6-mc channel into 3-mc channels. CBS Labs Inc. is under contract to explore this area, but MPATI isn't pushing it now.

Educational ch. 11 WTTW (TV) Chicago rebroadcasts the MPATI airborne programs so that many local classrooms can use the material without the expense of the uhf master antenna-translator system. MPATI also is making video tapes of its courses available for closed circuit use locally. Over 1,300 lesson programs are available already, but they can be obtained only in full-course form. The subjects range from mathematics, music, history and foreign languages to science.

Educators are pinning high hopes on the airborne system as an effective and economical way to bring the best of teaching skills to the fast growing school populations. They



The necessity of keeping this antenna pointed straight down, re-

gardless of the plane's angle, is one of the technical problems

feel its value will become even more enhanced in the years ahead as the teacher supply tightens and the demand grows for conveying more and more information to students of our exploding scientific progress. It is estimated that the volume of scientific information that must be taught in high school during the next decade alone will double.

'Great Promise' ■ Typical of educators who sense the value of the new medium is Dr. Urban H. Fleege, chairman of the department of education at DePaul U., Chicago, and one of 20 area coordinators for MPATI. Apart from thinking up new answers to quips about his initials, "U. H. F.," Dr. Fleege feels etv,

airborne and otherwise, is a "new teaching approach of great promise."

But he is realistic, too: "Educational television is not a miraculous gimmick. It is only as good as what is put into it and how we utilize that which comes from it."

President Kennedy considers the airborne experiment "a signal achievement which is in the American tradition of public and private ownership for the harnessing of technology for the benefit of all."

FCC Chairman Newton Minow said the commission is pleased "to have played a part in the fashioning of this facility." He also saluted its promise of bringing quality education at low cost to a wide geographic area.

tv station, KQED (TV). Members of the staff of Institute of Personality Assessment & Research at U. of California will take part in each program.

New series ■ Showpac Inc., New York producing company of Alan Neuman and Sherman F. Dryer, has completed arrangements with 20th Century-Fox tv for a new half-hour series, *Cover Story*. Pilot of the news-feature type of program, which Messrs. Neuman and Dryer will produce, will be filmed in December.

More tv news ■ A new Monday-to-Friday five-minute news report will start Jan. 2 on NBC-TV, 2:25-2:30 p.m. EST. The series will originate in Chicago with Floyd Kalber, NBC News correspondent and will be produced by Frank Jordan, manager of news in Chicago.

High Society ■ *Debutante '62*, first of two filmed one-hour documentaries on society in the U. S. to be presented by NBC News, will be telecast on NBC-TV, Feb. 9, 9:30-10:30 p.m. EST. Both

programs will be produced by Bill Wilson and sponsored by Clairol Inc.

Show available ■ Anheuser-Busch, St. Louis, has renewed syndicated program *The Third Man* in approximately 80 television markets for Budweiser beer and announces availability of the program for sponsorship in other markets. Budweiser acquires all national rights and re-sells the show in areas which it does not use. Production of new programs has begun in Hollywood at Mark VII Studios under supervision of Irving Asher.

Starts production ■ *Lone Sierra*, first Warner Bros. tv series to be made in technicolor, started filming earlier this month on location in the Sierra Madre mountains. The adventure series, being produced for ABC-TV, stars Art Lund.

Hallmark special ■ A 90-minute color production of the dramatic comedy "Arsenic and Old Lace" will be presented on the *Hallmark Hall of Fame* series on Mon., Feb. 5 (9:30-11 p.m.

EST), on NBC-TV. George Schaefer is producer-director.

Red China documentary ■ B. F. Nielson Assoc., New York, has produced a half-hour documentary film, *Red China . . . Outlaw*, which is being distributed to tv stations by the Filmvideo Releasing Corp., New York. The film, narrated by Bob Considine and produced by Joseph P. Mawra, utilizes film footage taken in Red China as well as film obtained from the United Nations' library. It highlights atrocities committed against the people of Tibet and U. S. prisoners of war in Korea, according to Mr. Mawra.

How to be a cop ■ The New York City Police Dept. plans to develop and produce in-service training films to be broadcast to members of the force over WUHF (TV) New York, experimental uhf station which recently went on the air. Police Commissioner Michael J. Murphy appointed Jack Perlis, New York public relations executive, as tv consultant to the Police Dept. Mr.

Taynod Productions champions the 'in-between'

Taynod Productions Inc., which has survived its baptism of fire in the tv production field with *Kukla & Ollie*, currently on NBC-TV (Mon.-Fri., 5-5:05 p.m.), believes there's a future in so-called "in-between" programs. Sherril Taylor, Taynod president, defines the phrase this way: "Programs that fall in between those that are meant to be highly entertaining, such as situation comedies and westerns, and those that are informative and factual, such as documentaries."



Mr. Taylor

A group of "in-between" programs, which Mr. Taylor offered to networks and agencies during a business trip to New York from Taynod's headquarters in Chicago, included:

A medical "semi-documentary" of five-or ten-minutes in length in which a general practitioner and a specialist discuss an illness with a patient; a ten-minute show spotlighting pianist

Roger Williams playing and discussing well-known songs; a half-hour show produced on location in cities throughout the country pointing up local entertainment and folkways, and a series of 13 one-hour programs, tentatively titled *Winter Specials*, which will be produced in association with the International Professional Ski Racers Assn. on location at various sites of ski competition this winter.

All of Taynod's productions will be produced on tape, Mr. Taylor pointed out. He noted that this programming has sales appeal abroad, and mentioned that *Kukla & Ollie* will be offered shortly for sale in other countries through the film division of NBC International.

Taynod was founded earlier this year by Mr. Taylor and Jory Nodland, executive vice president of the company. Mr. Taylor was media supervisor for J. Walter Thompson in Chicago, and earlier had been a CBS promotion and advertising official. Mr. Nodland was formerly an NBC-TV account executive in Chicago. Taynod maintains offices in Chicago, New York and Hollywood.

Western Sports on KABC Los Angeles and ABC Radio West, Mon.-Fri., 5:45-6 p.m. Jim McCulla, KABC staff writer, starts two newscasts, both Mon.-Fri., at 4:15-4:30 p.m. and 6:15-6:20 p.m. KABC has also shifted Alex Drier's Mon.-Fri. reports from Chicago to 4:40-4:55 p.m. and his new *Good News With Alex Drier* becomes a part of the station's 11-11:15 p.m. news period. William Winter's news analysis also moves to a new KABC time, Mon.-Fri., 6:20-6:30 p.m. Changes are designed to strengthen the KABC schedule of 18 hours of news and conversation daily, which was revamped last Oct. 30.

New series ■ *Billy Bang Bang*, a new five-minute tv series produced by Screen Features Inc., will be made available to stations and advertisers by MGM-TV, according to Richard A. Harper, MGM-TV director of world-wide syndicated sales. The five-minute episodes are combined in "cliff hanger" style, with each story running between 10 and 17 separate episodes in length. The series is designed for five-times-weekly programming, and 150 of the episodes are already completed.

Sounds ■ A collection of 75,000 sound effects—50,000 of everyday sounds and 25,000 of once-in-awhile specials—has been made available to tv, radio and motion picture producers by Radio-Universal Recorders of Hollywood. Martin Hersh, president of R-UR, said that the collection, classified on 250 long-playing recordings to provide immediately anything from the sigh of a sleeping infant to a train wreck, will be made available to the company's customers without charge. Two catalogues listing the sounds will also be available.

Perlis will serve without fee.

Health awards ■ Television programs appearing during 1961 on major diseases and on public health problems are eligible for submission to the 13th annual Albert Lasker medical journalism awards program. Awards consist of \$2,500, an engraved citation and a gold

statuette. Deadline for entries will be Feb. 6. All material should be addressed to Albert and Mary Lasker Foundation, Chrysler Building, New York 17, N. Y.

KABC programming ■ Hank Weaver, veteran western news and sports broadcaster, on Jan. 1 starts *Hank Weaver*

GOVERNMENT

FCC TIGHTENED THE SCREWS IN 1961

Minow report cites disciplinary actions, asks more power

A stern note, which was absent in similar reports by previous chairmen, was sounded last week by FCC Chairman Newton N. Minow in his year-end statement. He pointed to the 20 short-term license renewals in 1961 "where the commission was unable to find that the past operation of the station merited a full three-year license." He cited as example the denial of an fm station (in Elizabeth, N. J., to Suburban Broadcasters) on grounds the applicant had made no effort to ascertain the needs of the community. And he referred to a hearing examiner's recommendation that a station's license not be renewed because the licensee was "woefully in-

adequate' in discharging his broadcast responsibilities regarding 'indecent and obscene' programming," and for over-commercialization (WDKD Kingtree, S. C.).

Short-term licenses and fines for violations not warranting license revocation proceedings were applied this year under recent congressional authority, the chairman wrote.

Mr. Minow indicated the legislation he would like from the new session of Congress: "a certain degree of regulation" over networks and catv systems; a law requiring tv receivers to be equipped to receive uhf as well as vhf channels; the power to invoke summary

judgment procedure in certain cases; repeal of the present prohibition on the FCC's considering public interest in station sales; that abandoned tv towers must be marked for air safety; repeal of the present ban on the FCC, once a case has been reversed and remanded on appeal, from reopening the record to hear new evidence or consider new parties.

FCC In Courts ■ The commission maintained a creditable batting average as a party to 61 cases in federal courts during 1961. The Supreme Court refused to hear five cases appealing against the FCC; the Court of Appeals affirmed the commission in 18 cases, reversed it in four others. Nine cases were dismissed, six were remanded and nineteen were pending at year's end, Mr. Minow reported.

The commission staff has less than

tripled since the FCC began operating 27 years ago, although the work volume is about 35 times greater, Mr. Minow said. "Fewer than 1,400 employes now administer to 3.3 million radio permittees as compared to 500 persons who looked after 108,000 authorizations in 1934," the chairman pointed out. The 3.3 million refers to radio authorizations of all kinds on the FCC's active records at year-end. This is nearly 400,000 more than a year ago—3,800 am stations against 3,700 last year; 1,100 fm stations against 1,000 at the end of 1960. Only 21 new commercial tv stations were authorized, bringing the total to 655. Four new etv stations in 1961 made a total of 70 in the country.

The fact that "the field staff is kept so busy with interference complaints that it must curtail some of its periodic inspection of stations," the chairman mentioned as another indication of the agency's workload.

The chairman reported on space communications (as first priority), on defense communications, clear channel broadcasting, the North American Regional Broadcasting Agreement and international allocations, as well as on research, safety and special radio and common carriers.

KTOD denies broadcast of unauthorized tone

In the wake of a dispute over whether KTOD-AM-FM Sinton, Tex., had broadcast an audio tone to foil home recorders, the station told the FCC that it plans to file a formal request for authority to experiment in such transmissions.

KTOD denied published stories carried on national news wires that it had used the system, developed by L. L. Stewart, consulting engineer, during regular broadcast hours. David Coover, Corpus Christi attorney for the station, said that wire service reports that KTOD had used the tone above a broadcast of celloist Pablo Casals were "entirely in error." He said KTOD is trying to determine the source of the report, which prompted an FCC executive to question the legality of such broadcasts.

The device developed by Dr. Stewart reportedly transmits a high frequency tone which cannot be distinguished by the listener but which will ruin a tape recording of the broadcast. In a telegram to the FCC represented as the position of the station, it was stated that KTOD has used the device during experimental hours only. FCC rules prohibit the transmission of extraneous sounds without special permission, a commission spokesman said.

WIBC

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LEADS IN AUDIENCE

Teenagers in the WIBC audience responded. Thirteen hundred volunteered to "march against leukemia." And adults responded, too. They gave \$15,600, an average of \$12 per volunteer worker . . . 60% higher than that achieved by door-to-door solicitations of the average national health organization.

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

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National Representative

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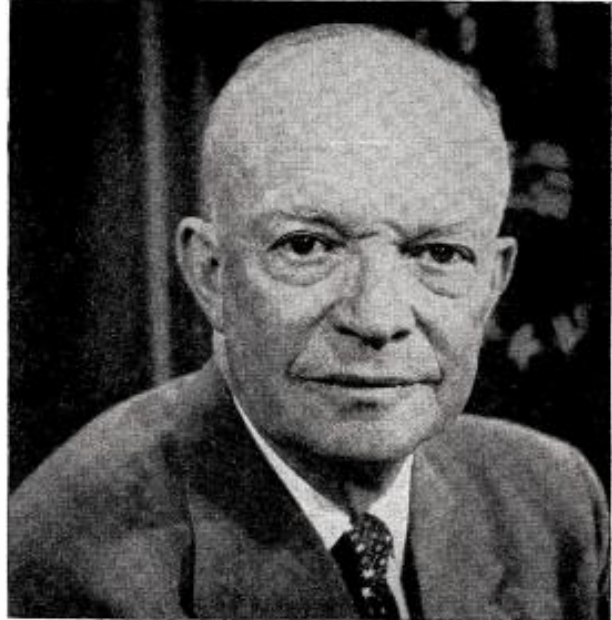
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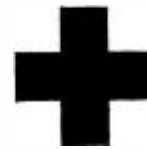
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Religion in American Life



Contribute—Work—Vote



United Nations



Goals for Americans

Networks back up USIA's tv undertakings

COOPERATION HELPS AGENCY'S OVERSEAS PROGRAMMING

The three television networks may have their differences with some sectors of government, but with the U.S. Information Agency their relations are smooth as silk. This was the word last week from USIA officials who praised the networks for their cooperation in providing the agency with filmed material for its foreign information programs.

"We're getting the greatest possible cooperation from the networks," said Romney Wheeler, director of USIA's television service. "Our arrangements with them are working well. . . . We're in touch almost daily. . . . We're getting material all the time." The tv service's New York representative, Howard Maier, who bears most of the day-to-day burden of dealing with the networks, echoed these sentiments.

This happy situation grew out of a White House luncheon last fall, when the chairmen of ABC, CBS and NBC were entertained by President Kennedy and Edward R. Murrow, USIA director (BROADCASTING, Oct. 9).

The purpose of the luncheon was to tell the network chiefs of the agency's need for tv documentary material, both that which had been used and that which had been edited out and never used. The President and Mr. Murrow assured their guests that USIA has no intention of competing with the broadcasters in their foreign markets. They said the agency simply wants to adapt the material to its own special needs to explain America's position abroad, particularly in underdeveloped countries.

Liaison Men Named ■ The network chairmen made no commitments, but did promise to appoint liaison men through whom the agency could make its requests. Subsequently, CBS named Merle S. Jones, president of CBS television stations, and NBC selected William R. McAndrew, executive vice president for news. ABC didn't designate a particular individual, but working arrangements were established with USIA through Donald W. Coyle, president, and James Larkin, manager of station development, ABC International Television Inc.

These simple administrative moves—and, presumably, the sense of urgency imparted at the White House luncheon—have had their effect. Mr. Wheeler last week said the networks have "always" been cooperative.

But Mr. Murrow, a former CBS vice president and news commentator, is known to have felt, before the meeting with the President, that the networks could do even more to help the agency.

In any case, Mr. Wheeler said that the actions taken following the luncheon

"enhanced" the speed with which requests were handled and that the appointment of USIA liaison men by the networks has made cooperation "easier for us and them." He said the agency no longer has to deal with two or three or more individuals at a network when seeking footage, as it sometimes did.

As an example of cooperation, Mr. Wheeler cited NBC's assistance when the agency produced a 15-minute documentary on the death of U.N. Secretary General Dag Hammarskjold. "We used NBC material, worked in their studios in New York, and although we directed the show, we employed NBC technicians," he said.

Although the footage was largely the same as that used by the network in a 15-minute news special, the USIA product bore little resemblance to it. It was printed in five foreign languages and specially edited to meet the requirements of the agency.

The Hemingway Show ■ USIA is also in touch with NBC for an hour-long documentary on Ernest Hemingway, shown on *DuPont Show of the Week* in the fall. "The network is planning a normal foreign distribution, and we're happy about that," Mr. Wheeler said. "But we might want to distribute it in areas where the network wouldn't normally market it."

The agency generally pays a footage fee for outside material. But some films are simply borrowed. Mr. Wheeler mentioned a CBS half-hour documentary on the *Polaris* submarine, provided at no charge. Some was shot by the Navy, he said, but more than half was CBS footage.

In addition to the networks, some independent companies have been providing material. Mr. Wheeler said this included a Talent Associates-Paramount Ltd. dramatic program on the Berlin wall, which originally appeared on CBS's *Armstrong Circle Theatre*, and

Beats Paar without tears

FCC Chairman Newton N. Minow won a "narrow" decision over NBC-TV's Jack Paar as the top newsmaker of 1961 in the entertainment field. Chairman Minow was picked in a poll of Associated Press member newspapers and radio and tv stations. The chairman's "victory" was attributed to his "vaste wasteland" speech last May before the NAB convention in Washington in which he charged television with programming failures.

the Sterling-Wolper documentary on Rafer Johnson, the Negro athlete who won a gold medal for the United States in the decathlon in the 1960 Olympic Games in Rome.

The agency still has a number of projects pending with the networks. "There's nothing world-shaking about the material requested," he said. And the agency will still have to do a lot of work on the film that it gets—editing it, writing new commentaries, and printing it in the languages of the countries to which it will be sent. But having some access to the networks' bulging film libraries, he indicated, is helping the agency to give new impact to its informational programs.

FCC refuses to comment on CBS's 'Bookie Joint'

The FCC poured little balm on the wounds of Boston, still smarting from the Nov. 30 *CBS Reports* program, "Biography of a Bookie Joint." The commission replied unenthusiastically to John F. Thompson, speaker of the Massachusetts House of Delegates, who asked the FCC to do something about the program which he alleged damaged the reputation of the House.

The program was an on-the-spot report of a Boston police raid on an alleged bookmaking establishment. Boston policemen were photographed entering and leaving the shop prior to the raid.

The FCC asked Mr. Thompson if he had requested of stations which showed the program time to respond to what he felt was unfair. If so, what had been the response, the FCC asked.

The commission also asked the speaker to be more specific in his complaint and to cite those remarks or incidents on the program which he felt were unfair or derogatory.

Examiner opposes ch. 9 move

An FCC hearing examiner Dec. 21 said no to a bid by WMUR-TV Manchester, N.H., to move its antenna closer to Boston. In an initial decision, examiner Charles J. Frederick recommended that the station's request be denied because 304,560 people no longer would be in WMUR-TV's present Grade B contour. Only 88,516 new people would be covered by the station's Grade B coverage area, the examiner said, if the station is permitted to move its transmitter from a site seven miles west of Manchester to approximately 17 miles south-southeast of the city and to reduce its present 1,030-foot antenna to 519 feet above average terrain. This is the second time an attempt has been made to move WMUR-TV's antenna closer to Boston: Storer Broadcasting

Co. tried to buy the ch. 9 facility some years ago, contingent on permission to move its transmitter closer to Boston. That transaction ran afoul of aviation interests.

Case reassured N.J. will not be neglected

FCC Chairman Newton N. Minow has informed Sen. Clifford Case (R-N. J.) he will give his "fullest attention" to finding a way to allocate a commercial tv channel to New Jersey. He responded to a letter from the senator decrying the loss of the state's only vhf commercial channel as a result of the sale of WNTA-TV (ch. 13) Newark to educational interests (BROADCASTING, Dec. 25, 1961).

The chairman pointed out that a condition of the sale of WNTA-TV was that the purchaser take note of its obligation to cover New Jersey news and special events. He said the eventual solution to the state's problem may lie in more extensive use of uhf channels but said the FCC would study relative merits of vhf and uhf allocations in New Jersey "in order to achieve maximum service consistent with the public interest."

Program hearing rules for media announced

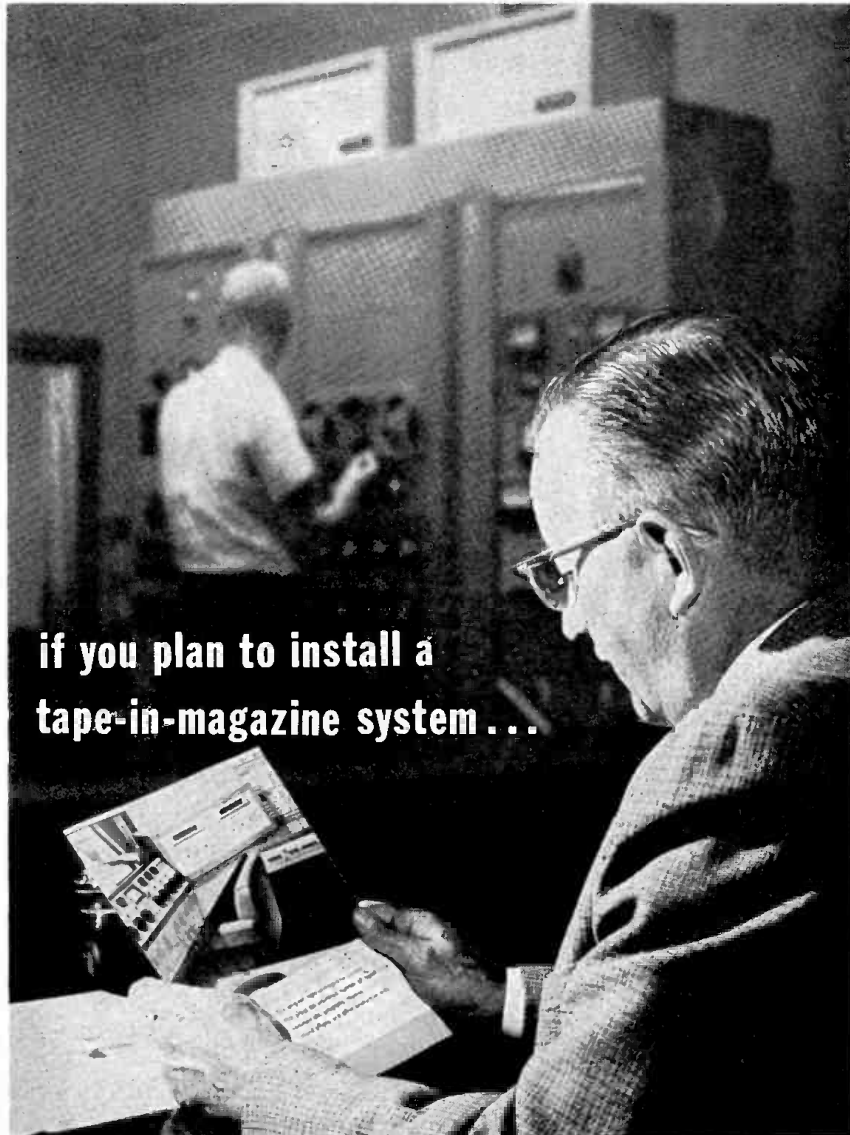
Ground rules for news media coverage of the FCC's network programming hearings beginning Jan. 23 have been laid down by the agency, with at least three radio and tv firms planning on-the-spot coverage.

As it did for the advertiser hearings in New York (BROADCASTING, Oct. 9), WNYC New York plans to broadcast the proceedings live. Washington, D.C., Tv & Radio Programs Inc. will use the hearings to kick-off its planned series on "U.S. Hearings Highlights." Headed by veteran broadcaster G. Bennett Larson, the new firm will film the hearings and condense the testimony into programs for syndication to tv stations.

Metropolitan Broadcasting Div. of Metromedia Inc., will tape the hearings for selected program material to be aired on its two radio stations, WIP Philadelphia and WHK Cleveland. Metropolitan may bring its cameras into the hearing room also, but has no definite plans at the moment.

Commissioner Robert E. Lee has been designated as FCC liaison with news media in requests about the hearings. Expecting a large audience for the opening testimony of CBS Inc. President Frank Stanton, the FCC has moved the sessions into a large room to be designated later at the Interstate Commerce Commission.

The commission said that "exclusive"



if you plan to install a
tape-in-magazine system...

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AUTOMATIC  **TAPE CONTROL**

Since ATC's introduction of the tape-in-magazine system in 1958, all new tape cartridge developments have come from one company... Automatic Tape Control Inc. In 1960, ATC introduced the Dual-Tone system which allows automatic actuating of other equipment, such as reel-to-reel tape machines, Seeburg record changers, slide changers in TV, etc. In 1961 came the remarkable ATC 55, which plays up to 55 magazine-loaded tapes (and actuates other equipment) in sequence without reloading, resetting or manual cueing. And, in 1962, Automatic Tape Control Inc. will introduce *an accessory unit that performs the functions of automatic program logging and automatic billing direct from magnetic tape!* Only Automatic Tape Control equipment is designed for maximum flexibility and for the future... allowing for easy conversion to full or part-time automation or to automatic program logging and billing for your station! Made by broadcasters for broadcasters, and formerly distributed exclusively by Collins Radio Company, there are more than 4,000 thoroughly tested and proved ATC units in use in over 600 radio and TV stations. For complete information, a collect phone call will put you in touch with First Class licensed broadcast engineers who can answer all your questions. **AUTOMATIC TAPE CONTROL INC., 209 E. Washington Street, Dept. 116, Bloomington, Illinois.**

coverage will not be permitted and that pool arrangements must be worked out if more than one group wants to film the proceedings.

A proposal to move the hearings up one day—to Monday, Jan. 22—was considered by the FCC but rejected. The present date represents a two-week postponement from the originally planned start of Jan. 9.

FCC to consider 3-year holding rule

A special FCC meeting has been scheduled for this Thursday (Jan. 4) to consider final action on a new rule requiring the original grantee or purchaser of a station to hold the property for minimum of three years except under certain conditions (CLOSED CIRCUIT, Dec. 4, 1961).

Rulemaking has been outstanding for over a year and has met almost unanimous opposition of the industry. Despite this, a majority of commissioners (comments were first invited on a 5-2 vote) favor some restrictions on station sales but there is a lack of agreement on what form they should take.

The Broadcast Bureau has recommended that rules be tightened somewhat from those proposed in December 1960. The bureau would not allow sales because of death of key personnel and lack of operating capital. The staff also favors a much closer scrutiny of sales by multiple owners even when the outlet involved has been owned for more than three years.

One view, at the commission level, is that a sale should be allowed when a station is held less than three years but that owners should be prohibited from selling or buying additional properties for a like period.

Craney endorses FCC microwave action

The FCC's apparent decision in the Carter Mountain Transmission Corp. microwave case was hailed by a former Montana broadcaster, who said it was too bad it wasn't made five years ago.

E. B. Craney, former veteran Montana broadcaster, observed that if the decision had been made five years ago, there would have been eight more tv stations operating in Montana, doubling the number now on the air.

The commission last month instructed its staff to draw up an order denying the application of the microwave company to carry tv signals from Billings, Casper-Cheyenne and Idaho Falls to community antenna systems in Riverton, Lander and Thermopolis, Wyoming (BROADCASTING, Dec. 18, 1961).

If the commission had taken the

position it took last month five years ago, Mr. Craney pointed out, there would have been operating stations in Kalispell, Havre, Lewistown, Miles City and Livingston, and second stations in Missoula, Butte and Helena.

In his Dec. 24 letter to Montana broadcasters, Mr. Craney said about 16,000 Montanans pay \$950,000 a year to see Salt Lake City and Spokane tv signals. Another 12,000 are expected to become catv subscribers in 1962, he estimated, "raising the total year end Montana cable take to better than \$1,650,000."

Mr. Craney, who was a vigorous opponent of catv when he operated the Z Net stations, called the FCC's tentative decision an encouraging sign for Montana broadcasters. He added that the commission should study the use of boosters and translators to extend tv coverage to rural areas.

A new voice cries for programming reforms

Rep. Frank Thompson Jr. (D-N.J.), one of the latest, and sharpest, congressional critics of television, says broadcasters should either quit programming "junk" or forfeit their licenses.

In a newsletter to his constituents the congressman said he knows there is "great demand for much of the junk" on television. But the air-waves belong to the nation, not the broadcasters, he said.

"Those companies, in my opinion, should be compelled to improve their public service programs or to forfeit their licenses," he added. "Deodorant sales might drop a bit if a ballet or symphony were shown instead of a murder, but I think that the real owners of the air, the people, have even more right to profit than do the manufacturers."

Rep. Thompson's remarks were, it appeared, designed in part as support of FCC Chairman Newton N. Minow's "vast wasteland" description of television, and rebuttal to the defense of television voiced on Dec. 7 by CBS President Frank Stanton and NBC Chairman Robert Sarnoff (BROADCASTING, Dec. 11, 1961).

Decide For Yourself ■ Rep. Thompson said the "top executives of the major broadcasting companies" answered Mr. Minow by stating, "in effect, 'We're great, good and perfect. Minow is dead wrong.'" The congressman advised his readers to watch television and decide for themselves who is correct.

"Someday," he declared, "it might occur to the tv executives that a few hours of the best live performances each week might be good for their public relations, their souls, perhaps, and even their pocketbooks."

Rep. Thompson, chairman of a

House education subcommittee that is looking into the economic plight of performing artists, began his attack on television during hearings in San Francisco on Dec. 8.

He said then that the industry is greedy for profit and is paying too little attention to good drama and music. He felt that television could do more for its audience, and musicians, by recording "the great orchestras." (AT DEADLINE, Dec. 11).

KOMA says violations not willful, repeated

KOMA Oklahoma City, while agreeing it may have violated portions of the FCC's technical rules (which it said were possibly ambiguous), claimed there was nothing "willful or repeated" in the violations and said it should not have to forfeit \$10,000 (BROADCASTING, Nov. 27, 1961).

The FCC's notice that it intended to fine the station cited KOMA operations between midnight and 4 a.m. with its daytime facilities and charges that KOMA operated beyond its authorized 50 kw at various monitoring points. The station responded that its nighttime operation without directional antenna was due to a misinterpretation of FCC rules. It said this operation had been logged by KOMA in its 1956 application for renewal of license, that the FCC had reviewed this application and still renewed the license. KOMA offered this as proof that the rule was open to "more than one reasonable interpretation." KOMA claimed that the incident harmed no one and that no other station complained of interference. KOMA further said that it complied with the rule as soon as the FCC brought it to the station's attention, and that it "proceeded diligently to permanently correct the defects so that field intensity strength at monitoring points could be maintained within license values."

The station said that, since its offenses were not willful, nor of evil purpose, no fine should be imposed. It said that should the FCC reject its pleading in mitigation, the most that would be justified would be "a nominal sanction."

Engineering statements attached to the KOMA pleading explained that gas and oil installations in the Oklahoma territory surrounding the station made it difficult to establish correct power levels at the monitoring points but that Storz Broadcasting Co., licensee of KOMA, was working with the engineers to overcome the technical problems.

KOMA operates on 1520 kc (Class I-B clear channel) with 50 kw, unlimited, directional antenna at night. Todd Storz is principal owner.

Commercial tv gains in western Europe

WHILE ONLY SIX COUNTRIES NOW PERMIT ADVERTISING, OTHERS WANT IT

There is a continuing trend toward commercial television in western Europe and by 1965 all of the free countries there are expected to have some kind of commercial system, according to a year-end report distributed by the television division of the Motion Picture Export Assn. of America to members last week.

The report notes that only six countries on the Continent (Germany, Italy, Luxembourg, Monte Carlo, Austria and Finland) permit advertising today, but pointed to these factors that will contribute to the emergence of commercial tv: The overlap in coverage between commercial and non-commercial countries; the rapidly growing agitation for tv advertising on the part of businessmen, and the mounting costs of a sustaining tv service comparable to the one that is advertiser-supported.

A condensation of television developments in Western Europe, provided by MPEAA follows:

West Germany: The nine vhf state-owned television stations of the first channel now cover over 90% of the federal republic. They operate as a network between 8 and 11 p.m. every night except Sundays and holidays. No sponsorship of programs as such is allowed, but spot messages of 15, 20, 30 and 60 seconds duration are inserted during three periods each weekday evening—at 6:45 p.m., 7:25 p.m. and 7:50 p.m.—for a total of 12 minutes per station per day. The tv billing for 1961 is estimated to reach \$60 million.

The set count in Germany is expected to reach 6 million early in 1962, and is growing at the rate of 100,000 monthly.

Italy: The second largest tv country among Europe's free nations is Italy. Its network, owned and operated by the government-controlled R. A. I., is nationally directed. Advertising time is limited to four brief periods, each with a distinctive name: *Gong*, which carries two spot messages at 6:45 p.m.; *Tic-Tac*, which also carries two spots of 35 to 40 second duration, one preceding and the other following the 8:30 p.m. time signal; *Arcobaleno*, which allows four 35-second spots surrounding the 8:50 p.m. weather forecast; and *Carosello*, the magazine-type program at 9 p.m. It consists of 5 separate films each of two and a quarter minutes length. Only 35 seconds of each film may comprise the

commercial; the other 100 seconds must be entertainment.

Commercial time is sold out months in advance. With about 2,650,000 sets (a very large proportion of which are in public places), the first channel actually serves a far greater audience than the number of households having tv (19 sets for every 100 families). Its coverage area is about 97% of the country.

RAI's second channel is on the air only 2-3 hours daily between 9 p.m. and midnight. During its initial period (opened Nov. 4, 1961), no commercials are allowed.

Luxembourg & Monte Carlo: Both have completely commercial tv systems. Spots and fully sponsored programs are accepted throughout their broadcast schedules (roughly 6:30 to 11 p.m. weekdays and from 4 or 5 p.m. to 11 p.m. weekends). Their significance for the future lies more in their coverage beyond their own borders than in their local service. Between them, Tele-

Luxembourg and Tele-Monte Carlo reach over 180,000 households in France, about 70,000 in Belgium, and a lesser audience in Germany. They compete for viewers with the non-commercial systems of France and Belgium, and their success in the overlap areas serves to stimulate the demand for tv advertising in these countries.

France: The state monopoly of R. T. F.'s non-commercial policy still prevails. Its national network covers the country, and the set count is about 2.5 million. The program service continues to be mediocre, and in the border areas where outside commercial signals can be received, it is the "foreign" entertainment that proves more popular. Agitation for a commercial network in France has been growing for several years, but various powerful interests—particularly the newspapers—have been able so far to prevent it. A second channel is expected to start operations before the end of 1963—but who will operate it and on what

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405 Park Square Bldg. Boston, Mass.

Presents

the "MAGNETIC DOOR OPENER"

Heretofore unobtainable merchants become satisfied clients through the use of our "Musical Concept Commercials"

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Hancock 6-9266

BOSTON, MASS.

And Receive Full Details On The
C.P.I. Guarantee

WPRO—Providence, R. I.

WGMA—Hollywood, Fla.

WTAG—Worcester, Mass.

CKFH—Toronto, Ont.

WNDR—Syracuse, N. Y.

WANE—Ft. Wayne, Ind.

WVET—Rochester, N. Y.

WHLL—Wheeling, W. Va.

CKOC—Hamilton, Ont.

WISM—Madison, Wisc.

WHIH—Norfolk, Va.

WMNI—Columbus, Ohio

CJCA—Edmonton, Alb.

WRUN—Utica, N. Y.

A Partial List Of Our Clients—December, 1961

basis remain in controversy.

Belgium: Like France, Belgium retains a national non-commercial service. Its 700,000 receivers are inadequately serviced about 4 hours daily (6:30 to 10:30 p.m.) by two networks—one broadcasting in Flemish and the other in French. In the Flemish-speaking areas there is no competition from outside, but the commercial signal from Tele-Luxembourg reach some 70,000 homes in the French-speaking areas. Here—as in France—the “foreign” programs prove more popular, and pressure for a second and commercial service is building up.

Holland: The complex structure of Dutch tv with five separate companies running the national, non-commercial system, leaves control in the hands of the two largest religious groups: The Protestants and the Catholics, and the three big political parties: Labor, Liberal and Modernist Protestant. The signals from German tv stations are attracting growing audiences in Holland, and their advertising messages are serving to increase the drive for a commercial service there. Powerful business interests are behind the movement, but opposition from political and religious factions as, well as from the press, has so far won out. Informed circles contend that commercial tv will be established in Holland by 1964.

Switzerland: Surrounded on all sides by commercial tv—from Germany on the north, Austria to the east, and Italy on the south—Switzerland still clings to a national, non-commercial service. It is heavily subsidized by the newspapers, but providing adequate programs in three languages (German, French and Italian) is a costly, losing

battle. The license fees (\$19.32 per set per year) on the 176,000 sets plus the newspaper subsidies cannot support the kind of service Switzerland needs to compete. Here again, the demands of Swiss industry for their own tv advertising are being felt—and a commercial channel is predicted in Switzerland within three years.

Scandinavia: Only Finland, among the Scandinavian countries, has commercial tv. But Denmark is partly covered by German commercial programs and is moving to join the European Economic Community. The consequent lowering of tariffs on Danish imports from Germany is expected to lead to the demand by Danish manufacturers to have their own commercial tv in order to compete against German advertising. Denmark has an agreement with Norway and Sweden which provides that no one of the three countries will introduce commercial television without first consulting the other two. If however, one of the three countries adopts a commercial system, it is taken for granted that the other two would follow. In Scandinavia, as throughout free Europe, the signs point to adoption of some form of commercial television in two to four years.

CTV may place programs on non-affiliates—BBG

CTV Television Network, Toronto, will be able to place its programs on non-affiliates, the Board of Broadcast Governors has ruled. But since most non-affiliates are affiliated with Canadian Broadcasting Corp. and must carry CBC reserved-time (evening) programs, they can't carry the evening-only CTV

programs simultaneously with CTV affiliates, but must carry them on a delayed basis.

CTV Television network officials and those of its eight affiliated stations were to meet with the BBG at Ottawa on Dec. 20 to discuss such problems as Canadian program content, which by BBG requirements must amount to 55% of all programs effective April 1.

Political curbs eased in Canada

The way has been cleared for Canadian political parties to enhance their appeals to the voters, according to a revised policy statement issued by the Board of Broadcast Governors. The new policy becomes effective today (Monday).

The BBG, powerless to alter Parliament's ban on dramatized political broadcasting, has provided for increased flexibility for campaigners by easing its own interpretation on the ban.

Under its existing “white paper” on the subject, the board says the ban prevents the use of any device considered theatrical. Now it will rule out only those devices considered “unnecessarily” theatrical.

A board official said it is hoped that this and other changes in the policy will lead to brighter political broadcasts. The changes were sought by the parties themselves.

The revision of the “white paper” allows the use of film, video tape clips, discs, slides, animation and still photographs in a tv political broadcast “provided the material depicts real events, including the normal activities of a candidate engaged in an election.

Other revisions were rewritten mainly to include the privately owned CTV Network as well as the radio-tv networks owned by the Canadian Broadcasting Corp.

Tv top salesman for Canadian store sale

Television proved the most effective advertising medium for a department store sale in Canada, a survey released by Television Bureau of Advertising of Canada last week indicated.

The survey was conducted at a leading department store in Moncton, New Brunswick, Canada, by Elliott-Haynes for CKCW and CKCW-TV in that city.

Of the 299 shoppers interviewed, 49.3% learned of the sale through television advertising, the survey revealed. Radio made 27.5% of the respondents aware of the event while newspapers were responsible for 17.2% and another 6.7% learned of the event

Fremantle sees big year for tv abroad

The opening of new television stations in various parts of the world and the steady growth in the number of tv receivers abroad will contribute toward making 1962 “a banner year” in overseas business, Paul Talbot, president of Fremantle International, New York, stated last week in a year-end report.



Mr. Talbot

Mr. Talbot, who returned recently from an extended trip to the Far East and Europe, noted that Australia will experience “a tremendous growth this year” with 12 stations going on the air in 1962 (seven now are in operation there). Other coun-

tries preparing for the start or the expansion of television service in 1962, he said, are Ireland, Turkey, Greece, Cyprus, New Zealand, Thailand, Malta and various African states. He foresees “attractive business possibilities” in Africa in years to come.

Mr. Talbot noted that in 1961 the number of television sets throughout the world exceeded the U. S. total and said he expected the gap to be widened in 1962 and thereafter.

Overseas business was at a “record high” in 1961, according to Mr. Talbot, and Fremantle completed “the best year” in its 15-year history. An interesting development at Fremantle this year was the distribution of foreign-made programs to other nations, exclusive of the United States, and this practice will be accelerated in 1962, Mr. Talbot said.

through word of mouth or other channels.

Out-of-towners living from five to more than 100 miles away from Moncton amounted to 44.1% of the shoppers interviewed. Of these, 53.4% heard of the sale through television, 26.2% from radio, 11.7% from newspapers and 8.7% from other channels.

The tv commercials also had a wider audience than the commercial messages on any of the other media, the survey revealed. Of the shoppers queried, 60.2% said they noticed the television ads while only 39.8% did not. Radio advertising reached 48% of the respondents while newspaper ads were seen by 39.1%.

Purchases were made by 81.6% of the shoppers interviewed, according to the survey. Average value of these purchases was \$13.83.

Tv to fight illiteracy in underdeveloped areas

A \$980,000 center to provide basic education by television in underdeveloped countries will be set up in London this spring. The center will be private and non-profit.

Major sponsors of the project are the Nuffield Foundation (\$280,000), the commercial tv companies (\$280,000), six large United Kingdom corporations (\$140,000 collectively), the British government and the BBC.

Dr. L. Farrer-Brown, chairman of the center's executive board and a director of the Nuffield Foundation, said that the center will provide package programs consisting of silent films, diagrams and simple models. The center will concentrate its attack on illiteracy, according to Dr. Farrer-Brown. He said there are an estimated 600 million people who can't read.

Abroad in brief...

Transatlantic charter ■ Television Screenwriters Guild, London, and the Writers Guild of America will sign an affiliate agreement in March to promote freedom of expression and communication, oppose censorship, obtain better conditions and higher fees and enforce standard contracts formulated by either organization in radio or tv. Kim Honess, general secretary of TSG, will represent the British organization at the March meeting.

Sold to Italy ■ The Canadian Broadcasting Corp. has made its first sale of television programs to Italy. Hugh Salmon, manager of export sales, said the sale to Television Service for showing on the government-owned Radio Televisione Italiana (RAI) involved 12 episodes of *St. Lawrence North*, a documentary series which explores the

background of the north shore of the St. Lawrence River from Tadoussac to the Straits of Belle Isle.

Name change ■ BBC Television Promotions Dept. has been changed to BBC Television Enterprises. The organization, part of the British Broadcasting Corp., exports BBC-TV programs, buys programs from other countries and arranges co-productions and makes shows in foreign languages for sale overseas.

AR purchase ■ Associated Rediffusion Ltd., has bought from the Canadian Broadcasting Corp. 26 episodes of *Playdate*, an hour long dramatic series, and *Parade*, a half hour variety show. Cost was \$250,000.

Buys Montreal catv ■ Cable Tv Ltd., one of six community antenna systems in Montreal, Quebec, has acquired Master Tv Ltd., serving 5,500 subscribers. This makes Cable Tv the largest Montreal catv service, serving more than 25,000 homes in western Montreal, the company reported last week. No price was given for the acquisition. In addition to carrying WMTW (TV) Poland Spring, Me., WCAX-TV Burlington, Vt., and WPTZ (TV) Plattsburgh, N.Y., Cable Tv serves subscribers with high fidelity music from CKVL-FM Montreal. Customers also get championship boxing matches and the Sunday night "away" games of the National Hockey League's Canadians hockey club.

First year loss ■ CFCF-TV Montreal, Que., anticipates losing over \$750,000 its first year, according to S. M. Finlayson, president of Canadian Marconi Co. Ltd., owner. He said the station expects to break even its second year, and begin to show a profit the third. CFCF-TV is the second English-language station in Montreal, and has tied its future with the CTV Television Network.

Italian hams ■ The Italian government

is allowing general use of 'citizen radio' communication equipment by private persons. Transmitters for the sets must operate on 29.5 mc, and maximum erp is 5 milliwatts. Manufacturers are merchandising the equipment for toy sale as well as semi-professional private use.

Golf show ■ Shell Oil of Canada Ltd., Toronto, on Jan. 7 starts *Shell's Wonderful World of Golf* on CBC-TV. Account is placed by Kenyon & Eckhardt Ltd., Toronto.

New York office ■ CTV Television Network Ltd., Toronto, Ont., has opened an office in New York at 535 Fifth Ave., with Kenneth M. Flower, formerly of CBS Films Inc., New York, as manager.

Plan series in Mexico ■ III Task Tv Pictures Co. has been formed in Mexico City to produce tv series in English and Spanish and dubbed in other languages for sale to European markets. The company was formed by III Task Pictures, a motion picture company which is co-producing with a Mexican company a new movie titled "Wounds of Hunger." Negotiations are underway to set up a tv studio in Mexico City for the first tv series, tentatively titled *Bullfight*. Principals in the new tv company are Allen Klein, Tony Anthony, who also will star in *Bullfight*, Saul Swimmer and Brud Calbot.

Receiver sales ■ Television receiver sales for the January-October 1961 period were up 1.7% from 228,734 units in 1960 to 232,765 units, according to F. W. Radcliffe, general manager of Electronic Industries Assn. of Canada, Toronto, Ont. Improved economic conditions have stimulated trading in of old models for new receivers and the replacement market has definitely opened up. Mr. Radcliffe said. Radio receiver sales for the same period were down 3.6% from the 1960 period, largely due to imports which for the first half of 1961 accounted for 68.4% of the total market. Restrictions



have been placed on imports of radio tubes and transistorized radio receivers, effective late in November, and the association feels this should improve sale of Canadian radio receivers.

Canadian sale ■ CKRM Regina, Sask., has been sold for an undisclosed amount to directors of CKSO-AM-TV Sudbury, Ont. James T. Miller, executive vice president of CKSO-AM-TV is president of Western Communications Ltd., owners of CKRM Regina. George Macdonald, formerly of CJON St. John's, Nfld., is general manager of CKRM.

U. S.-French alliance ■ Elliot Saunders International, Paris, announces it has entered into an affiliation agreement with Pilote Productions, Paris, under which Saunders will utilize the facilities of the French radio-tv company for producing films, tapes and sound recordings for American clients. Saunders completes assignments in Europe for U. S. companies including North Adv., Van Praag Productions and Videocraft Productions. Mr. Saunders, formerly an agency executive in New York, established his company abroad several months ago.

M.P.s debate effects of media advertising

A motion calling upon the British government to consider "whether safeguards [against advertising] are necessary in the interests of the consumer public" was placed before the House of Commons late last month. The resolution was offered by M.P. Edward Milne, Laborite representative from Blyth, who

CBC's \$35 million project

The CBC board of directors has approved the purchase of land for a proposed Radio-Canada Centre in Montreal, subject to order-in-council and provided the city signs the agreement by March 12.

Negotiations have been underway for some time for a site in the city's east end. The corporation intends to consolidate most of its Montreal operations at that location. They presently are scattered throughout the city at 20 locations.

Consolidation, it is said, will take place over a period of several years at a cost of some \$35 million.

said that the British public is not convinced that advertisers are fair in the methods they use.

He cited in particular the effect of liquor advertising on the young, and claimed that alcoholic beverage ad campaigns had been explicitly aimed at the early-twenties age group. He added that in 1960 Britain spent some \$1.274 million on advertising, and that this figure was almost 50% of the total amount spent on national education.

The Conservative member from Cheadle accused Mr. Milne of wanting "a drab Socialist society where one goes to a state shop and is handed out a pre-determined product. But advertising is part of a free society."

Official government reaction was

voiced by the parliamentary secretary for the board of trade, Mr. Macpherson, who said that there were already three committees looking into various aspects of advertising and its effect upon the consumer. The government felt that, with the Royal Commission on the Press, the Pilkington Committee on radio-television, and the Molony Committee on consumer protection, it would be gratuitous to launch a new investigating team before the reports of the three groups were in and had been examined.

First Canadian etv bid planned for Montreal

The first application in Canada for an all-educational television station is to be made at the Feb. 4 meeting of the Board of Broadcast Governors at Montreal by the Society for Television Education in Montreal, a group of Montreal citizens.

The group is asking stations on ch. 4 and 15 and plans to start next fall with 35-40 hours a week. About 60% of programs will be in French, 30% in English and the remainder will feature other languages and music. Non-credit university courses are planned for the beginning, as well as high school and college courses, public information, experimental and children's programs. It anticipates operating on an annual budget of \$400,000 to \$500,000 a year, to be met by grants from governments, schools, colleges, universities, industries and foundations. The group already has a grant of \$20,000 from the government's Canada Council.

EQUIPMENT & ENGINEERING

Picture tube output rise forecast for '62

The new year should see about 500,000 more tv picture tubes sold than were sold in 1961. This is the prediction of L. Berkley Davis, president of Electronic Industries Assn.

In a 1962 forecast for electronic tubes and semiconductors, Mr. Davis estimates that 12 million tv picture tubes with a total market value of \$254 million would be made in 1961. This compares with an estimated 11.5 million tv tubes, valued at \$239.8 million, made in 1961.

The 12 million 1962 picture tubes will be divided into 10.5 million for domestic use and 1.5 million for export, the EIA president estimates. Of domestic tubes, 6.2 million will go into new monochrome tv receivers and 300,000 will be made for new color sets. The remainder will be used for replacement purposes.

The sale of monochrome picture tubes for new sets is expected to climb about 5% above 1961's, Mr. Davis estimates. Almost half are expected to be in the 19-in. size, following a trend now underway toward portable and table model tv receivers.

The market for studio tv camera pickup tubes is expected to decline slightly, Mr. Davis predicts. This will, however, be offset by a 20% rise in the sale of pick up tubes for closed circuit tv application.

Technical topics...

Opens new building ■ Audio Devices Inc., New York, manufacturer of magnetic tapes, has enlarged its manufacturing facilities in Stamford, Conn., with the addition of a new research and engineering building and pilot plant. Part of an overall expansion plan, the 20,000 square-foot addition is being used for the development and pilot

production of tapes for computers still in the design stage, and other new magnetic tape products.

Stereo tone arm ■ Gray Manufacturing Co., Hartford, Conn., has announced the availability of its new professional stereo tone arm, model 208-S. Because of its almost unmeasurable pivotal friction, it is now practicable to operate ultra-high compliance cartridges at tracking pressures as low as 7/10 gram. The 208-S has only one moving part and the operating tension on the single hardened steel needle is controlled by gravity, so that all operating characteristics remain the same indefinitely. Further information may be obtained from the company at 16 Arbor St.

Catalog available ■ Mark Products Co. (microwave antennas and accessories), Skokie, Ill., has announced the publication of its new parts catalog. It is available by writing to the company at 5439

West Fargo Ave.

Availability ■ Collins Radio Co. announces the availability of a new fault alarm system used to sense and report failures from unattended microwave stations. The FA-102 system, produced by Alpha Corp., a division of Collins, consists of two card cage assemblies, one at the transmitter and the other at the receiver. All active circuits, controls and semiconductors are contained in plug-in, 12-contact, etched wiring cards.

Field strength meter ■ Smith Electronics, Cleveland, has announced the availability of Model SM-1, a portable, self-contained, gain stabilized radio receiver of high quality and metered output reading in both voltage and decibels. It tunes continuously over a vhf range from 52-220 mc and a uhf range from 450-900 mc. It is housed in an aluminum case 9x12x9 inches and weighs 17 pounds.

Aid to uhf ■ Eitel-McCullough, San Carlos, Calif., is ready with klystrons at powers up to 250 kw, the company has announced. Endorsing the FCC's approach on uhf, and depending on the results of the New York City tests, the company said that power klystrons are capable of aiding uhf to become a strong tv service.

GE awarded contract ■ General Electric Co. has been awarded a \$500,000 contract by KONO-TV San Antonio to replace its existing equipment with GE's new maximum power uhf high-channel transmitting system, combining a 35 kw amplifier with the new 5 kw driver. KONO-TV has also ordered a second 5 kw transmitter as a standby. These will be the first two of the new self-contained, two-cubicle 5 kw models developed by GE. The contract further calls for a 1,500-foot tower and a three-section helical antenna from GE's newest series.

Mike-Caster system ■ The Victoreen wireless microphone system, model 421D, developed by the Federal Manufacturing & Engineering Corp., Garden City, N. Y., represents a system of miniaturized fm equipment based on the patented Victoreen method of operating crystal-controlled oscillators at high frequencies and directly frequency-modulating them. The transmitter, slightly larger than a pack of cigarettes, weighs 10 oz., including mercury batteries good for 30 hours' continuous use. Further information may be obtained from the company at 1055 Stewart Ave.

New mobile tubes ■ Three new transmitting tubes for mobile equipment have been introduced by the electron tube division of RCA. The tubes are designated RCA-8072, conduction-cooled for low-voltage mobile applications;

EIA issues setmakers code

The publication of an advertising code for the home entertainment electronics industry has been announced. The 15-page code, calling for voluntary adherence by manufacturers, distributors and retailers, was compiled by a special committee of the consumer products division of the Electronic Industries Assn. The booklet includes also reprints of Federal Trade Commission guides against deceptive pricing, bait advertising and deceptive advertising of guarantees. The EIA code received the approval of the FTC when it was submitted to that agency.

RCA-8121, forced-air cooled variant with a maximum plate dissipation of 150 w; and RCA-8122, forced air cooled version with a maximum plate dissipation of 400 w.

New wave tube ■ A new travelling wave tube, manufactured by English Electronic Valve Co., London, is now available exclusively from Calvert Electronics, New York. The N1045M is a S-band type with low noise factor and excellent life characteristics. It is a

modified version of EEV type 6861 and N1042M. The company claims the tube has a life expectancy of more than 25,000 hours.

New department ■ A new communications department has been established at the Allen B. DuMont Laboratories, Div. of Fairchild Camera & Instrument Corp., to coordinate and integrate the marketing and systems installation of the company's two-way mobile radio department and industrial television department. James R. Mann, formerly on the marketing staff of RCA, has been named head of the new department.

Distributor named ■ Datanetic Products Co., Los Angeles, has been named as exclusive distributor of Ampex magnetic tape products in the Southwest. Datanetic will service Southern California, Arizona and parts of Nevada.

New light source ■ The Cellomatic Corp., New York, has announced the introduction of a new light source for their animation projector. The Silicone-dioxide tube, developed by Cellomatic over a period of two years, will be installed in all models of the firm's animation projector, and for those currently using a conventional Cellomatic projectors, silicone-dioxide conversion kits will be available at nominal cost.

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PROFESSIONAL QUALITY
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Just send any Fidelipac or CATM cartridges that are non-usable for any reason to MaCarTa and receive in return factory rebuilt cartridges that work like new — and carry a new cartridge guarantee to back them up. Of course, new cartridges are available, too.

WRITE OR CALL FOR FULL INFORMATION, STARTLINGLY LOW TRADE-IN AND NEW EQUIPMENT PRICES FOR MaCarTa RECORDING/PLAYBACK UNITS AND CARTRIDGES



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SUPPLIERS OF CONTINUOUS LOOP TAPE CARTRIDGES AND RECORDING AND PLAYBACK EQUIPMENT.

People listen to KOLE in the strangest places

A man, seated on the bank of Texas' Trinity River, engrossed in watching a fight to the finish between two giant Brahma bulls that was taking place in an open area about 1000 feet away from him, has just won a prize for having been there.

The prize, \$13.40, was awarded a listener of KOLE Port Arthur, Texas, who entered its one-week contest on the "strangest place" a listener had ever heard the station.

While on a camping trip, J. M. Simpson wrote, he and his companions camped for the night on the banks of the river, turned their transistor radio on to KOLE, began to eat their freshly caught fish, and suddenly saw two huge bulls begin to battle. One of the bulls had to be shot the next morning because of his extensive injuries. "We had ringside seats to real nature in the raw," concluded Mr. Simpson, "while listening to KOLE." The amount of the prize coincided with the am outlet's dial position.

Road safety is the goal of WREX-TV campaign

Now that the season of snowy and icy roads is upon us, WREX-TV Rockford, Ill., has launched a campaign to reduce the hazards of winter driving. By means of extensive spots and feature telecasts, the station is boosting the sale of safety seat belts.

Scheduled to last through the entire month of January, the campaign was launched last month with the sale of the first seat belt to Rockford Mayor Benjamin Schleicher. The promotion is based upon the ready availability of seat belts at local gasoline stations, where they cost \$12.95 apiece, a reduction of almost 50% from the regular retail rate.

In cooperation with the local chamber of commerce, the station plans to present authorities on driving safety on several special broadcasts during the month. Another special feature of the safety campaign will be the presentation of the feature film, "Safety through Seat Belts," produced by the U. of California.

Television to promote Ralston 'dog' contest

Network and spot television advertising will be used by Ralston Purina Co., St. Louis, to urge dogowners to enter their dogs in the \$50,000 "lucky paw" contest. The ads will break on Feb. 5 with local tv spots in 185 mar-

kets. Special commercials also will be used on Ralston's *Leave It to Beaver* network show on ABC-TV.

The Purina Dog Chow contest requires each dog's entry blank to carry the outline of his "lucky paw" and be accompanied by a Purina weight circle or a hand-drawn copy. Winners will be chosen at a drawing from among entries postmarked before April 15, 1962. Agency: Gardner Adv., St. Louis.

Drumbeats...

Station commended ■ WSAI Cincinnati has received two commendations from different sources for the same thing: its efforts for the young. From the Cincinnati School Board came praise for the station's attempts to make homework a fashionable pursuit. And from Sargent Shriver came thanks for help in arranging a Peace Corps meeting in the city. Both accolades mentioned WSAI air personality Dusty Rhodes for particular thanks.

Latin lovers ■ WTVJ (TV) Miami invited the Cuban refugees of the city to a special performance of the Ice Capades spectacular, and 20,000 of them

crowded into Miami stadium. The producers and performers of the show donated their time to entertain the children.

Too many Joneses ■ KRAK Sacramento air personality Bill Jones conducted a contest in which entrants were to write the name "Jones" as often as they could on a post card, and send it to the station. The person with the most Joneses on his entry would be given a holiday while Mr. Jones took over his job. The winner was seaman Joe Isidro, who managed to squeeze 1,960 Joneses onto a post card, and who was relieved for one day of his mess duties aboard *U. S. S. Mitchell*.

Forecasting the ratings ■ The days of guessing the number of marbles in a jar may well have gone out with the general store, but WSB-TV Atlanta has just completed a lively variation on the theme. The station sponsored a rating sweepstakes open to all Atlanta agency personnel in which the contestants were to forecast the number of homes that would be reached by 11 new NBC-TV programs. The guesses were compared against ARB figures.



A milestone for Farmers Auto

Farmers Auto (casualty insurance company, Pekin, Ill.) and 32 independent agents reached a milestone on WEEK-TV Peoria, Ill., with the 1,000th 10 p.m. news telecast jointly sponsored for past eight years. Agen-

cy is Becht & Blomeyer, Peoria. In photo, Fred C. Muller (r), WEEK-TV general manager, presents a commemorative plaque to Farmers Auto president, W. F. Donley (l), and FA manager, Robert Tebben.

FATES & FORTUNES

BROADCAST ADVERTISING

Marvin Cantz elected president of Tilds & Cantz Inc. Adv. **Walter Tilds** and **David Nathanson** elected executive vp and vp, respectively. **Russell Hare** named director and secretary of board. Mr. Nathanson is T&C account supervisor and Mr. Hare is in charge of research at agency.

Paul Synor and **William Grisham**, copy supervisors in tv commercial department of Leo Burnett Co., Chicago, promoted to vps and tv copy directors. **Darryl Turgeon**, tv copywriter, named tv copy supervisor and **Robert Wickersham**, animation director, to executive art director in tv commercial department.

Arthur W. Sawyer named vp and account supervisor of Garfield, Hoffman & Conner, San Francisco. Prior to joining GH&C, Mr. Sawyer was associated with Young & Rubicam, and Johnson & Lewis, both San Francisco, and CBS Radio, Los Angeles.

Robert E. Bosley, account executive, Buchen Adv., elected vp.

David B. Fullerton named copy director of Chicago office of Young & Rubicam. Mr. Fullerton has been serving as copy supervisor in agency's Detroit office.

James P. Felton, vp and account supervisor, Foote, Cone & Belding, Los Angeles, joins Seaboard Finance Co., Los Angeles, as vp and director of advertising and pr. **William D. Van Dyke**, western advertising supervisor of Seaboard, is promoted to corporate advertising manager and **John S. Coerne**, marketing director of Seaboard's International Charge Div., promoted to merchandising manager in charge of all Seaboard merchandising and sales promotion, plus advertising for all of Seaboard's subsidiaries and divisions.

Jack Giebel, formerly of Grey Adv., New York, joins Doherty, Clifford, Steers & Shenfield, that city, as media supervisor.

Charles Mortimer named program manager of tv department of William Esty Co., New York. **Clarence Thoman**, named director of tv news and sports.

Carson Morris and **Robert R. Riemenschnieder** join Campbell-Mithun, Minneapolis, as account executive and associate media director, respectively. Mr. Morris was market planning director for N. W. Ayer, New York, and Mr. Riemenschnieder was vp and director of media department for Gardner Adv., St. Louis.



Mr. Nelson



Mr. Harper

Paul E. Nelson and **Dixon L. Harper** elected vps of Aubrey, Finlay, Marley & Hodgson Inc. Mr. Harper joined firm in 1956. He has been associated with WLS Chicago; WIBC Indianapolis; and WIOU Kokomo, Indiana. Mr. Nelson was formerly with Gardner Adv. and Brown Brothers Adv., both St. Louis. He joined AFM&H in 1957 as account executive.

Thomas R. Roberts, assistant to media director, Charles W. Hoyt Co., joins Gardner Adv., New York, as media group supervisor responsible for all media for Remington Rand.

THE MEDIA



Mr. Conway

Joseph T. Conway, national sales manager, WIBG Philadelphia, appointed general manager, succeeding **John C. Moler**, who moves to WMGM New York (BROADCASTING, Dec. 18, 1961). Mr. Conway joined sales staff of WIBG in 1955. He was named national sales manager in 1958.

Joe Hanrahan, sales service manager, KNBC San Francisco, moves to same post at KGO San Francisco.

R. David Borah, research supervisor, CBS Films Inc., named assistant to business manager of CBS Television Stations National Sales, New York.

Philip J. Potter and **William Mahoney** appointed manager and assistant manager, respectively, of WHYL Carlisle, Pa. Mr. Potter was manager, WSIG Mt. Jackson, Va., and Mr. Mahoney was air personality, WHYL. **Donald Funkhouser**, air personality, WSIG, appointed general manager.

William Crawford, general manager, WDRC-AM-FM Hartford, Conn., appointed vp of Buckley-Jaeger Broadcasting Corp., owner of Hartford station. Mr. Crawford formerly served as sales manager of WOR New York. Buckley-Jaeger also operates WHIM Providence, R. I., WORL Boston and KGIL San Fernando, Calif.

Charles S. Gerber, general manager, WAQE Towson, and WAQE-FM Baltimore, both Maryland, elected to board of WTOW Inc., owner of WAQE-AM-FM.

Frank Ragsdale elected to board of directors of Martin Theaters of Georgia Inc. (WTVM [TV] Columbus and WTVC [TV] Chattanooga). In addition, Mr. Ragsdale was elected vp in charge of WTVM (TV).

Leslie Stein, formerly national program director of Bartell radio stations (WOKY Milwaukee; KCBQ San Diego; WADO New York; KYA San Francisco), appointed program director of KGO San Francisco.

Jerr Lipman, formerly account executive, WJR Detroit, joins sales staff of WMEX Boston.

Tom Howard joins KBFA and KBey-FM Kansas City as general sales manager. Mr. Howard was manager of Kansas City Home Furnishings Exposition.

Roger Hudson, Daren F. McGavren Co., New York, joins WPIX (TV), that city, as account executive.

William S. Dallmann, account exec-

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Outstanding

Newton N. Minow, FCC chairman and **Peter G. Peterson**, president of Bell & Howell, are among this year's Ten Outstanding Young Men (CLOSED CIRCUIT, Dec. 4, 1961) selected by the U. S. Junior Chamber of Commerce. TOYM is designed "to honor 10 young men of jaycee age (21 to 36) whose exceptional achievements exemplify the opportunities available in the free enterprise system." Past winners include John F. Kennedy, Richard M. Nixon, Dr. Thomas Dooley and Leonard Bernstein.

utive, WIP Philadelphia, named manager of newly opened Metropolitan Broadcasting national sales office, that city.

Alan J. Bell, Peters, Griffin, Woodward, New York, named director of promotion and research, Advertising Time Sales, that city.

W. W. Warren elected president and board chairman of Washington State Assoc. of Broadcasters, replacing **Ronald A. Murphy** who resigned. **James A. Murphy** appointed executive vp and general counsel. Other officers and directors: vp, **Thomas C. Bostic**, KIMA-AM-TV Yakima; secretary-treasurer, **Allen Miller**, KWSC Pullman; immediate past president, **James W. Wallace**, KPQ Wenatchee; directors, **James R. Agostino**, KXLY - AM - TV Spokane; **Adrian DeVries**, KCLX Colfax; **Jerry Geehan**, KTAC Tacoma; **Fred Goddard**, KXRO Aberdeen; **Saul Haas**, KIRO-AM-TV Seattle; **William Taft**, KRKO Everett; and **Joe Chytil**, KELA Centralia-Chehalis.

L. D. Bolton II appointed assistant general manager of WKRC Cincinnati. Mr. Bolton was commercial manager

at WNAX Yankton, S. D.

Robert L. Tuttle and **Paul S. Watson**, formerly of WSFA-TV Montgomery, Ala., named sales manager and operations director, respectively, of WCCB-TV, that city, which is scheduled to begin telecasting Feb. 1.

John F. Hurlbut, formerly promotion and public relations manager, WFBM Indianapolis, assumes active management and ownership of WVMC Mt. Carmel, Ill.

Kenneth G. Fuller, NBC Spot Sales, joins San Francisco tv sales staff of The Katz Agency.

PROGRAMMING

Glenn R. Dolberg, vp in charge of stations relations for Broadcast Music Inc., retires today (Jan. 1). He will be succeeded by **Justin Bradshaw**, who joined BMI in 1953 and served as director of station service in New York since last March. Mr. Dolberg has been in radio and tv for past 35 years, served with stations such as KEX Portland, Ore., KHJ and KFI in Los Angeles. He had been program director for NBC in San Francisco, leaving in 1943 to join BMI as station relations representative on West Coast. He was elected vp in New York in 1953. Mr. Bradshaw was in stations field in Kansas and Colorado, and later served as BMI field representative.



Mr. Dolberg



Mr. Bradshaw

David Victor, associate producer on MGM-TV's *Dr. Kildare* series, named

producer. **Henry Colman** named associate producer.

Joseph P. Freyer, administrative assistant to comptroller of Paramount Pictures Corp., promoted to comptroller. He replaces **Frederick E. Koehner**, who resigned to join Cinema Corp.



Mr. Daggett

Parker R. Daggett named vp of Commercial Recording Corp., Dallas. Mr. Daggett was with KRIT Milwaukee as sales manager and with Miller Brewing Co., Milwaukee, as district sales manager.

Lewis M. Marcy named vp of M-E Productions, New York. **George Newi**, tv program executive, named director of daytime programs, and **Bart H. McHugh Jr.**, vp and associate director of tv-radio at J. Walter Thompson, joins M-E Productions as program executive.

Marvin Lowe appointed sales manager of north central division of Screen Gems, succeeding **Art Greenfield**.

EQUIPMENT & ENGINEERING

Philip D. Reed, retired chairman of General Electric Co., named member of board of directors of National Educational Television & Radio Center, New York.

Ross D. Siragusa, president and chairman of Admiral Corp., elected board chairman of General Aniline and Film Corp., New York. Mr. Siragusa, formerly vice-chairman, succeeds **John I. Snyder Jr.**, who resigned.

Carl R. Rollert appointed manager of broadcast product line of Collins Radio Co., Dallas. Mr. Rollert was formerly sales manager of Communication Accessories Co., Collins' components division.

F. Stuart Leitzell promoted to mid-west regional sales manager, and **Thomas E. Ciochetti** to Los Angeles district manager of Clevite Transistor division of Clevite Corp., Waltham, Mass.

Albert C. Sofe appointed chief engineer, audio products, for American Concertone Inc., division of Astro-Science Corp., Culver City, Calif. Prior to joining Concertone, Mr. Sofe was manager of audio magnetic heads and chief engineer at Ampex Audio Div., Sunnyvale, Calif.

GOVERNMENT

Stuart H. Johnson Jr., formerly with New York law firm of Breed, Abbott and Morgan, named chief counsel of

BROADCASTING

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Antitrust Subcommittee of House Judiciary Committee. He succeeds **Herbert Maletz**, now commissioner of U.S. Court of Claims, Washington, D. C. Other new staff appointments include **Philip Marcus**, formerly with Justice Dept.'s antitrust division, and **Louis Rosenman**, who moves over from Senate Antitrust Subcommittee, as associate counsel; and **Ben Zelenko**, of FCC's network study staff, as assistant counsel. Gone from staff is **Julian Syngman**, now Maritime Commission deputy administrator.

C. Phyll Horne appointed engineering assistant to Rosel H. Hyde, FCC commissioner. Mr. Horne has been consulting engineer with firm of James C. McNary, Washington, D. C.

DEATHS



Mr. Butcher

Thomas C. Butcher, 51, senior vp and account coordinator, Lennen & Newell, New York, died of apparent heart attack while shopping in New York last Tuesday (Dec. 26). Mr. Butcher was vp and plans director at Lennen & Newell in 1952, executive vp in 1954. He left L&N in 1958 and returned to agency in August, 1961. He began advertising career in 1932 as copywriter for BBDO and joined Benton & Bowles in same capacity in 1936. In 1942 he became

advertising manager for Colgate-Palmolive-Peet Co., and returned to agency field in 1946 at Doherty, Clifford, Shenfield, and became vp of William Esty in 1947. Between tours at L&N, Mr. Butcher joined Carl S. Brown to form agency Brown & Butcher in 1958. In August, 1960 he joined Jim Nash Assoc., industrial design firm.

Dr. Ray H. Manson, 84, retired president and board chairman of Stromberg-Carlson Co., died Dec. 24. He served as chief engineer of Stromberg-Carlson and became director of company in 1920. He was elected vp in 1924, general manager in 1940 and president in 1945. He retired as president in 1949, but served as board chairman until 1953.

TV NETWORK SHOWSHEET

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EST. Published first issue in each quarter.

SUNDAY MORNING

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.
NBC-TV No network service.

11-12 noon

ABC-TV No network service.
CBS-TV 11-11:30 *Camera Three*, sust.; 11:30-12 *No network service*.
NBC-TV No network service.

SUNDAY AFTERNOON

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 *No network service*; 12:30-12:55 *Washington Conversation*, sust.; 12:55-1 *News*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 1-1:15 *News*, sust.; 1:15-1:30 *No network service*; 1:30-2 *Frontiers of Faith*, sust.

2-3 p.m.

ABC-TV 2-2:30 *No network service*; 2:30-3 *Meet the Professor*, sust.
CBS-TV 2-2:30 *No network service*; 2:30-3 *Sunday Sports Spectacular*, part.
NBC-TV *Bowl Games*, various sponsors, then, (1/25) *TBA*.

3-4 p.m.

ABC-TV 3-3:30 *Directions '62*, sust.; 3:30-4 *Adlai Stevenson Reports* alt. with *Editor's Choice*, sust.
CBS-TV *Sports*, cont.
NBC-TV *Football*, cont.

4-5 p.m.

ABC-TV 4-4:30 *Issues & Answers*, sust.; 4:30-5 *No network service*.
CBS-TV *This Wonderful World Of Golf*, part.
NBC-TV *Football*, cont.

5-6 p.m.

ABC-TV *Wide World Of Sports*, part.

BROADCASTING, January 1, 1962

CBS-TV 5-5:30 *Ted Mack and The Original Amateur Hour*, J. B. Williams; 5:30-6 *GE College Bowl*, GE.
NBC-TV 5-5:30 *Wisdom*, sust.; 5:30-6 *Chet Huntley Reporting*, Mutual of Omaha, then (2/4), *Update*, Helena Rubinstein.

6-7 p.m.

ABC-TV 6-6:30 *Sports*, cont.; 6:30-7:30 *Maverick*, part.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *Mr. Ed*, Studebaker, part.
NBC-TV 6-6:30 *Meet The Press*, co-op; 6:30-7 1, 2, 3—*Go!*, Beech-Nut.

7-8 p.m.

ABC-TV 7-7:30 *Maverick*, cont.; 7:30-8:30 *Follow The Sun*, part.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *Dennis The Menace*, Best Foods, Kellogg.
NBC-TV 7-7:30 *Bullwinkle*, Gen. Mills, Beech-Nut; 7:30-8:30 *Walt Disney's Wonderful World Of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV 8-8:30 *Follow The Sun*, cont.; 8:30-9 *Lawman*, R. J. Reynolds, Whitehall.
CBS-TV *Ed Sullivan Show*, Colgate, Eastman Kodak.
NBC-TV 8-8:30 *Walt Disney Show*, cont.; 8:30-9 *Car 54—Where Are You?*, P&G.

9-10 p.m.

ABC-TV *Bus Stop*, part.
CBS-TV 9-9:30 *GE Theatre*, Gen. Elec.; 9:30-10 *Jack Benny*, Lever, State Farm.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV *Adventures In Paradise*, part.
CBS-TV 10-10:30 *Candid Camera*, Lever, Bristol-Myers; 10:30-11 *What's My Line?*, Kellogg, All State.
NBC-TV *Du Pont Show of the Week*, du Pont.

11-11:15 p.m.

ABC-TV *No network service*.
CBS-TV *Walter Cronkite With The News*, Whitehall, Carter.
NBC-TV *No network service*.

MONDAY-FRIDAY MORNING

7-8 a.m.

ABC-TV *No network service*.
CBS-TV *No network service*.
NBC-TV *Today*, part.

8-9 a.m.

ABC-TV *No network service*.
CBS-TV 8-8:15 *CBS News*, sust.; 8:15-9 *Captain Kangaroo*, part.
NBC-TV *Today*, cont.

9-10 a.m.

ABC-TV *No network service*.
CBS-TV *No network service*.

NBC-TV *No network service*.

10-11 a.m.

ABC-TV *No network service*.
CBS-TV 10-10:30 *Calendar*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:30 *Say When*, part.; 10:30-11 *Play Your Hunch*, part.

11 a.m.-noon

ABC-TV 11-11:30 *The Texan*, part.; 11:30-12 *Yours For A Song*, part.
CBS-TV 11-11:30 *Video Village*, part.; 11:30-11:55 *Surprise Package*, part.; 11:55-12 *News*, S. C. Johnson.
NBC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Concentration*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Camouflage*, part.; 12:30-1 *Make A Face*, part.
CBS-TV 12-12:30 *Love Of Life*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth Or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:25 *Day In Court*, part.; 1:25-1:30 *Midday Report*, J. B. Williams; 1:30-2 *No network service*.
CBS-TV 1-1:30 *College Of The Air*, sust.; 1:30-2 *As The World Turns*, part.
NBC-TV *No network service*.

2-3 p.m.

ABC-TV 2-2:30 *Number Please*, part.; 2:30-3 *Seven Keys*, part.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:30 *Jan Murray Show*, part.; 2:30-3 *Loretta Young Theatre*, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:30 *The Millionaire*, part.; 3:30-3:55 *The Verdict Is Yours*, part.; 3:55-4 *News*, Frigidaire.
NBC-TV 3-3:30 *Young Dr. Malone*, part.; 3:30-4 *Our Five Daughters*, part.

4-5 p.m.

ABC-TV 4-4:50 *American Bandstand*, part.; 4:50-5 *American Newsstand*, Milton Bradley, Lehn & Fink, and sust.
CBS-TV 4-4:15 *The Brighter Day*, part.; 4:15-4:30 *The Secret Storm*, part.; 4:30-5 *Edge Of Night*, part.
NBC-TV 4-4:30 *Make Room For Daddy*, part.; 4:30-4:55 *Here's Hollywood*, part.; 4:55-5 *News*, Mogen David.

5-6 p.m.

ABC-TV *No network service*.

CBS-TV No network service.
NBC-TV 5-5:05 *Kukla And Ollie*, Miles;
5:05-6 No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *News*, Squibb; 6:15-7:30 No network service, except Mon., 7-7:30 *Expedition*, Ralston Purina.
CBS-TV 6-6:45 No network service; 6:45-7 *News*, part.; 7-7:15 No network service; 7:15-7:30 *News*, part.
NBC-TV 6-6:45 No network service; 6:45-7 *Huntley-Brinkley Report*, R. J. Reynolds, Texaco; 7-7:30 No network service.

11 p.m.-1 a.m.

ABC-TV 11-11:15 *ABC News Final*, Sun Oil.
11:15 p.m.-1 a.m. No network service.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Jack Paar Show*, part.

MONDAY EVENING

7:30-8 p.m.

ABC-TV 7:30-8:30 *Cheyenne*, part.
CBS-TV *To Tell The Truth*, American Home, R. J. Reynolds.
NBC-TV No network service.

8-9 p.m.

ABC-TV 8-8:30 *Cheyenne*, cont.; 8:30-9 *Rifleman*, P&G.
CBS-TV 8-8:30 *Pete & Gladys*, part.; 8:30-9 *Window On Main Street*, Scott, Toni.
NBC-TV 8-8:30 *National Velvet*, Gen. Mills, Bulova, Beech-Nut; 8:30-9 *The Price Is*

Right, P. Lorillard, American Home Products.

9-10 p.m.

ABC-TV *Surfside Six*, part.
CBS-TV 9-9:30 *The Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.
NBC-TV *87th Precinct*, part.

10-11 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV 10-10:30 *Hennessey*, part.; 10:30-11 *I've Got A Secret*, part.
NBC-TV *Thriller*, part.

TUESDAY EVENING

7:30-8 p.m.

ABC-TV *Bugs Bunny*, Gen. Foods, Mars, Blumenthal Bros.
CBS-TV *Marshall Dillon*, co-op.
NBC-TV 7:30-8:30 *Laramie*, part.

8-9 p.m.

ABC-TV 8-8:30 *Bachelor Father*, Amer. Tobacco, Armour; 8:30-9:30 *The New Breed*, part.
CBS-TV 8-8:30 *Password*, part.; 8:30-9 *Dobie Gillis*, Colgate, Philip Morris.
NBC-TV 8-8:30 *Laramie*, cont.; 8:30-9 *Alfred Hitchcock*, Mercury.

9-10 p.m.

ABC-TV 9-9:30 *The New Breed*, cont.; 9:30-10 *Years For A Song*, Alberto-Culver, Lever Bros.

CBS-TV 9-9:30 *Red Skelton*, Best Foods, S. C. Johnson; 9:30-10 *Ichabod & Me*, Socony, Mobil Oil, Quaker Oats.
NBC-TV *The Dick Powell Show*, Reynolds Metals and part.

10-11 p.m.

ABC-TV *Alcoa Premiere*, Aluminum Co. of America alt. with *Bell & Howell Close-Up!*, Bell & Howell.
CBS-TV *Garry Moore*, Oldsmobile, S. C. Johnson, R. J. Reynolds.
NBC-TV *Cain's Hundred*, part.

WEDNESDAY EVENING

7:30-8 p.m.

ABC-TV TBA, part.
CBS-TV 7:30-8 *The Alvin Show*, Gen. Foods.
NBC-TV 7:30-8:30 *Wagon Train*, R. J. Reynolds, Ford, National Biscuit.

8-9 p.m.

ABC-TV 8-8:30 *Straightaway*, Autolite; 8:30-9 *Top Cat*, Kellogg, Bristol-Myers.
CBS-TV 8-8:30 *Father Knows Best*, Scott, Mutual of Omaha, P. Lorillard; 8:30-9:30 *Checkmate*, Colgate, L&M.
NBC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *The Joey Bishop Show*, P&G.

9-10 p.m.

ABC-TV *Hawaiian Eye*, part.
CBS-TV *Checkmate*, cont.; 9:30-10 *Dick Van Dyke Show*, P&G.
NBC-TV *Perry Como's Kraft Music Hall*, Kraft.

10-11 p.m.

ABC-TV *Naked City*, part.
CBS-TV *Armstrong Circle Theatre*, Armstrong, alt. with U.S. Steel Hour, U.S. Steel.
NBC-TV 10-10:30 *Bob Newhart Show*, Sealtest, Beech-Nut; 10:30-11 *David Brinkley's Journal*, Douglas Fir Plywood, Mead-Johnson.

THURSDAY EVENING

7:30-8 p.m.

ABC-TV *Ozzie & Harriet*, Peter Paul, Warner-Lambert, Derby.
CBS-TV 7:30-8:30 *Frontier Circus*, part.
NBC-TV 7:30-8:30 *Outlaws*, part.

8-9 p.m.

ABC-TV 8-8:30 *Donna Read Show*, Johnson & Johnson, Campbell Soup; 8:30-9 *Real McCoys*, P&G.
CBS-TV 8-8:30 *Frontier Circus*, cont.; 8:30-9 *Bob Cummings Show*, Kellogg, Brown & Williamson.
NBC-TV 8-8:30 *Outlaws*, cont.; 8:30-9:30 *Dr. Kildare*, Singer, L&M, Sterling, Warner-Lambert, Colgate.

9-10 p.m.

ABC-TV 9-9:30 *My Three Sons*, Chevrolet; 9:30-10 *Margie*, P&G.
CBS-TV 9-9:30 *Tell It To Groucho*, part.; 9:30-10 *Gertrude Berg Show*, Gen. Foods.
NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel*, Ford.

10-11 p.m.

ABC-TV *The Untouchables*, Armour, Miles, Alberto-Culver, Beecham, Whitehall.
CBS-TV *CBS Reports*, part. alt. with *The Great Challenge*.
NBC-TV *Sing Along With Mitch*, R. J. Reynolds, Ballantine, Buick.

FRIDAY EVENING

7:30-8 p.m.

ABC-TV TBA.
CBS-TV 7:30-8:30 *Rawhide*, part.
NBC-TV 7:30-8:30 *International Showtime*, 7-Up, Derby Foods, and part.

8-9 p.m.

ABC-TV 8-8:30 *The Hathaways*, part.; 8:30-9 *Flintstones*, Miles, R. J. Reynolds.
CBS-TV 8-8:30 *Rawhide*, cont.; 8:30-9:30 *Route 66*, Philip Morris, Sterling Drug, Chevrolet.
NBC-TV 8-8:30 *International Showtime*, cont.; 8:30-9:30 *Robert Taylor's Detectives*, part.

9-10 p.m.

ABC-TV *77 Sunset Strip*, part.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10

TV SPECIALS FOR JANUARY, FEBRUARY & MARCH

ABC-TV

Jan. 1: 11:30 a.m.-12:45 p.m. *Orange Bowl Regatta*, sust.
Jan. 1: 12:45-concl. *Orange Bowl Game*, United Motor Service; R. J. Reynolds.
Jan. 20: 5-6 *Bing Crosby Golf Tournament*, Minnesota Mining & Manufacturing; Gillette.
Jan. 21: 5-6:30 *Bing Crosby Golf Tournament*, Minnesota Mining & Manufacturing; Gillette.
Jan. 22: 10-10:30 *Ernie Kovacs Special*, Consolidated Cigar.
Feb. 3: 5-6 *Palm Springs Golf Tournament*, sust.
Feb. 4: 5-6:30 *Palm Springs Golf Tournament*, sust.
Feb. 4: 6:30-7:30 *Chun King Chow Mein Hour*, Chun King.
Feb. 20: 10:30-11 *Ernie Kovacs Special*, Consolidated Cigar.
Feb. 23: 10-11 *Winter Carnival at Sun Valley*, Westinghouse.
March 20: 10:30-11 *Ernie Kovacs Special*, Consolidated Cigar.
March 26: 9-10 *Bing Crosby Show*, U. S. Time and avail.

CBS-TV*

Jan. 1: 11:30-11:45 *Tournament of Roses Parade Preview*, sust.
Jan. 1: 11:45-1:45 *Tournament of Roses Parade*, sust.
Jan. 1: 2:15-to concl. *Cotton Bowl Game*, part.
Jan. 4: 9-10 *Accent on 1961*, General Foods.
Jan. 6: 1:45-concl. *National Football League Play-Off Bowl*, part.
Jan. 12: 8:30-10 *The Good Years*, Westinghouse.
Jan. 13: 8:30-9:30 *Golden Showcase*, Breck.
Jan. 14: 1:30-2:30 *Anti-Defamation League Program*, sust.
Jan. 18: 7:30-8:30 *Young People's Concert*, Shell Oil.
* February and March specials for CBS-TV are not firm, as of Jan. 1.

NBC-TV

Jan. 1: 11:30 a.m.-1:45 p.m.

Tournament of Roses Parade, Minute Maid.

Jan. 1: 1:45-4:45 *Sugar Bowl Game*, part.
Jan. 1: 4:45-concl. *Rose Bowl Game*, Chrysler, Gillette.
Jan. 4: 3-4 *Purex Special for Women*, Purex.
Jan. 5: 10-11 *Projection '62*, Gulf.
Jan. 5: 8:30-10 *At the Threshold*, Bell System.
Jan. 6: 3-concl. *Senior Bowl Game*, Colgate, General Motors.
Jan. 12: 9:30-10:30 *JFK Report*, Lincoln-Mercury.
Jan. 14: 10-11 *Theatre '62*, American Gas Assn.
Jan. 15: 8-8:30 *Project 20*, Union Central Life Insurance.
Jan. 18: 8:30-9:30 *World of Jimmy Doolittle*, Purex.
Jan. 24: 9-10 *The Bob Hope Show*, Chrysler.
Jan. 24: 10-11 *David Brinkley*, Westinghouse.
Jan. 28: 5-6 *The Nation's Future*, Lincoln-Mercury.
Jan. 28: 2:30-5 *NBC Opera*, sust.
Jan. 28: 10-11 *NBC White Paper*, sust.
Feb. 5: 8:30-9:30 *Bell Science Show*, Bell System.
Feb. 9: 9:30-10:30 *Story of a Debutante*, Clairol.
Feb. 11: 7:30-8:30 *Broadway of Lerner and Loewe*, Chrysler.
Feb. 11: 10-11 *Theatre '62*, American Gas Assn.
Feb. 15: 3-4 *Purex Special for Women*, Purex.
Feb. 25: 3-5 *NBC Opera*, sust.
Feb. 25: 10-11 *NBC White Paper*, sust.
Feb. 27: 7:30-8:30 *The World of . . .*, Purex.
March 9: 9:30-11 *Other Thresholds*, Bell System.
March 11: 10-11 *Theatre '62*, American Gas Assn.
March 13: 10-11 *Chet Huntley*, Westinghouse.
March 22: 3-4 *Purex Special for Women*, Purex.
March 25: 9-10 *The World of . . .*, Purex.
March 29: 7:30-8:30 *NRC News-U.S. Route 1*, Savings & Loan Assn.

Father Of The Bride, Gen. Mills, Campbell Soup.
 NBC-TV 9-9:30 Detectives, cont.; 9:30-10:30 Bell Telephone Hour, Bell System, alt. with Dinah Shore Show, S&H Green Stamps, American Dairy Assn.

10-11 p.m.

ABC-TV Target; The Corruptors, part.
 CBS-TV 10-10:30 Twilight Zone, L&M, Chesebrough-Ponds; 10:30-11 Eyewitness. American Cyanamid, L&M.
 NBC-TV 10-10:30 Bell/Dinah Shore Show, cont.; 10:30-11 Chet Huntley Reporting For Mutual Of Omaha.

SATURDAY MORNING & AFTERNOON

9-10 a.m.

ABC-TV No network service.
 CBS-TV Captain Kangaroo, part.
 NBC-TV 9-9:30 No network service; 9:30-10 Pip The Piper, Gen. Mills.

10-11 a.m.

ABC-TV No network service.
 CBS-TV 10-10:30 Video Village Jr. Edition, sust.; 10:30-11 Mighty Mouse Playhouse, Colgate.
 NBC-TV 10-10:30 Shari Lewis Show, National Biscuit, Cracker Jack, Frewitt, Remco, Amer. Doll & Toy; 10:30-11 King Leonardo & His Short Subjects, Gen. Mills, Gen Foods.

11 a.m.-noon

ABC-TV 11-11:30 On Your Mark, Telco Products, Gold Medal; 11:30-12 No network service.
 CBS-TV 11-11:30 Magic Land Of Allakazam, Kellogg; 11:30-12 Roy Rogers Show, Nestle Co.
 NBC-TV 11-11:30 Fury, Miles, Nabisco, Sweets, Deluxe Reading; 11:30-12 Make Room For Daddy, Eldon Industries.

Noon-1 p.m.

ABC-TV 12-12:30 The Texan, sust.; 12:30-1 No network service.
 CBS-TV 12-12:30 Sky King, Nabisco; 12:30-1 My Friend Flicka, Gen. Mills.
 NBC-TV 12-12:30 Mr. Wizard (St. 2/3); 12:30-1 Championship Debate (St. 2/3).

1-2 p.m.

ABC-TV No network service.
 CBS-TV 1-1:30 Robert Trout With The Saturday News, sust.; 1:30-2 Accent, sust.
 NBC-TV No network service.

2-5 p.m.

ABC-TV 2-4:30 No network service; 4:30-6 Pro Bowlers Tour (1/6), part.
 CBS-TV No network service.
 NBC-TV Pro Basketball Game Of The Week, various regional.

5-7:30 p.m.

ABC-TV 5-6 Bowling, cont.; 6-7 No network service; 7-7:30 Matty's Funnies, Mattel.
 CBS-TV No network service.
 NBC-TV 5-6 All-Star Golf, Kemper, Reynolds Metals; 6-7:30 No network service.

SATURDAY EVENING

7:30-8 p.m.

ABC-TV Calvin & The Colonel, part.
 CBS-TV 7:30-8:30 Perry Mason, part.
 NBC-TV 7:30-8:30 Tales Of Wells Fargo, American Tobacco, part.

8-9 p.m.

ABC-TV 8-8:30 Room For One More, part.; 8:30-9 Leave It To Beaver, part.
 CBS-TV 8-8:30 Perry Mason, cont.; 8:30-9:30 Defenders, Brown & Williamson, Lever, Kimberly-Clark.
 NBC-TV 8-8:30 Wells Fargo, cont.; 8:30-9 Tall Man, part.

9-10 p.m.

ABC-TV Lawrence Welk, J. B. Williams.
 CBS-TV 9-9:30 Defenders, cont.; 9:30-10 Have Gun, Will Travel, Lever, Whitehall.
 NBC-TV 9-11 Saturday Night At The Movies, part.

10-11 p.m.

ABC-TV 10-10:45 Fight Of The Week, Gillette, Con. Cigar; 10:45-11 Make That Spare, Brown & Williamson, Mennen.
 CBS-TV Gunsmoke, part.
 NBC-TV Movies, cont.

BROADCASTING, January 1, 1962

RADIO-TV SET COUNTS

COLORADO

Area	Population	Occupied Dwelling Units	Total Radio Homes	1960 U.S. CENSUS OF HOUSING		Total Tv Homes	Television Saturation	2 or more sets
				Radio Saturation	2 or more sets			
State totals	1,753,947	529,419	497,230	93.9	206,842	450,676	85.1	46,987
COUNTY TOTALS								
Adams	120,296	30,737	28,990	94.3	13,271	29,370	95.6	3,639
Alamosa	10,000	2,814	2,641	93.9	900	1,958	69.6	35
Arapahoe	113,426	31,208	29,791	95.5	15,223	29,076	93.2	4,647
Arehuleta	2,629	741	634	85.6	237	396	53.4	—
Baco	6,310	1,967	1,858	94.5	650	719	36.6	15
Bent	7,419	2,025	1,891	93.4	506	1,594	78.7	—
Boulder	74,254	22,229	21,162	95.2	8,498	18,628	83.8	1,551
Chaffee	8,298	2,600	2,410	92.7	627	1,877	72.2	42
Cheyenne	2,789	831	814	98.0	328	526	63.3	—
Clear Creek	2,793	1,003	943	94.0	469	799	79.7	87
Conejos	8,428	2,020	1,774	87.8	511	1,307	64.7	36
Cestilla	4,219	1,006	875	87.0	110	329	32.7	—
Crowley	3,978	1,189	1,090	91.7	331	1,027	86.4	42
Custer	1,385	432	413	95.6	39	275	63.7	20
Delta	15,622	5,120	4,736	92.5	1,771	3,753	73.3	17
Denver	443,887	165,535	154,622	93.4	69,675	143,863	86.9	20,743
Dolores	2,196	629	605	96.2	170	193	30.7	—
Douglas	4,816	1,448	1,423	98.3	214	1,385	95.6	38
Eagle	4,677	1,344	1,176	87.5	316	862	64.1	20
Elbert	3,708	1,185	1,124	94.9	401	903	76.2	—
El Paso	143,742	42,151	39,823	94.5	18,422	38,177	90.6	4,310
Fremont	20,193	6,190	5,697	92.0	1,343	4,699	25.9	38
Garfield	12,017	3,892	3,639	93.5	1,261	2,719	69.9	41
Gilpin	685	275	252	91.6	23	229	83.3	—
Grant	3,557	1,139	990	86.9	472	689	60.5	22
Gunnison	5,477	1,528	1,489	97.4	520	898	58.8	17
Hinsdale	208	80	80	100.0	—	80	100.0	—
Huerfano	7,867	2,388	2,127	89.1	359	1,542	64.6	—
Jackson	1,758	541	504	93.2	188	430	79.5	—
Jefferson	127,520	36,773	35,473	96.5	18,606	34,791	94.6	5,471
Kiowa	2,425	746	727	97.5	207	484	64.9	19
Kit Carson	6,957	2,128	2,231	95.4	817	1,344	63.2	79
Lake	7,101	1,980	1,614	81.5	551	1,412	71.3	41
La Plata	19,225	5,490	5,063	92.2	1,782	3,872	70.5	111
Lorimer	53,343	16,627	15,913	95.7	5,697	14,338	86.2	844
Las Animas	19,983	5,880	5,169	87.9	1,759	3,501	59.5	146
Lincoln	5,310	1,689	6,646	97.5	726	1,336	79.1	66
Logan	20,302	5,746	5,768	97.0	2,270	4,659	78.4	122
Mesa	50,715	15,376	14,728	95.8	5,645	72,850	83.6	459
Mineral	424	154	137	89.0	52	69	44.8	—
Moffat	7,061	2,173	2,011	92.5	703	1,280	58.9	—
Montezuma	14,024	3,973	3,761	94.7	875	2,809	70.7	19
Montrose	18,286	5,360	4,923	91.8	1,501	4,094	76.4	79
Morgan	21,192	6,178	6,036	97.7	2,125	5,552	89.9	261
Otero	24,128	7,097	6,628	93.4	2,146	5,730	80.7	104
Ouray	1,601	533	510	95.7	254	302	56.7	—
Park	1,822	619	596	96.3	264	464	75.0	67
Phillips	4,440	1,489	1,472	98.9	405	397	26.7	—
Pitkin	2,381	809	642	79.4	212	348	43.0	37
Prowers	13,296	4,005	3,835	95.8	1,202	2,379	59.4	—
Pueblo	118,707	32,312	29,715	92.0	10,380	29,091	90.0	2,501
Rio Blanco	5,150	1,549	1,443	93.2	426	1,184	76.4	23
Rio Grande	11,160	3,263	2,829	92.4	943	1,964	64.3	—
Routt	5,900	1,903	1,831	96.4	408	1,027	54.1	—
Saguache	4,473	1,243	1,009	81.2	302	730	58.7	—
San Juan	849	240	240	100.0	96	192	80.0	—
San Miguel	2,944	906	829	91.5	300	518	57.2	23
Sedgwick	4,242	1,333	1,229	92.2	458	1,085	81.4	—
Summit	2,073	647	504	77.9	137	481	74.3	—
Teller	2,495	860	820	95.3	220	742	86.0	40
Washington	6,625	1,999	1,940	97.0	656	1,425	71.3	—
Weld	72,344	21,199	19,730	93.1	6,954	18,856	88.9	1,094
Yuma	8,912	2,895	2,855	98.6	906	2,135	73.7	21
Metropolitan Areas								
Colorado Springs	143,742	42,151	39,823	94.5	18,442	38,177	90.6	4,310
Denver	929,383	286,482	270,038	94.3	125,273	255,728	89.3	36,051
Pueblo	118,707	32,312	29,715	92.0	10,380	29,091	90.0	2,501

MONTANA

State totals	674,767	202,240	190,318	94.1	68,963	158,374	78.3	6,689
COUNTY TOTALS								
Beaverhead	7,194	2,343	2,025	86.4	491	1,416	60.4	—
Big Horn	10,007	2,532	2,302	90.9	660	1,639	64.7	21
Blaine	8,091	2,278	2,090	91.7	628	1,238	54.3	—
Broadwater	2,804	842	784	93.1	308	583	69.2	—

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio		Television		
				Percent Saturation	2 or more sets	Total Tv Homes	Percent Saturation	2 or more sets
Carbon	8,317	2,732	2,685	98.3	832	2,133	78.1	47
Carter	2,493	753	682	90.6	144	412	54.7	—
Cascade	73,418	22,187	20,975	94.5	8,036	19,600	88.3	1,634
Chouteau	7,348	2,188	2,147	98.1	991	1,808	82.6	136
Custer	13,227	4,127	3,963	96.0	1,477	2,605	63.1	63
Daniels	3,755	1,145	1,066	93.1	198	849	74.1	—
Dawson	12,314	3,469	3,357	96.8	979	2,562	73.9	24
Deer Lodge	18,640	5,014	4,665	93.0	1,940	4,399	87.7	130
Fallon	3,997	1,164	1,031	88.6	308	807	69.3	19
Fergus	14,018	4,199	4,072	97.0	1,797	2,789	66.4	57
Flathead	32,965	12,121	9,803	96.9	3,679	8,054	79.6	160
Gallatin	26,045	7,728	7,558	97.8	2,980	5,908	76.4	143
Garfield	1,981	592	576	97.3	234	139	23.5	—
Glacier	11,565	3,002	2,659	88.6	806	1,990	66.3	61
Golden Valley	1,203	377	356	94.4	147	230	61.0	—
Granite	3,014	961	879	91.5	120	792	82.4	—
Hill	18,653	5,225	4,944	94.6	1,910	4,241	81.2	195
Jefferson	4,297	1,081	1,006	93.1	242	799	73.9	19
Judith Basin	3,085	947	890	94.0	347	637	67.3	—
Lake	13,104	3,877	3,655	94.3	1,133	3,073	79.3	40
Lewis & Clark	28,006	8,947	8,473	94.7	3,270	6,922	77.4	246
Liberty	2,624	726	705	97.1	192	598	82.4	—
Lincoln	12,537	3,611	3,148	87.2	872	2,632	72.9	68
McCone	3,321	918	876	95.4	271	606	66.0	—
Madison	5,211	1,672	1,571	94.0	500	1,608	96.2	170
Meagher	2,616	807	757	93.8	103	497	62.6	—
Mineral	3,037	881	744	84.4	197	724	82.2	—
Missoula	44,663	13,505	12,635	93.6	5,003	10,557	78.2	320
Musselshell	4,888	1,548	1,393	90.0	365	1,051	67.9	—
Park	13,168	4,318	4,151	96.1	1,611	3,299	76.4	62
Petroleum	894	274	274	100.0	85	154	56.2	17
Phillips	6,027	1,825	1,733	95.0	624	962	52.7	—
Pondera	7,653	2,083	1,964	94.3	877	1,708	82.0	86
Powder River	2,485	723	641	88.7	146	290	40.1	—
Powell	7,002	2,023	1,799	88.9	598	1,506	74.4	22
Prairie	2,318	724	684	94.5	221	321	44.3	—
Ravalli	12,341	3,956	3,498	88.4	795	3,104	78.5	21
Richland	10,504	3,049	2,962	97.1	827	2,383	78.2	39
Roosevelt	11,731	3,071	2,824	92.0	983	2,469	80.4	—
Rosebud	6,187	1,749	1,536	87.8	396	1,047	59.9	41
Sanders	6,880	2,256	1,887	83.6	378	1,292	57.3	—
Sheridan	6,458	1,899	1,827	96.2	682	1,576	83.0	—
Silver Bow	46,454	15,334	14,096	91.9	4,035	13,075	85.3	743
Stillwater	5,526	1,673	1,612	96.4	652	1,507	90.1	—
Sweet Grass	3,290	1,071	1,055	98.5	338	594	55.5	—
Teton	7,295	2,136	2,027	94.9	893	1,771	82.9	76
Toole	7,904	2,206	2,132	96.6	904	1,823	82.6	61
Treasure	1,345	378	334	88.4	89	246	65.1	—
Valley	17,080	4,656	4,305	92.5	1,264	3,074	66.0	37
Wheatland	3,026	932	932	100.0	299	648	69.5	—
Wibaux	1,698	494	494	100.0	152	380	76.9	—
Yellowstone	79,016	23,900	23,059	96.5	10,954	21,381	89.5	2,084
Yellowstone	47	11	19	—	—	19	—	—
Natl. Park (pt)								
Metropolitan Areas								
Billings	79,016	23,900	23,059	96.5	10,954	21,381	89.5	2,084
Great Falls	73,418	22,187	20,975	94.5	8,036	19,600	88.3	1,634

Continues on page 70

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 21 through Dec. 27, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

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. CH—critical hours. *—educational. Ann.—Announced.

Existing tv stations

CALL LETTERS ASSIGNED

KMEX(TV) Los Angeles, Calif.—Spanish International Bcstg. Co.

New am stations

ACTION BY FCC

Fredericktown, Mo.—Robert F. Neathery. Granted 1450 kc; 250 w unl. P. O. address c/o KWPM, West Plains, Mo. Estimated construction cost \$6,871; first year operating cost \$26,400; revenue \$30,000. Robert F. Neathery, sole owner, is licensee of KWPM West Plains, Mo. Action Dec. 27.

APPLICATIONS

Truman, Ark.—Adrian L. White. 1530 kc, 250 w D. P. O. address box 250, Pocahontas, Ark. Estimated construction cost \$14,406; first year operating cost \$40,000; revenue \$50,000. Adrian L. White, sole owner, owns 30% of KPOC Pocahontas, Ark., and two movie theaters. Ann. Dec. 21.

Ceres, Calif.—KWES Bcstg. Co. 920 kc, 500 w D. P. O. address box 338, Ceres. Estimated construction cost \$42,403; first year operating cost \$42,000; revenue \$60,000. Principals: Corbett Pierce, Chester Smith (each 50%). Mr. Pierce owns market and two entertainment business; Mr. Smith owns 50% of real estate investment firm and is performer with KTRB Modesto, Calif. Ann. Dec. 21.

Canton, Ga.—Radio Canton. 1500 kc; 1 kw-D, 500 w-CH. P. O. address c/o Allen M. Woodall, WDAK Columbus, Ga. Estimated construction cost \$27,100; first year operating cost \$36,000; revenue \$48,000. Allen M. Woodall, sole owner, is president and director of, and has interests in, WDAK Columbus, WALG Albany, WMOG Brunswick, WDAX McRae, all Georgia. Ann. Dec. 26.


Bloomington, Minn.—Tedesco Inc. 1080 kc; 50 kw-D, 10 kw-N. P. O. address 501 Pioneer Bldg., St. Paul 1, Minn. Estimated construction cost \$266,568; first year operating cost \$150,000; revenue \$175,000. Principals include Victor J. Tedesco, Nicholas Tedesco (each 14.3%) and others. Tedesco Inc. is licensee of KWKY Des Moines, Iowa; Nicholas Tedesco owns 50% of KFNF Shenandoah, Iowa, 50% of new am application in Chisholm, Minn., and 22.5% of WIXK New Richmond, Wis.; Victor Tedesco owns 50% of KFNF, 22.5% of WIXK, 50% of Chisholm, Minn., am application and 20% of KCUE Red Wing, Minn. Ann. Dec. 26.

Water Valley, Miss.—Tri-Lake Bcstg. Co. 1320 kc; 1 kw D. P. O. address general delivery, Water Valley. Estimated construction cost \$13,923; first year operating cost \$28,000; revenue \$36,000. Principals: Hubert F. Mills, Dorsey H. McCay (each 50%). Mr. Mills is manager of WSHU Oxford, Miss.; Mr. McCay is minister and pastor of church. Ann. Dec. 27.

Lamar, Mo.—Barton County Bcstrs. 1560 kc, 250 w D. P. O. address box 129, El Dorado Springs, Mo. Estimated construction cost \$14,980; first year operating cost \$20,020; revenue \$24,000. Principals: Edwin D. Brown (60%), Paul Vaughn (40%). Mr. Brown owns yardage business; Mr. Vaughn

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owns KESM Eldorado Springs, Mo., and tv and appliance business. Ann. Dec. 27.

Hendersonville, N. C.—The Mountaineer Corp. 1600 kc; 1 kw D, D.A. P. O. address 305 Blythe St., Hendersonville. Estimated construction cost \$16,785; first year operating cost \$36,000; revenue \$48,000. Principals: Steve Morris (37%), Alfred E. Perkins, Robert R. Livingston (each 28%), Robert M. Redden (7%). Mr. Morris is salesman and announcer with WISE Asheville, N. C.; Mr. Perkins owns 50% each of three dry-cleaning business; Mr. Livingston is branch manager of welding supplies firm; Mr. Redden is attorney and owns 25% of restaurant. Ann. Dec. 28.

Marietta, Ohio—The Radiocasters. 910 kc; 500 w D, P. O. address box 635, Marietta. Estimated construction cost \$63,340; first year operating cost \$65,000; revenue \$75,000. Principals: Will P. McKinney, Jane M. Burton, Daniel W. Burton, Ruth M. Schornstheimer, Betty C. McKinney, William E. McKinney (each 14.286%). W. P. McKinney owns 17% of newspaper; Mrs. Burton owns 11% of newspaper and is schoolteacher; Mr. Burton is classified advertising manager of newspaper; Mrs. Schornstheimer is housewife; Mr. Schornstheimer is plant engineer with B. F. Goodrich Co.; Betty McKinney is housewife; W. E. McKinney owns 11% of newspaper. Ann. Dec. 26.

Memphis, Tenn.—Mid-Continent Bestg. Corp. 1530 kc; 50 kw D, P. O. address c/o Sam C. Phillips, 639 Madison Ave., Memphis. Estimated construction cost \$145,310; first year operating cost \$85,000; revenue \$95,000. Principals: Sam C. Phillips (95%); Paul Dean Ford (5%). Mr. Phillips owns Sun Records Inc. and connected corporations, four music publishing firms and 75% of two others, 32% of WHER Memphis, Tenn., 50% of WLIZ Lake Worth, Fla., and 45% of new am application for Blytheville, Ark.; Mr. Ford owns broadcast engineering consultant firm, 100% interest in Casey, Ill., am application and 10% interest in Blytheville application with Mr. Phillips. Ann. Dec. 28.

Woodbury, Tenn.—Cannon Bestg. Co. 1540 kc; 500 w D, P. O. address Woodbury. Estimated construction cost \$20,727; first year operating cost \$30,000; revenue \$42,000.

Principals: Austin Jennings, Edwin B. Jordan, James H. Larimer (each one-third). Mr. Jennings owns retail jewelry business, 50% of newspaper, 33% of real estate development firm and 25% of another; Mr. Jordan owns WJIG Tullahoma, Tenn.; Mr. Larimer owns 50% of funeral home, 100% of cemetery development business and farm. Ann. Dec. 21.

Existing am stations

APPLICATIONS

KRLN Canon City, Colo.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 21.

KFML Denver, Colo.—Cp to increase power from 1 kw to 5 kw and install new trans. Ann. Dec. 21.

WQIK Normal, Ill.—Mod. of cp (which authorized new am station) to change hours of operation from D to unl. using power of 500 w-N and 5 kw-D; make change in DA system (add four towers). Ann. Dec. 28.

WZOE Princeton, Ill.—Mod. of cp (which authorized new am station) to increase power from 100 w to 250 w-N and 1 kw-D; install new trans. Ann. Dec. 26.

KBAB Indianola, Iowa—Mod. of cp (which authorized new am station) to increase power from 100 w unl. to 250 w, 1 kw-L.S., and change type trans. Ann. Dec. 21.

WHAU Haverhill, Mass.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 21.

KXRA Alexandria, Minn.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 21.

WCBT Roanoke Rapids, N. C.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 26.

WADA Shelby, N. C.—Cp to change hours of operation from D to unl. using power of 500 w-N and 1 kw-D, change ant.-trans. location, install DA-N and new trans. Ann. Dec. 26.

KDIX Dickinson, N. D.—Cp to increase daytime power from 250 w to 1 kw and

install new trans. Ann. Dec. 26.

KOGA Kilgore, Tex.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 21.

CALL LETTERS ASSIGNED

KGFT Flagstaff, Ariz.—Flagstaff Bestg. KGHT Hollister, Calif.—Trotter & Godfrey.

WIOK Normal, Ill.—McClellan County Bestg. Co.

WWRO Caro, Mich.—Tuscola Bestg. Co.

WDMC Oostego, Mich.—Dwight M. Cheever.

WLKM Three Rivers, Mich.—Voice of Three Rivers.

KMAM Butler, Mo.—Bates County Bestg. Co.

WUFO Amherst, N. Y.—Dynamic Bestg. of New York Inc.; changed from WYSL.

WYSL Buffalo, N. Y.—The McLendon Corp.; changed from WBNY.

WBVM Utica, N. Y.—Fusco Bestg. Corp.

WVOE Chadbourn, N. C.—Ebony Enterprises Inc.

WTLK Taylorsville, N. C.—Robert B. Brown.

KELR El Reno, Okla.—Charles L. Cain.

KELI Tulsa, Okla.—T & O Bestg. Co.; changed from KTUL.

KTEO San Angelo, Tex.—Burkhart Bestg. Corp.; changed from KTKL.

WDMS Lynchburg, Va.—Southeastern Bestg. Corp.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 28

AM FM TV	ON AIR		CP		TOTAL APPLICATIONS
	Lic.	Cps.	Not on air	For new stations	
	3,611	69	85	857	
	884	75	161	174	
	487*	71	81	137	

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 28

	VHF	UHF	TV
Commercial	496	88	557
Non-commercial	40	18	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC Nov. 30

	AM	FM	TV
Licensed (all on air)	3,613	894	486*
Cps on air (new stations)	59	45	71
Cps not on air (new stations)	146	169	88
Total authorized stations	3,818	1,108	656*
Applications for new stations (not in hearing)	499	124	67
Applications for new stations (in hearing)	176	23	53
Total applications for new stations	675	147	120
Applications for major changes (not in hearing)	496	77	35
Applications for major changes (in hearing)	91	5	13
Total applications for major changes	587	82	48
Licenses deleted	0	2	1
Cps deleted	2	4	2

* There are, in addition, nine tv stations which are no longer on the air, but retain their licenses. * Includes one STA.

dress Helena Bldg., Norfolk. Estimated construction cost \$8,335.35; first year operating cost \$1,500; revenue \$1,500. WCMS Radio Norfolk Inc. is licensee of WCMS Norfolk. Action Dec. 20.

Existing fm stations

APPLICATION

*WSND-FM Notre Dame, Ind.—Mod. of cp (which authorized new educational fm station) to change frequency from 91.1 mc to 88.9 mc. Ann. Dec. 26.

CALL LETTERS ASSIGNED

WOWL-FM Florence, Ala.—Radio Muscle Shoals Inc.

WKNB-FM New Britain, Conn.—Hartford County Bcstg. Corp.

WLTA-FM Atlanta, Ga.—Atlanta Fm Bcstrs.

*KBGL(FM) Pocatello, Idaho—Idaho State College.

WGFA-FM Watseka, Ill.—Iroquois County Bcstg. Co.

WDOC-FM Prestonsburg, Ky.—Gordon Collins.

KRSI-FM St. Louis Park, Minn.—Radio Suburbia Inc.

WIFE(FM) Amherst, N. Y.—The McLendon Corp.; changed from WYSL-FM.

WONE-FM Dayton, Ohio—WONE Inc.; changed from WIFE(FM).

WMSH(FM) Harrisburg, Pa.—Market Square Presbyterian Church.

WFRF-FM Reading, Pa.—Howard F. Reber & Frank A. Franco.

WKJB-FM Mayaguez, P. R.—Jose Bechara Jr.

WJOY-FM Burlington, Vt.—Vermont Bcstg. Corp.

KRAB(FM) Seattle, Wash.—Lorenzo W. Milam.

Ownership changes

APPLICATIONS

WMBM Miami, Fla.—Seeks assignment of license from Consolidated Communications Corp. to Max C. Tavel, d/b as Latin Bcstg. Corp.; total consideration \$225,000. Mr. Tavel is president and director of WSFR Sanford, Fla. Ann. Dec. 28.

KCIJ Shreveport, La.—Seeks transfer of all stock in Southwest Bcstrs. Inc. from Robert N. Hobgood to Marvin B. Kosofsky; consideration \$71,589.48 plus assumption of liabilities. Mr. Kosofsky is station manager and director of sales of WTID Newport News, Va. Ann. Dec. 27.

WAYL(FM) Minneapolis, Minn.—Seeks (1) transfer of 50% of stock in Contemporary Radio Inc. from David D. Larsen to Jack I. Moore, consideration \$5,000, and (2) transfer of 30% from Mr. Moore to Troy Scatterella (12.5%), Lloyd P. Sherman, Louis P. Bednar (each 7.5%) and Donald Teslow (2.5%); total consideration \$6,000. Mr. Moore is present 50% stockholder of licensee; Mr. Sherman owns 26% of All-metal Sales Inc., 20% of Pets Unlimited Inc. and 100% of Pet Shop Lessee Co.; Mr. Teslow is salesman in medical promotion field; Mr. Scatterella is employe of Minneapolis Board of Education; Mr. Bednar owns summer resort at Nisswa, Minn. Ann. Dec. 21.

WILY Greenville, N. C.—Seeks transfer of all stock in H & R Electronics Inc. from Wilbur Reisenweaver and Jessie Reisenweaver to John S. Townsend; consideration \$6,064.27. Mr. Townsend is engineer with WGTM Wilson, N. C., and owns electronic service business. Ann. Dec. 28.

WSHE Raleigh, N. C.—Seeks assignment of license from Raleigh Bcstg. Corp. to Edward B. Kemm (50%), Ralph J. Baron and Judith M. Baron (each 25%), d/b as Raleigh-Durham Bcstg. Inc.; consideration \$180,000. Mr. Kemm owns 50% of concession business in resort area, 49% of WILA Danville, Va., and has been 20% owner of WDTI Danville; Mr. Baron owns 51% of WILA; Mrs. Baron is housewife and secretary and director of WILA. Ann. Dec. 26.

WIRO Ironton, Ohio—Seeks assignment of license from Iron City Bcstg. Inc. to Kenneth H. Auble (80%), Rose A. Auble and Perry E. Auble (each 10%), d/b as Tri-Radio Bcstg. Co.; total consideration \$95,000, including agreement not to compete within 50 miles for eight years. Kenneth Auble owns automotive service center; Mrs. Auble is housewife; Perry Auble owns 50% of funeral home. Ann. Dec. 26.

WBYO-FM Boyertown, Pa.—Seeks assignment of license from Lester Grenewalt and David G. Hendricks, d/b as Boyertown Bcstg. Co., to Boyertown Bcstg. Inc., con-

sisting of Mr. Hendricks (70%), Robert W. Neilson, Richard Dean and Charmaine Y. Seitz (each 10%); consideration cancellation of lease presently held by assignee as holding corporation. Mr. Dean is engineer-announcer with WBYO; Mr. Neilson is station manager of WBYO; Charmaine Seitz is traffic manager of WBYO. Ann. Dec. 21.

KFST Ft. Stockton, Tex.—Seeks transfer of 20% of stock in KFST Inc. from James Parr back to corporation to be held as treasury stock; consideration to Mr. Parr \$13,000. Ann. Dec. 28.

WEAQ, WLAL(FM) Eau Claire, Wis.—Seek transfer of 52% of stock in Broadcaster Services Inc. from William E. Walker, deceased, to First National Bank of Madison, Wis., as executor of Mr. Walker's estate; no financial consideration involved. Ann. Dec. 21.

KRAE Cheyenne, Wyo.—Seeks assignment of license from The Radio Bcstrs. to Louis C. Erck (47%), Walter E. Nagel (33%) and J. B. Shockley (20%), d/b as Radio Cheyenne; consideration \$45,000. Mr. Erck owns commercial recordings production firm; Mr. Nagel is retired U. S. Army officer; Sgt. Shockley is in U. S. Air Force. Ann. Dec. 26.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Nov. 1 initial decision which looked toward granting applications of Ivy Bcstg. Inc. (WOLF), Syracuse, N. Y. Farm and Home Bcstg. Co. (WNBT), Wellsboro, Pa., and Radio Station WESB (WESB), Bradford, Pa., for increased daytime power from 250 w to 1 kw, continued operation on 1490 kc, 250 w-N, each with interference condition, became effective Dec. 21 pursuant to Sec. 1.153 of rules. Action Dec. 27.

■ Commission gives notice that Nov. 2 initial decision which looked toward granting applications of Robert F. Neathery for new am station in Fredericktown, Mo., to operate on 1450 kc, 250 w, unl, and Paducah Bcstg. Inc. (WPAD), Paducah, Ky., and WFPA Radio Inc. (WCVS), Springfield, Ill., to increase daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250

w, each with interference condition became effective Dec. 22 pursuant to Sec. 1.153 of rules. Action Dec. 27.

INITIAL DECISION

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward denying application of United TV Co. of New Hampshire for mod. of cp of station WMUR-TV (ch. 9) Manchester, N. H., to change trans. location from seven miles west of city to site about 17 miles south-southwest in direction of Boston, make changes in ant. system and reduce ant. height from 1,030 ft to 519 ft. Action Dec. 21.

Routine roundup

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde
 ■ Denied petition by Interstate Bcstg. Inc. (WQXR), New York, N. Y., to intervene and participate in oral argument in proceeding on application of Walter L. Follmer for additional time to construct WFOL(FM) Hamilton, Ohio. Action Dec. 22.

■ Granted petition by Beacon Bcstg. System Inc. and extended to 30 days after release of examiner's supplemental initial decision time for filing exceptions in proceeding on its application and Suburban Bcstg. Inc. for new am stations in Grafton-Cedarburg and Jackson, Wis. Action Dec. 22.

■ Granted petition by Newton Bcstg. Co. and extended to Dec. 27 time to file exceptions to initial decision in proceeding on its application and Transcript Press Inc. for new am stations in Newton and Dedham, Mass. Action Dec. 22.

■ Granted petition by New Bcstg. Inc. and extended to Dec. 29 time to file replies to exceptions with respect to initial decision in proceeding on its application and Herbert Muschel and Independent Bcstg. Co. for new fm stations in New York, N. Y. Action Dec. 22.

■ Granted petition by Broadcast Bureau and extended to Dec. 22 time to respond to motion to substitute applicant, filed by Mrs. Bonnie Brown, widow of applicant Benjamin C. Brown, in proceeding on latter's application for new fm station in Oceanside, and fm application of The Bible Institute of



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- All other classifications 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D.C.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Oregon daytimer will pay well for right man—man who wants to settle down. Must be reliable and adult to act as station manager in general and in absence of owner. Must have 1st phone to act as chief and do necessary light maintenance. Must have experience and creative ability to act as program director. Must be able to hold respect of dj's and salesman. Owner-manager wants to concentrate on local and national sales. Box 217J, BROADCASTING.

Manager: Eighteen years experience in all phases of radio broadcasting. 38 years old, married, 2 children. Excellent references and a strong desire. Experienced in the business management system. Prefer the mid or north western. Box 260J, BROADCASTING.

Station manager—N.Y.S.—Immediate opening. Excellent opportunity. Send complete details. Box 272J, BROADCASTING.

Sales

Sales manager needed for small market negro outlet. Commission plus salary. Box 210J, BROADCASTING.

San Francisco classical music station desires sales manager to organize sales department. Send resume and other information to Box 214J, BROADCASTING.

Robots for sale! Attention owners—Managers only. Fantastic 6-foot money-making promotion. Sold in every Florida market. Over 100 in use. Now—exclusive market rights—your station—your market. Write: Box 246J, BROADCASTING.

Sales manager. Progressive, farm station going to 5000 watts soon needs sales manager with experience in competitive markets. Must produce. Call or write Jim Wanke, General Manager, KABR Radio, Aberdeen, South Dakota. BA 5-1420.

Sky's the limit for ambitious and experienced small market salesman. Good record and top references necessary. Write to WICY, Malone, New York.

Experienced radio salesman, excellent opportunity for good producer. Take over top accounts now on the air. Top pay—good market. Contact Robert Wright, WTTT, Tiffin, Ohio.

Special features sales agent. Over the past 16 years this company has earned an enviable reputation for ethics and success. If you are conscientious, hardworking, have a successful sales background and are capable of selling consistently without supervision, we'll consider you for a permanent, exclusive area franchise in the state of your choice. After training period, you will personally conduct needed annual sales promotion campaigns at 10 local station markets each year. Probable net earnings—\$25,000. Draw available. Replies held in absolute confidence. National Radio Representatives, Franklin National Bank Building, Garden City, New York.

Local sales position available for right man with advertising agency, 705 Olive Building—can make \$139.72, \$205.17 weekly, radio and tv, St. Louis 1, Mo. Chestnut 1-6657.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 850 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Now.

Help Wanted—(Cont'd)

Announcers

Top-rated chain with outlets in key markets is on the lookout for top "format" dj's and aggressive, dramatic, extra-sharp newsmen. Only experienced, qualified men need apply. Send tape and resume to be considered. Box 919F, BROADCASTING.

Top-notch dj for powerful number one 5kw in west Texas. Fastest growing market. Send tape and info to Box 103J, BROADCASTING.

Pacific northwest-Washington. Require immediately adult announcer first telephone. \$100 week. Write Box 126J, BROADCASTING.

Wanted! Good, strong commercial radio announcer who can do outstanding job of airing news. Leading, fulltime network station in medium-sized Minnesota market. Power increase expected soon. Send tape, resume and salary needs. Tapes, returned. Box 207J, BROADCASTING.

Full-time classical music station in San Francisco has position for experienced classical music announcer. Top salary for right man. Send resume and other information to Box 215J, BROADCASTING, or call YUKon 6-2825.

Need experienced announcer with first class ticket. Less than 100 miles N.Y.C. Send tape, resume, photo and salary expected. Box 231J, BROADCASTING.

Help wanted . . . announcer—Immediate opening for news man and morning man on central Pennsylvania full time station. Good salary. Send resume and tape to Box 243J, BROADCASTING.

January opening for experienced staff announcer. Tight good music format . . . central Pa. Expanding four station Pa.-Fla. chain. Minimum of \$80.00 to start—more if qualified. Send resume, tape and photo to Box 250J, BROADCASTING.

Good-music kilowatt needs good, morning "personality" dj-commercial announcer. Must have 1st ticket and production experience or anxiety to learn. Good future, excellent pay. Top station in beautiful midwest area. No beginners. Send full information and tape to program director. Box 262J, BROADCASTING.

New Jersey. Experienced news-man announcer. Salary commensurate with ability. Interview required. Send tape and resume. Box 264J, BROADCASTING.

Announcer-reliable man, some experience; strong voice; sound operation; send tape, resume, photo; will return; central Pennsylvania. Address Box 267J, BROADCASTING.

First class Christian announcer with license to match. Send tape with commercials and news and why you feel qualified to speak for the Lord Jesus Christ. Box 270J, BROADCASTING.

New York state 100,000 market needs self starter with good voice, programming idea man with follow through. Other talents helpful. Solid citizen only. Box 275J, BROADCASTING.

Two men phone 1st. Great Lakes area excellent opportunity to gain experience in radio and television. Box 281J, BROADCASTING.

Texas kilowatt has immediate opening for experienced, adult announcer. \$90.00 week. Tape, resume to Box 290J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Wanted: Combination engineer-announcer with first phone. Air shift and maintenance. Small market and local station. Send all information and tape to Allen R. McIntyre, KNDC, Hettinger, North Dakota.

Experienced announcer wanted. Write or phone Manager, WDLG, Port Jervis, New York.

Immediate opening for all nite disc-jockey with 1st phone. Adult music and news format, no maintenance, send tape and resume and salary to WEHE, West Palm, Florida. Phone JUSTICE 2-2559.

Needed immediately announcer-salesman for 1000 watt Florida station. Year round pleasant living. Phone Claude F. White or send audition tape and resume to WELE, Daytona Beach, Florida.

Announcer-salesman needed immediately. Experience necessary. Good opportunity. Call or rush tape, complete resume and photo to WRNY, Rome, N. Y.

Newsmen needed for midwest radio-television news staff. Opportunity for tv coverage experience for radio men. Send all information first letter with tape, film and resume including salary requirements. Address news director, WTOL, Toledo 4, Ohio. Personal interview required.

Experienced first phone announcer. Immediate opening. Send resume, tape and salary requirements to J. F. Marzke, WJUD, St. Johns, Michigan.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 850 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Now.

Technical

Chief engineer for metropolitan daytimer going directional night. Part of southern group building 3 stations. Good opportunity for experience working with group engineer. Excellent working conditions. Send photo—complete resume, salary requirements first letter. Box 490H, BROADCASTING.

Negro combo-first phone. Transmitter a necessity. Small town—good pay. Box 211J, BROADCASTING.

Experienced chief engineer for 5 kw midwest daytimer. Complete charge of engineering department. No announcing. Box 259J, BROADCASTING.

First phone, technically competent, interested, willing. Attractive working conditions, incentives. Eastern Pennsylvania. Box 265J, BROADCASTING.

Needed at once—1st ticket combo man, maintenance, proof of performance, and announcing or sales. Box 279J, BROADCASTING.

Chief engineer, top California station, some air work. Immediate opening. Format, 1000 watt—24 hour directional. Good job for right man. KAFY, Bakersfield, California. Call collect Empire 6-4411 for Al Anthony or Paul Bappistta.

Engineer-assistant chief, Man needed with directional experience to take care of antennae only, under supervision of consulting engineer. Chief responsible for audio, your job is pattern. Send resume to KSTT, Davenport, Iowa.

Help Wanted—(Cont'd)

Technical

Chief engineer—must have directional experience. KHAK-AM-FM, Cedar Rapids, Iowa.

Engineer experienced on Collins transmitter. Small daytime station—also able to announce or with some sales experience. Southerner preferred. Send tape, photo and resume giving sales experience to WELE, P.O. Box 4006, Daytona Beach, Florida.

Chief Engineer. Immediate opening. WVOS, Liberty, New York.

Good positions — professional placement. Major markets, plus midwest saturation. Contact with 650 stations. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minnesota. Nov.

Production—Programming, Others

North Carolina station wants experienced program and production director with knowledge and imagination. Must have ability to handle department and public. Station insists on good production. Good salary and permanent job for right man. Box 287J, BROADCASTING.

Newsman—enlarging current staff. Experience in getting news more important than voice. Send tape, resume and salary. KSTT, Davenport, Iowa.

Immediate opening for news director. Prefer man who knows and likes small town life. Send complete details of experience. WVSC, Somerset, Pennsylvania.

RADIO

Situations Wanted—Management

Small or medium size market. Family man with 10 years experience, good character, community active, references. Box 156J, BROADCASTING.

Manager-salesmanager. \$15,000 current income desires to relocate for realistic opportunity. Available after January 31. All information first letter. Box 188J, BROADCASTING.

Manager—heavy sales background. Twelve years experience, ten management. Mature, thorough knowledge. Stable, responsible, family man. Excellent ownership references. Area \$10,000. Box 229J, BROADCASTING.

Terrific young manager with proven sales record. First class license and 11 years experience desires permanent position in middle west. Current operation changing ownership. Income \$10,000 plus. Box 238J, BROADCASTING.

Seasoned radio-tv executive midwest-California group. Excellent references. Presently sales manager eastern. Minimum \$15,000 manager-sales manager. Box 252J, BROADCASTING.

Cool hot dog from Canada. Public relations manager for best-selling import car. Also Canada's top race announcer. Doing weekly radio and summer tv show. Broadcasting major international sports car races on Canadian network. Eight years radio experience. Award winner. Sharp on promotion, programming. Will go to warmer climate for managerial position. Philip Murray, 54 Oakley Blvd., Scarboro, Toronto, Canada.

Sales

Want to break into radio or tv sales. Presently selling film ads. I'm 21 years old, Write Gary L. Overholser, R.F.D. #1, Loma, Montana. Phone Big Sandy Montana 378-2591. I'll relocate.

Announcers

DJ—announcer. Dependable. Experienced. Be part of your community. Married, sober. Mature sound. Box 132J, BROADCASTING.

Sports announcer looking for sports minded station—best of references. Box 183J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Attention stations 150 miles from N.Y.C. 3 years experienced dj—announcer, can operate tight board. Not a foater or screamer. Excellent references. Box 227J, BROADCASTING.

Mature, experienced, capable announcer desires permanent position. Strong on news, better type music night show. Minimum \$100 per week. For tape resume, write Box 244J, BROADCASTING.

Happy New Year. For you; for me. Bright, happy morning, afternoon personality seeks "sound" future with progressive promotion-minded station and/or tv combination. P. d. and camera experience. Excellent commercial production. Single, draft free. Best references. Now in 40th market. Personal interview desired. Box 251J, BROADCASTING.

Former New Englander employed in small Florida market, misses snow. Adult music and news. Wishes employment in eastern Massachusetts or Rhode Island. Young, aggressive, experienced. Tape available on request. Box 254J, BROADCASTING.

Ambitious announcer negro dj. Run tight board, family man, travel. Box 256J, BROADCASTING.

Attention southern states. First class announcer, first phone, college, family. Box 257J, BROADCASTING.

College graduate. 3 years professional singer. Production conscious. Very strong on news—on-the-spot, rewrite and delivery. Box 261J, BROADCASTING.

Announcer-engineer. 1st phone, 6 years experience. No noise. Prefer station manager or pd. Salary \$2.50 per hr. minimum. Box 266J, BROADCASTING.

Announcer-disc jockey employed at 10 k operation. Experienced, tight production. Box 268J, BROADCASTING.

"Me for you in 62"? Announcer, dj, w/pd & news background pace, personality—married, veteran radio/tv. Presently employed. Seeks better opportunity, challenge. No prima-donna, reliable, no-drifter. Eager, steady worker with imagination, good production—know music. Require two weeks notice! Anywhere. References. Box 271J, BROADCASTING.

News director at metropolitan midwest radio station seeks advancement to major market. College graduate. Authoritative . . . mature . . . top references. Box 274J, BROADCASTING.

District area only. Announcer experienced in all departments. Wants full or part-time. Obtaining ticket. Box 277J, BROADCASTING.

Southern Wisconsin — northern Illinois. Young family man desires staff position. Experienced all phases. Box 278J, BROADCASTING.

Morning air personality. Adult humor. Have specialized in morning hours for past five years. Highly rated in over-million markets. Box 280J, BROADCASTING.

Just completed 12th week of broadcasting school. Will go anywhere. Box 286J, BROADCASTING.

DJ, news—AA voice—22—1½ years experience. Prefer top 40 . . . Available immediately. Del Scott. Box 291J, BROADCASTING.

I want top station—market—five years experience . . . only stations not afraid of originality. Box 292J, BROADCASTING.

3½ years experience—sales, deejay, interviews. Seeking permanence in growing organization with adult programming, chance for advancement. Box 293J, BROADCASTING.

1st license experienced announcer; salesman; maintenance. Family; station near Washington, D. C. Box 255J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Team playing out of town? For first class play-by-play broadcast from El Paso, Anthony, Las Cruces, etc., call Jim Finlay, sports director KROD, KROD-TV, El Paso, Texas.

P.d.—dj—news—sports—sales—first phone. Eight years experience, family . . . Georgia, Florida, Alabama. Telephone Main 7-7441, Quincy, Florida.

First class ticket holder, reasonable voice, no experience, needs some. Prefer Ohio. Write Clyde Morse, 51 River Drive, Eastlake, Ohio.

Attention California & West. Experienced announcer who can really move your audience morn-noon-nite. Personable, promotion, record hops. Call Whitney 4-2314, write Apt. D, 10081 Carmentita, Whittier, California.

Technical

Engineer, 15 years experience all phases. Settled family man, non-drinker. Want position as chief with progressive single station or small group. South only. No announcing. Presently employed. Good reason for desiring change. Available two weeks notice. \$125.00 minimum. Box 282J, BROADCASTING.

Experienced, dependable transmitter engineer wants immediate am or tv position. Central or south. Jefferson Rice, YMCA, Baton Rouge, Louisiana.

Production—Programming, Others

Newsman—Experienced all major phases of news coverage. Professional delivery. Interested in news work only—no commercials—on radio and/or tv in east. Box 142J, BROADCASTING.

Girl copy-writer—air work. Upper midwest please. Excellent references. Box 221J, BROADCASTING.

Professional newsman. Mature judgement, authoritative delivery. 30, married. Eastern majors. Box 269J, BROADCASTING.

Top flight production man currently in St. Louis market wants to swing for a minimum wage of \$150.00 per week. If interested write, Rich, 7312 Minnesota. St. Louis 11, Missouri.

Write copy, type, good worker. Prefers small southern station. Salary secondary. Samples, tape. Alice Wireman, YWCA, Nashville, Tennessee.

TELEVISION

Help Wanted—Management

Experienced crew deal manager. Top earnings with television's foremost promotion firm. Start immediately. Box 164J, BROADCASTING.

Sales

"Experienced TV salesman with proven record in smaller market and wants to move up. We are CBS in top 35 markets. 3 station company and growing a good insurance program. Salary open against 12% commission. The right man should earn \$15,000.00 or more. Thoroughly experienced radio salesman with some tv experience considered. Send resume and photo to Box 240J, BROADCASTING.

"Pioneer southeastern television station in one of the top 50 markets needs a strong local sales manager. Duties will include supervision and planning of local sales staff, new ideas and fresh approach from a proven and experienced man. He must have television experience in major market or sales/sales manager experience in small market. The "right" man is good for 5 figures. Include photo and details regarding sales experience with application. Application will be kept in strictest confidence." Box 289J, BROADCASTING.

Help Wanted—(Cont'd)

Sales

Commercial manager strong sales and promotion. Excellent situation for experienced salesman. Only vhf station in market. Write WABG-TV, Box 414, Greenwood, Mississippi.

Announcers

Wanted—announcer with some news experience for on camera and booth work. Salary commensurate with ability. Send resume and photo. Box 239J, BROADCASTING.

WSBT & TV has opening for young man with 1-2 years staff and good sports background wanting chance to move up to highly respected prestige station. Opportunity to handle sports including play-by-play and color. Send resume with salary requirements, tape and photo, or video tape, or s.o.f. to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Technical

Experienced maintenance supervisor needed for western tv-am-fm. Installation experience desirable. Include salary requirement with resume. Box 170J, BROADCASTING.

Chief engineer wanted for established N.Y.S. uhf station. Applicant must have working knowledge of transmitter, studio equipment, film chain and microwave. Submit details first letter. Position open January 1st. Box 189J, BROADCASTING.

TV engineer. Excellent engineering opportunity with a leading midwestern tv station. Experience required. First class license desirable. Send detailed resume and salary requirements to Box 226J, BROADCASTING.

Wanted immediately. Maintenance engineer with knowledge of Ampex video tape. Salary open. Call Walter Nelson or Clark Davis collect at WHTN-TV, Jackson 5-7661, Huntington, West Virginia.

KVKM-AM-TV, Monahans, Texas, has opening for additional first class engineer. Must have heavy maintenance experience. Reply by letter to chief engineer, giving complete qualifications, references and salary requirements.

WTOC-am-fm-tv, Savannah, Georgia, has opening for first class engineer. Reply by letter to chief engineer, giving complete qualifications, references, photographs and salary requirements for 50 hours.

Wanted immediately—video switcher. Call Clark Davis collect at WHTN-TV, Jackson 5-7661 in Huntington, West Virginia.

Production—Programming, Others

Newsman, preferably with journalism background for staff opening with top rated news operation. WSBT & TV. Good opportunity for young man ready to move up to established, prestige station. Send tape with photo or video tape or s.o.f. to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

TELEVISION

Situations Wanted—Management

Selling general manager. 37; college graduate; thoroughly experienced 18 years—8 years television. Can triple ratings and profits; enhance quality image. Have done it. Am doing it. Box 626H, BROADCASTING.

TV station manager. Fourteen years operations, programming, film buying, sales & videotape. Married, energetic, degree in management. Desire to invest talent and/or capital with aggressive vhf. Box 122J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Veteran newsman, nine years as news director, wants to relocate. Presently news director of top news operation in radio and television station in one of top ten markets. Resume sent upon request. Box 283J, BROADCASTING.

Technical

18 years experience chief engineer; radio, microwave and tv; operation, maintenance, construction. Desire west or midwest. Box 273J, BROADCASTING.

Studio technician, seven years experience. 1st phone, northeast. Box 276J, BROADCASTING.

Engineer desires studio or transmitter position. Experienced. C.T.I. graduate. John Wilson. RFD #2, Monmouth, Illinois. Phone 734-3855.

FOR SALE

Equipment

Need all equipment for 100 watt station. Used & new. Box 209J, BROADCASTING.

Eight (8) practically brand new units of Philco modern TLR-2B portable television relay system, consisting of transmitting and receiving terminal, and repeater stations. These micro wave units purchased by American Tel. & Tel. Co. Box 263J, BROADCASTING.

Complete Schafer automation equipment . . . model 60. Includes Concertone tape recorders, silencer units . . . 2 Seeburg 200 selectomatic . . . program preparation unit, remote start, full instructions. Used one year. Quick sale priced. Boyd Kelley. KRRV . . . Sherman, Texas.

Harkins FME 50 multiplex exciter and Harkins SCT-2 two channel 65 and 26 kc sub carrier generator with filters. Cost new \$4,000. Very good condition. Make offer to Karl Troeglen, Technical Director, KCMO-FM, Kansas City, Missouri.

For Sale: Cellomatic projector, Model 45S: one year old, perfect condition. Ideal for on-air use, sales presentations, meetings, civic functions. Most versatile tool for any visual presentation. Four inch by five inch transparency projection to nine foot by twelve foot; fingertip control for optical effects—superimpose, wipe, crawl (vertical and horizontal); built-in rear view monitor mirror. Dimensions: fifty inches high, thirty-four inches wide, nineteen inches deep, 140 pounds. Available at less than book value. Chief Engineer, WFRV-TV, Green Bay, Wisconsin.

3 kw fm transmitter Western Electric 504B plus 5A monitor now operating. Available 3 months WRVC-FM, Norfolk, Virginia.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley 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. Eldson Electronic Company, Box 31, Temple, Texas.

Thermometer, remote, electrical; enables announcer to read the correct outside temperature from mike position. Range 0-120 deg. F. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Am. fm. tv equipment including monitors, 5820, 1850, n.a. tubes, Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Film scratches and dirt showing on your tube? A lot of stations got rid of them by using Piclear—You can too. Piclear, Inc., 905 Palmer Ave., Mamaroneck, N. Y. OW 8-0258.

Transmission line, styroflex, heliack, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

Used, three and one eighth inch, transmission line, need 200 ft. Box 253J, BROADCASTING.

500 watt transmitter for standby. Send details, Manager, KQAQ, Box 481, Austin, Minnesota.

R.F. bridge G.R. 916AL—also Clarke Field intensity meter. Contact N. L. Wilson, WAWZ, Zarephath, New Jersey.

Wanted equipment: 250 watt or 1 kw fm transmitter, also fm frequency mod. monitor. Contact Russ Salter, WKKD, Aurora, Illinois.

Remote truck or bus with switching gear and with or without microwave, cameras or video tape. Contact Chief Engineer, WITN, Washington, North Carolina.

Will buy or trade used tape and disc recording equipment—Ampex, Concertone, Magne-cord, Presto, etc. Audio equipment for sale. Boynton Studio, 10B Pennsylvania, Tuckahoe, N. Y.

Broadcasting equipment bought and sold. SOS, 270 N. Crest Rd., Chattanooga, Tenn.

Audio console. Prefer Gates Studioette. Write price and details. No what-will-you-gives. J. E. Thompson, 908 Burns, Flossmoor, Illinois.

Wanted used equipment for AM operation, consoles, monitors, turntables, tapes, etc., contact Scanlon, 4515 Popular, Memphis, Tennessee.

WANTED TO BUY

Stations

Sincerely interested purchasing station. Three-hundred thousand range. Excellent reputation. Broadcasting background. No brokers. Box 167J BROADCASTING.

Financially responsible broadcaster desires an interest in or outright cash purchase of a broadcast facility in Tulsa, Oklahoma or vicinity. Replies confidential. Box 242J, 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, 3123 Gillham Road, Kansas City 9, Missouri.

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. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1948. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method. 5604 Hollywood Blvd., Hollywood, 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.

Instructions—(Cont'd)

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.

MISCELLANEOUS

Turn unsold time into immediate cash! Quality item made to sell at \$4.00. You advertise at \$2.00 (with order), retain 25%. Especially suited to radio for quantity sales. Write for details—Box 232J, BROADCASTING.

Program polkas? 22 long plays for \$25.00 check. Prepaid. Polkland, 2318 Saemann, Sheboygan, Wisconsin.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Paying ratecard in advance! Overseas news convention! Extensive promotions! Famous leaders! 49 Protestant denominations! Eight hours Saturday or \$1,000 yearly (monthly in advance) for fifteen minutes twice daily. Clay England, Schell City, Missouri.

"Deejay Manual," a complete gagfile containing adlibs, bits, gimmix, letters, patter . . . \$5.00: Show-Biz Comedy Service, 65 Parkway Court, Brooklyn 35, N. Y.

RADIO

Help Wanted—Announcers

Northeast 50 kw clear channel needs staff announcer with news writing and/or sports background. Prefer young college grad on his way up. Quality programming, large staff, modern facilities and prestige position in this large market make this an outstanding opportunity for the right man. Send complete resume, tape and recent photo to:

Box 284J, BROADCASTING

KVCW-FM

in Bartlesville, Oklahoma, desires young newcomer to FM. Announce, sell, write, and move into sole management after proving yourself. Personal interview. Send tape, resume to Quality FM Broadcasters, Inc., 17th Floor, Price Tower Studios, Bartlesville, Oklahoma.

INSTRUCTIONS

HIRING?

RADIO OR TV ANNOUNCERS ● MANAGEMENT ● ENGINEERS PRODUCTION
All degrees of experience
QUICK RESPONSE NO OBLIGATION
WALKER EMPLOYMENT SERVICE
Jimmy Valentine Broadcast Division
83 So. 7th St. Minneapolis 2, Minn.
Federal 9-0961

MISCELLANEOUS

Colorful

RADIO MARKET SHEETS and COVERAGE MAPS

Address Radio Dept. on your letterhead for FREE information and samples.

EVEREADY ADVERTISING

1817 Broadway • Nashville 4, Tenn.

Miscellaneous—(Cont'd)



Thanks to all of you fine people for your letters in response to my ad in Nov. 6th issue of BROADCASTING. Each one of you will hear from me, personally. Sincerely—The Lovable Louise, DJ, P. O. Box 403, El Paso, Texas.

DJ's . . . PD's . . . MGR's!!

Sell more . . . less work! Over 5,000 edits, lifts, effects, etc., can be yours reas. Over 3 years in making. Complete file goes with deal. Top DJ's in L. A. & Chicago now using. Demo available. "This ad runs one time only." Box 294J, BROADCASTING.

FOR SALE

Stations

Radio station, New York State. 400,000 market. Liberal terms for quick sale. \$100,000.
Box 109J, BROADCASTING

FOR SALE

1000 Watt daytimer, west Texas. Sell all—or percentage to experienced man. Good billing.
Box 288J, BROADCASTING

Mich	single	daytimer	60M	terms
Iowa	single	fulltime	77M	15dn
Fla	small	power	90M	29%
West	small	VHF-TV	150M	29%
Ca	metro	fulltime	175M	cash
South	major	fulltime	400M	100dn
N.E.	Top 30	daytimer	425M	terms

And others.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Continued from page 65

Los Angeles Inc. (KBBI), Los Angeles, Calif. Action Dec. 18.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted petition by Gastonia Bcstg. Service Inc. (WLTC), Gastonia, N. C., and made petitioner party to consolidated am proceeding in Docs. 13205 et al only with reference to application of Boyce J. Hanna for new am station in East Gastonia, N. C. Action Dec. 22.

■ Granted request by Lee-Blake Bcstg. Co. for dismissal of its application for new am station in Spartanburg, S. C., but dismissed application with prejudice; retained in hearing status remaining applications in consolidation. Action Dec. 22.

■ Scheduled prehearing conference for Jan. 25 and hearing for Feb. 20, 1962, in consolidated am proceeding on applications of Saul M. Miller, Kutztown, Pa., et al. Action Dec. 21.

By Hearing Examiner Asher H. Ende

■ Granted petition by Lindsay Bcstg. Co. and extended from Dec. 18 to Dec. 27 time to file proposed findings and from Jan. 11 to Jan. 18, 1962, to file replies in proceeding on its application for new am station in Punta Gorda, Fla., et al. Action Dec. 19.

By Hearing Examiner Charles J. Frederick

■ Scheduled prehearing conference for Jan. 10, 1962, in proceeding on applications of Alkima Bcstg. Co., Herman Handloff and Howard Wasserman for new am stations in West Chester, Pa., and Newark, Del. Action Dec. 21.

By Hearing Examiner Isadore A. Honig

■ Granted motion by John M. Barrick and received in evidence his Exhibit 3 and closed record in proceeding on his application for new am station in Glasgow, Ky., with direction that proposed findings of fact and conclusions will be filed by Dec. 29; on own motion, ordered that any reply pleadings of parties will be filed by Jan. 5, 1962. Action Dec. 20.

By Hearing Examiner H. Gifford Irion

■ Upon agreement of parties at Dec. 20 hearing conference, continued Jan. 9 hearing to Feb. 1, 1962, in proceeding on application of Neil N. Levitt for new am station in Roswell, N. M. Action Dec. 21.

By Hearing Examiner David I. Kraushaar

■ Scheduled second prehearing conference for Jan. 5, 1962, and March 1 for parties to exchange written direct cases, and continued Jan. 29, 1962, hearing to March 19, 1962, on applications for new tv stations on ch. 9 in Syracuse, N. Y. Action Dec. 19.

By Hearing Examiner Elizabeth C. Smith

■ Upon request by applicant, continued

GUNZENDORFER

SOUTHERN CALIFORNIA. New listing. Single market station. \$95,000. "A GUNZENDORFER Exclusive."

ROCKY MOUNTAIN. Fulltimer. Long established. \$80,000. "A GUNZENDORFER Exclusive."

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PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

Dec. 20 hearing to Jan. 22, 1962, in proceeding on application of Melody Music Inc. for renewal of license of am station WGMA Hollywood, Fla. Action Dec. 19.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Dec. 26
WVVW, WVVW Inc., Grafton, W. Va.—Granted transfer of negative control from J. P. Beacom to Patrick W. and Jean S. Larkin; consideration \$33,000.
KIRO Seattle, Wash.—Granted mod. of license to operate trans. by remote control; conditions.
WXUR-FM, Brandywine Bestg. Corp., Media, Pa.—Granted mod. of cps to change name to Brandywine-Main Line Radio Inc. (Call letters for am station unassigned.)
WMTE Manistee, Mich.—Granted mod. of

cp to change type trans.
Following stations were granted extensions of completion dates as shown: WOOK Washington, D. C., to Feb. 1; WMTE Manistee, Mich., to March 1.

Actions of Dec. 22

KLLL, Corbin Bestg. Co., Lubbock, Tex.—Granted assignment of license to H. E. Glenn E. and Larry W. Corbin d/b under same name.
KCMJ, KCMJ Inc., Palm Springs, Calif.—Granted assignment of licenses to Bell Bestg. Corp.
WTCM, WMBN, WATT, WATZ, WATC, WTOM-TV, WPBN-TV, Midwestern Bestg. Co., Traverse City, Petoskey, Cadillac, Alpena, Gaylord and Cheboygan, all Mich.—Granted acquisition of positive control by Les Biederman through purchase of stock from Edward Biederman.

RADIO-TV SET COUNTS—Continued from page 62

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio		Total Tv Homes	Television	
				Percent Saturation	2 or more sets		Percent Saturation	2 or more sets
State totals	285,278	91,520	81,895	89.5	30,048	75,685	82.9	7,748
COUNTY TOTALS								
Churchill	8,452	2,531	2,245	88.7	662	2,231	88.1	129
Clark	127,016	40,400	35,663	88.3	12,475	35,661	88.3	4,978
Douglas	3,481	1,155	1,155	100.0	406	867	75.1	24
Elko	12,011	3,777	3,286	87.7	833	2,069	54.8	83
Esmeralda	619	229	204	89.1	76	50	21.8	—
Eureka	767	294	294	100.0	21	105	35.7	—
Humboldt	5,708	1,880	1,678	89.3	629	1,433	76.2	32
Lander	1,566	509	427	83.9	80	265	52.1	—
Lincoln	2,431	773	749	96.9	291	532	68.8	24
Lyon	6,143	1,884	1,709	90.7	759	1,347	71.5	42
Mineral	6,329	1,855	1,565	84.4	503	1,478	79.7	87
Nye	4,374	1,512	1,168	77.2	279	713	47.2	—
Ormsby	8,063	2,346	2,133	90.9	890	1,991	84.9	122
Pershing	3,199	1,143	1,044	91.3	371	885	77.4	17
Storey	568	214	214	100.0	71	142	66.4	35
Washoe	84,743	28,029	25,732	91.8	10,755	23,601	84.2	2,113
White Pine	9,808	2,989	2,629	88.0	947	2,306	77.1	62
Metropolitan Areas								
Las Vegas	127,016	40,400	35,663	88.3	12,475	35,661	88.3	4,978
Reno	84,743	28,029	25,732	91.8	10,755	23,601	84.2	2,113

NEVADA

WGTA Summerville, Ga.—Remote control permitted.

WABQ Cleveland, Ohio.—Granted licenses covering use of old main trans. as alternate main trans. with remote control operation, and covering change of ant.-trans. location, make changes in ant. and ground systems and operation by remote control.

Following stations were granted mod. of license to operate trans. by remote control: KARM Fresno, Calif., conditions; KRLD Dallas, Tex. (main), conditions; WTHI-FM Terre Haute, Ind.; KAPE San Antonio, Tex., conditions; KGO San Francisco, Calif., (main), conditions, and without prejudice to whatever action commission may deem appropriate in light of any information developed in pending inquiry concerning compliance with Sec. 317 of Communications Act and to such action as commission may deem warranted as result of its final determinations with respect to (1) conclusions and recommendations set forth in the report of Network Study Staff; (2) related studies and inquiries now being considered or conducted by commission, and (3) pending anti-trust matters.

KJSB(FM) Houston, Tex.—Granted cp to replace expired permit for fm station.

Granted cps to install new trans. for following stations: KEED-FM Springfield-Eugene, Ore., and WOXR(FM) Oxford, Ohio, condition.

KRAK Sacramento, Calif.—Granted cp to change from DA-2 to DA-1.

Granted mod. of cps to change type trans. for following stations: WBVG Savannah, Ga.; WRSJ Bayamon, P. R., for day use; KDLM Detroit Lakes, Minn.; WGVA Geneva, N. Y.; WNVL Nicholasville, Ky., and specify main studio location and remote control point; KKIT Taos, N. M., and change main studio location and operate by remote control.

Following stations were granted extensions of completion dates as shown: WVGR Grand Rapids, Mich., to Feb. 1; WMNI-FM Columbus, Ohio, to March 30; KVET Austin, Tex., to Jan. 31; KOQT Bellingham, Wash., to March 1; KPOL Los Angeles, Calif., to Feb. 1; KVAN Vancouver, Wash., to March 1; WGVA Geneva, N. Y., to June 19; WFAB Miami-South Miami, Fla., to April 1; KUTY Palmdale, Calif., to March 1; WFFG Marathon, Fla., to March 1; WL0L-FM Minneapolis, Minn., to June 1; WSHF Sheffield, Ala., to June 12, without prejudice to such further action as commission may deem warranted as result of final determination by U. S. Court of Appeals, D. C. Circuit, re appeal taken by J. B. Falt Jr.; WNOH Raleigh, N. C., to March 13; KEEN-FM San Jose, Calif., to March 14; KGB-FM San Diego, Calif., to Feb. 1.

NORTH CAROLINA

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio		Total Tv Homes	Television	
				Percent Saturation	2 or more sets		Percent Saturation	2 or more sets
State totals	4,556,155	1,204,715	1,009,823	83.8	208,733	972,923	80.8	45,061
COUNTY TOTALS								
Alamance	85,674	23,920	20,894	87.3	4,738	21,170	88.5	913
Alexander	15,625	4,172	3,298	79.1	386	3,401	81.5	91
Alleghany	7,734	2,198	1,967	89.5	181	1,497	68.1	19
Anson	24,962	6,212	5,125	82.5	804	4,310	69.4	89
Ashe	19,768	5,242	4,723	90.1	580	3,400	64.9	42
Avery	12,009	2,968	2,359	79.5	420	1,936	65.2	20
Beaufort	36,014	9,642	6,946	72.0	1,221	7,646	79.3	230
Bertie	24,350	5,774	3,991	69.1	479	3,658	63.4	96
Bladen	28,881	6,722	5,083	75.6	490	4,087	60.8	65
Brunswick	20,278	5,014	3,567	71.1	363	3,681	73.4	59
Buncombe	130,074	38,413	33,713	87.8	9,740	30,828	80.3	1,424
Burke	52,701	13,460	11,527	85.6	2,064	11,401	84.7	414
Cabarrus	68,137	19,447	16,410	84.4	4,509	17,343	89.2	801
Caldwell	49,552	12,980	10,643	82.0	1,625	10,972	84.5	367
Camden	5,598	1,450	1,106	76.3	112	1,210	83.4	36
Carteret	30,940	7,634	5,914	77.5	1,289	6,075	79.6	203
Caswell	19,912	4,531	3,880	85.6	435	3,426	75.6	85
Catawba	73,191	20,396	18,380	90.1	4,717	18,251	89.5	957
Chatham	26,785	7,013	6,284	89.6	1,088	5,500	78.4	121
Cherokee	16,335	4,355	3,599	82.6	328	2,906	66.7	80
Chowan	11,729	2,978	2,334	78.4	262	2,303	77.3	18
Clay	5,526	1,494	1,341	89.8	176	909	60.8	—
Cleveland	66,048	17,427	14,021	80.5	2,565	14,710	84.4	369
Columbus	48,973	12,046	9,430	78.3	923	8,409	69.8	353
Craven	58,773	14,985	11,952	79.8	2,826	12,806	85.5	817
Cumberland	148,418	33,856	28,510	84.2	6,879	27,778	82.0	1,246
Currituck	6,601	1,861	1,376	73.9	170	1,221	65.6	45
Dare	5,935	1,826	1,510	82.7	249	1,141	62.5	43

Listing continues on opposite page

Actions of Dec. 21

Peoples Tv Inc., Bisbee, Ariz.—Granted cps for new vhf tv translator stations on chs. 5, 7 and 11 to translate programs of KGUN-TV (ch. 9), KVOA-TV (ch. 4) and KOLD-TV (ch. 13) all Tucson, Ariz.

Actions of Dec. 21

KGMG(FM), KGMJ Inc., Portland, Ore.—Granted assignment of license and SCA to KGMG Inc.

WLOB-AM-FM, Casco Bestrs. Corp., Portland, Me.—Granted acquisition of negative control by Sherwood J. Tarlow through transfer of stock from Hilda R. Tarlow to Sherwood J. Tarlow.

WMC-AM-FM, WMCT(TV), WMC Bestg. Co., Memphis, Tenn.—Granted assignment of licenses and cp of WMCT(TV) (main trans. and ant., auxiliary trans. and ant.) to Scripps-Howard Radio Inc.

KNDC Hettinger, N. D.—Granted authority to sign-off at 7 p.m. on Dec. 25.

WIFE Amherst, N. Y.—Waived Sec. 3.205 of rules for period of 60 days to permit operation of station with main studios located in Statler-Hilton Hotel, Buffalo, N. Y.

KNIX-FM Phoenix, Ariz.—Granted extension of completion date to Feb. 1, 1962.

Actions of Dec. 20

KITN, KITN Corp., Olympia, Wash.—Granted modification of license to change name to KITN-KITI Corp.

KITI, KITI Corp., Chehalis-Centralia, Wash.—Granted assignment of license to KITN-KITI Corp.

K76AX, K79AD Romeo, La Jara and Manassa, Colo.—Granted cps to change ERP of uhf tv translator stations to 312 w; type trans., make changes in ant. system and specify principal community as Romeo, La Jara, Manassa, Antonio and Alamosa.

W73AC Clarks Summit, Dalton and Waverly, Pa.—Granted cp to change ERP of uhf tv translator station to 1600 w and type trans.

*KMUW(FM) Wichita, Kan.—Granted cp to change ant.-trans. location (different

building, same site); change type trans. and ant. system; increase ant. height to 140 ft. and ERP to 220 w.

*WKSU-FM Kent, Ohio.—Granted cp to change frequency to 89.7 mc; ERP to 7.5 kw; change ant.-trans. location and studio location; install new trans. and ant.; ant. height 320 ft.; remote control permitted.

WMAC Metter, Ga.—Granted mod. of cp for extension of completion date to Jan. 25, 1962.

KHCB-FM Houston, Tex.—Granted mod. of cp to increase ERP to 3.1 kw, ant. height to 300 ft.; change ant.-trans. location, studio location; make changes in ant. system (increase height) and change type ant.; remote control permitted.

K09AV Rural area of Swan River and Swan Lake, Mont.—Granted mod. of cp to change ERP of vhf tv translator station to 6.2 w and type trans.

WTAL Tallahassee, Fla.—Remote control permitted.

Actions of Dec. 19

Red River Valley Translator Tv, Childress, Tex.—Granted cps for new uhf tv translator stations on chs. 75, 78 and 82 to translate programs of KVII (ch. 7), KGNC-TV (ch. 4) and KFDA-TV (ch. 10) Amarillo, Tex., via intermediate translators; condition permitted.

WKSC Kershaw, S. C.—Granted mod. of cp to change type trans.

Pinkham Mountain Tv Club, Glen Lake, Mont.—Granted cp for new vhf tv translator station on ch. 9 to translate programs of KREM-TV (ch. 2) Spokane, Wash.

K06BX, K02BX Round Valley, Ariz.—Granted mod. cps to change type trans. and make changes in ant. system.

K10AX, K13BE Harlowton, Mont.—Granted mod. of cps to change primary tv stations to KOOK-TV (ch. 2) and KGHL-TV (ch. 8) Billings.

K13DQ, K09CD Glenwood, Wash.—Granted mod. of cps to change frequency of K13DQ to ch. 13 and of K09CD to ch. 9.

Granted mod. of cps for following vhf tv translator stations to change type trans.: K11BK Blue River Valley, Williams Fork Valley, Troublesome Creek and Kremmling, Colo.; K07AH Hailey, Idaho; K06AB K11AH, K04AE, K09AE, Long Creek, Ore.

Actions of Dec. 15

Granted cps for following new vhf tv translator stations: Bear Lake Valley Tv Assn. on chs. 10, 12, 9, 11, 13 Paris, Idaho; Georgetown and Montpelier, Idaho, to translate programs of KCFX-TV (ch. 4), KUTV (ch. 2), KSL (ch. 5) Salt Lake City, Utah; Skyline tv Club on ch. 13 Whitewater-Loring, Mont., KOOK-TV Billings, via intermediate translator; Denton Tv Assn. on chs. 13, 11 Denton, Mont., KGHL-TV (ch. 8) Billings and KFBB-TV (ch. 5) Billings and Great Falls, Mont., conditions; Chadron Tv Improvement Assn. on ch. 12 Chadron, Neb., KRSD-TV (ch. 7) Rapid City, S. D.; Cedar Mountain Tv Assn. on ch. 13 north and south forks of Shoshone River out of Cody, Wyo., KGHL-TV (ch. 8) Billings, Mont.

C & S Tv Co. Chester, W. Va.—Granted cp for new uhf tv translator station on ch. 75 to translate programs of WQED(TV), ch. 13, Pittsburgh, Pa.

Action of Dec. 14

KGEM Tulare, Calif.—Granted change of remote control authority.

Action of Dec. 11

WHBL Sheboygan, Wis.—Remote control permitted.

Rulemakings

PETITIONS FILED

Secs. 3.297, 3.281: Charles River Bcstg. Co., (WCRB-FM) Waltham, Mass. (10-12-61) —Requests amendment of rules to substitute logging of stereophonic fm broadcasts for notification to commission, by making following proposed changes:

A. In Sec. 3.297, delete all wording following "stereophonic transmission equipment or any change therein."

B. In Sec. 3.281, add (b) (6) to read: "An entry of the time the station begins stereocasting, and the time it stops. (Time of stereocasting shall be defined as that period during which the required pilot subcarrier is transmitted.)" Ann. Dec. 22.

Sec. 3.606: Southern Nevada Radio & Tv Co. (KLRJ-TV) Henderson, Nev. (12-15-61) —Requests amendment of rules so as to reallocate ch. 2 from Henderson to Las Vegas, Nev., and issuance of order to show cause why license for KLRJ-TV should not be modified to specify Las Vegas, rather than Henderson, Nev., as station location, Ann. Dec. 22.

Continued from opposite page

Area	Population	Occupied Dwelling Units	Total Radio Homes	Radio Percent Saturation	2 or more sets	Total Tv Homes	Television Percent Saturation	2 or more sets
Davidson	79,493	22,068	18,550	84.1	3,510	18,698	84.7	910
Davie	16,728	4,638	3,955	85.3	732	3,401	73.3	141
Duplin	40,270	10,204	7,664	75.1	686	7,368	72.2	140
Durham	111,995	31,228	28,123	90.1	7,259	25,353	81.2	1,418
Edgecombe	54,226	13,114	9,875	75.3	1,852	10,394	79.3	446
Forsyth	189,428	54,151	48,859	90.2	13,436	46,981	86.8	2,894
Franklin	28,755	7,124	5,877	82.5	520	4,931	69.2	116
Gaston	127,074	34,753	28,623	82.4	5,362	30,188	86.9	1,669
Gates	9,254	2,279	1,709	75.0	161	1,462	64.2	55
Graham	6,432	1,633	1,156	70.8	83	1,088	66.6	20
Granville	33,110	7,586	6,407	84.5	1,039	5,568	73.4	147
Greene	16,741	3,694	2,766	74.9	281	2,832	76.7	152
Guilford	246,520	69,128	60,917	88.1	16,544	60,984	88.2	4,840
Halifax	58,956	14,044	10,850	77.3	1,915	9,258	65.9	307
Harnett	48,236	12,374	9,796	79.2	1,402	9,683	78.3	413
Haywood	39,711	11,263	9,550	84.8	2,050	8,550	75.9	226
Henderson	36,163	10,708	9,055	84.6	2,071	8,376	78.2	159
Hertford	22,718	5,365	3,932	73.3	781	4,109	76.6	203
Hoke	16,356	3,466	2,694	77.7	238	2,314	66.8	18
Hyde	5,765	1,532	1,146	74.8	69	796	52.0	—
Iredell	62,526	17,531	14,870	84.8	2,913	14,767	84.2	565
Jackson	17,780	4,476	3,954	88.3	412	2,821	63.0	40
Johnston	62,936	16,659	13,783	82.7	1,721	12,880	77.3	193
Jones	11,005	2,533	1,656	65.4	143	1,972	77.9	—
Lee	26,561	7,146	6,028	84.4	1,390	5,776	80.8	214
Lenoir	55,276	13,873	11,326	81.6	2,165	11,218	80.9	702
Lincoln	28,814	7,708	6,431	83.4	805	6,819	88.5	323
McDowell	26,742	7,319	6,094	83.3	960	5,779	79.0	121
Macon	14,935	4,172	3,677	88.1	701	2,296	55.0	122
Madison	17,217	4,462	3,881	87.0	399	2,584	57.9	42
Martin	27,139	6,476	4,666	72.1	648	5,100	78.8	228
Mecklenburg	272,111	76,877	67,481	87.8	21,427	67,447	87.7	5,965
Mitchell	13,906	3,734	3,200	85.7	337	2,691	72.1	39
Montgomery	18,408	4,884	3,814	78.1	491	3,986	81.6	87
Moore	36,733	9,866	8,267	83.8	1,521	7,226	73.2	302
Nash	61,002	15,345	11,997	78.2	1,886	11,952	77.9	579
New Hanover	71,742	20,932	16,974	81.1	3,433	17,571	83.9	915
Northampton	26,811	6,095	4,660	76.5	695	4,000	65.6	121
Onslow	82,706	17,185	14,024	81.6	3,228	15,177	88.3	463
Orange	42,970	10,763	9,557	88.8	2,675	7,939	73.8	382
Pamlico	9,850	2,519	1,652	65.6	113	2,054	81.5	—
Pasquotank	25,630	6,881	5,781	84.0	1,331	5,417	78.7	321
Pender	18,508	4,613	3,359	72.8	463	2,915	63.2	58
Perquimans	9,178	2,388	1,889	79.1	266	1,889	79.1	20
Person	26,394	6,567	5,430	82.7	685	5,226	79.6	34
Pitt	69,942	17,031	12,988	76.3	2,364	13,637	80.1	895
Polk	11,395	3,390	2,681	79.1	627	2,394	70.6	43
Randolph	61,497	17,453	15,384	88.1	2,676	14,644	83.9	353
Richmond	39,202	10,392	8,152	78.4	1,075	8,231	79.2	276
Robeson	89,102	19,999	15,939	79.7	1,761	13,995	70.0	182
Rockingham	69,629	19,443	16,185	83.2	2,694	16,622	85.5	724
Rowan	82,817	23,820	20,560	86.3	4,520	20,561	86.3	878
Rutherford	45,091	12,634	10,222	80.9	1,146	10,808	85.5	230
Sampson	48,013	11,872	9,474	79.8	982	8,779	73.9	218
Scotland	25,183	6,026	4,969	82.5	916	4,470	74.2	183
Stanly	40,873	11,686	9,904	84.8	1,880	9,831	84.1	322
Stokes	22,314	5,905	4,955	83.9	553	4,835	81.9	80
Surry	48,205	13,509	11,655	86.3	1,873	10,827	80.1	386
Swain	8,387	2,219	1,805	81.3	155	1,031	46.5	—
Transylvania	16,372	4,384	3,762	85.8	882	3,306	75.4	75
Tyrrell	4,520	1,161	806	69.4	70	748	64.4	18
Union	44,670	11,687	9,844	84.2	1,335	9,345	80.0	215
Vance	32,002	8,244	6,899	83.7	1,305	6,509	79.0	282
Wake	169,082	45,476	40,606	89.3	11,692	38,744	85.2	2,891
Warren	19,652	4,529	3,683	81.3	599	2,887	63.7	81
Washington	13,488	3,254	2,355	72.4	412	2,444	75.1	44
Watauga	17,529	4,536	4,143	91.3	639	3,266	72.0	45
Wayne	82,059	20,143	16,688	82.8	3,424	16,008	79.5	667
Wilkes	45,269	11,805	9,702	82.2	1,106	8,985	76.1	215
Wilson	57,716	14,737	11,997	81.4	2,463	11,450	77.7	430
Yadkin	22,804	6,346	5,442	85.8	733	5,005	78.9	196
Yancey	14,008	3,662	3,185	87.0	433	2,013	55.0	21
Metropolitan Areas								
Asheville	130,074	38,413	33,713	87.8	9,740	30,828	80.3	1,424
Charlotte	272,111	76,877	67,481	87.8	21,427	67,447	87.7	5,965
Durham	111,995	31,228	28,123	90.1	7,259	25,353	81.2	1,418
Greensboro-High Point	246,520	69,128	60,917	88.1	16,544	60,984	88.2	4,840
Raleigh	169,082	45,476	40,606	89.3	11,692	38,474	84.6	2,891
Winston-Salem	189,428	54,151	48,859	90.2	13,436	46,981	86.8	2,894



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"THE SCENE STEALERS"—1 hr.—Ed Wynn, Buster Keaton and Jimmy Durante headline this all-star Hollywood entertainment special.

"BILLY AND BEETHOVEN"—15 min.—Documentary narrated by Barbara Stanwyck.

"MEET DEBBIE SUE"—A series of spots featuring Poster Girl Debbie Sue Brown, appealingly filmed in New York City's Central Park. Narrated by Julie Harris.

SPOTS—1 min., 20 sec. and 10 sec.—Featuring patient aid, research and treatment for birth defects, arthritis and polio.

PLUS—Slides, buttons, cards, canisters and live spots.

RADIO TRANSCRIPTIONS

"ON STAGE FOR THE NEW MARCH OF DIMES"—5 min. musical shows—with top recording stars in every style, including Frankie Avalon, Chubby Checker, Connie Francis, Red Faley and Ella Fitzgerald.

SPOTS—1 min. and 30 sec.—By show business notables: Jack Benny, Mary Martin, Art Linkletter, Barbara Stanwyck, Ralph Bellamy, Jaan Fantaine, Eve Arden, Faye Emerson, Arlene Francis, Pally Bergen, Bess Myerson, Tony Randall.

"DISCS FOR DIMES"—30 sec. deejay specials featuring favorites such as Paul Anka, Rosemary Clooney and Duke Ellington.

THE SPANISH SHOW—Special 15 min. musical show and spots for Spanish language stations.

Plus Something New! **SPECIAL FOR FM**
12 min. miniature concerts starring:

Van Cliburn with Milton Cross announcing.
Raymond Paige and The Radio City Music Hall
Symphony with Frank Gallup announcing.

GEORGE P. VOSS
Vice President
for Public Relations

1962 NEW MARCH OF DIMES

THE NATIONAL FOUNDATION • FRANKLIN D. ROOSEVELT, FOUNDER • 800 SECOND AVENUE • NEW YORK 17, N. Y. • OXFORD 7-7700

OUR RESPECTS to Thomas Joseph McDermott, chief executive officer, Four Star Broadcasting nourishes agencies and programmers

When Tom McDermott resigned as senior vice president in charge of television and radio at Benton & Bowles in June 1959, BROADCASTING reported that he had "tossed a bomb-shell at the agency."

What attracted comment was not his resignation, which had been anticipated, but his destination. Gossip had him headed up Madison Avenue from B&B's offices at 444 to the program vice presidency of CBS-TV at 485. Instead, Mr. McDermott announced he was going to Hollywood to join Four Star Films.

To his agency cohorts this was tantamount to treason; they couldn't understand why a top agency executive should want to become a producer of tv programs. They freely predicted he'd soon be back where he belonged.

But today, two and a half years later, Tom McDermott is firmly convinced that he is where he belongs.

"It's really very simple," he says. "I got into the agency business because that's where radio programs were produced. As long as I could create, write, direct and produce the radio programs and later the tv shows of B&B's clients everything was fine. But as television developed, programming left the agency and moved to outside producers and eventually I left too.

Less Frustrating ■ "At Four Star I'm much more intimately involved with the day-to-day creative aspects of a series than I was at Benton & Bowles. They are known as a broadcast agency, but even when I helped create a series I was always one step removed from actually effecting the result I was after. To someone whose primary interest is programming that was very frustrating. Let me put it this way: Benton & Bowles is an advertising agency; its primary interest is advertising. Radio programs, tv programs, important though they may be, are merely vehicles to carry the advertiser's messages to prospective purchasers of his product. Four Star is in the program business. So this is where I want to be."

Mr. McDermott has long been involved with dramatics. Growing up in New York, where he was born May 27, 1920, "all of my friends were writers or connected with the theatre in some way," he says. At 18 he ran a summer theatre in Nyack, N.Y., and while still in college (Manhattan, which awarded him a B.A. in 1940), he was ghost-writing scripts for a pair of radio serials. *When a Girl Marries* and *Pepper Young's Family*. The year after graduation, he received two M.A. degrees: from Fordham in philosophy and from

Columbia in English.

A friend had sold some scripts to Benton & Bowles and Mr. McDermott went there in search of a writing assignment. Instead, he landed a job in the agency's radio department.

Before long he was a writer-director, then a producer. In 1949 he was made head of the radio department, responsible for such top shows as *Burns and Allen*, *Father Knows Best*, *Danny Thomas* (who started in radio as a summer replacement), *Red Skelton*, *Life of Riley*, *The Railroad Hour* and a score of daytime serials.

A Tv Pioneer ■ Meanwhile, television had been added to the broadcasting-advertising scene and Mr. McDermott was active in this new medium from the start, directing and producing live shows like *I Remember Mama* and *Author Meets the Critics*, the sports specials from Madison Square Garden and *The Lambs Gambol*, all-star variety series which, he says "was cancelled at the end of 26 weeks because of its tremendous talent cost—\$11,000 a week." In 1950 he launched tv's first daytime serial drama, *The First 100 Days*, on CBS-TV for Procter & Gamble.

In 1951, Mr. McDermott was named director of tv production for Benton & Bowles and two years later the agency made him vice president in charge of all programming on both radio and tv. But by then radio was becoming more and more of a media department function and he devoted himself chiefly to television. Among the tv programs he started on the air for Benton & Bowles clients were *The Red Buttons Show*, the *Loretta Young Show*, *The Ann Sothern*



Thomas Joseph McDermott
Programming is the primary interest

Show, the *Danny Thomas Show*, *Zane Grey Theatre*, *The Rifleman* and the first two tv daytime half-hour serials, *As the World Turns* and *Edge of Night*.

He had worked closely with Dick Powell, president of Four Star Films, in creating the *Zane Grey* series and from time to time Mr. Powell suggested to Mr. McDermott that he leave the agency and go to work for Four Star. For some years his answer was that he was getting along all right at Benton & Bowles, where he had been elected senior vice president and a member of the board of directors.

But tv production had been gradually moving out of the agency and by 1959 three daytime serials were the only tv programs still being produced under B&B control. So, in June of that year, Mr. McDermott moved to Hollywood. Four Star Films, which Mr. Powell, David Niven and Charles Boyer had organized as a tv film production company, became Four Star Television, with Mr. McDermott as the fourth partner.

Diversification ■ Since he joined the company, Four Star has entered into a program of diversification that includes live tv (*Video Village*, daytime game show on CBS-TV), records (Four Star Music, whose first album, "Themes from Four Star," will be released early this year) and theatrical movies (negotiations are now in progress for a property in this area). Plans for a syndication division to distribute the backlog of filmed programs are near fruition.

Mr. McDermott, as chief executive officer of Four Star, has been deeply concerned with all phases of the company's expanded operations. But his chief interest is programming and most of his time is devoted to his duties as production head of the company. This season, that means supervising *The Dick Powell Show*, *The Gertrude Berg Show* (formerly *Mrs. G. Goes to College*), *Target: The Corruptors*, *The Rifleman* and *The Detectives*—four hours a week divided among the three tv networks. It also means reading scripts, producing pilots and in every way preparing Four Star's program plans for the 1962-63 season and the seasons after that.

This adds up to a fulltime work schedule, which usually gets Mr. McDermott to the studio (on the Republic lot in North Hollywood) at 7 a.m. and keeps him there until after 6 p.m., leaving little time for hobbies.

The McDermotts—she is actress Anne Burr—have just moved into a new home in the exclusive Holmby Hills area.

EDITORIALS

Divorce mill

INSTABILITY of relations between advertisers and their advertising agencies has always been one of advertising's biggest problems. The record of account switches in 1961, as presented elsewhere in this issue, suggests that the problem is far from cured and may be getting worse.

The record shows that \$230 million in billings were moved from one shop to another. The record does not show what tremendous dislocations in advertising manpower took place as a consequence. It is rare that a big account can move without causing loss of jobs or at best the threat of it. The more shifting of accounts, the more uncertain the lot of agency personnel. The cumulative effect cannot enhance the climate for effective work in agencies.

Advertising is still more art than science, and the best decisions must still be made at least in part on hunch as well as evidence. But when advertiser restlessness becomes as widespread as it was in 1961, thoughtful observers must wonder whether the hunch is becoming the major ingredient in the decision making.

Proof positive

ONE of the most impressive success stories for radio that we have seen in a long while appeared in this magazine last week. It was a MONDAY MEMO contribution from J. S. Spaulding, advertising manager of the Southern California Gas Co., and it explained how a consistently-sponsored *Evening Concert* at 8-10 p.m., Monday-Saturday on one radio station in Los Angeles (KFAC) has been producing measurable results for more than 21 years.

As Mr. Spaulding explained, the gas company believes that its radio show is one of the two most important elements that shape the company's image, the other being the personal contacts made with customers by service men. And the radio influence is exercised at minimum cost. The total expense runs about 4 cents per year per customer.

Mr. Spaulding says the success of the program depends upon these factors: (1) the dependability of the time slot; (2) the frequency; (3) the character of the music "which never drops to the popular level"; (4) the balanced arrangement of each two-hour program; (5) the commercials "which are limited to three at low pressure in the two-hour period"; (6) the personality of the announcer.

Obviously there is no magic in the formula beyond that of careful production and good advertising sense. It is a formula that ought to be useful to other advertisers with similar advertising goals.

A new law in the new year

THE session of Congress that convenes next week could be a memorable one for broadcasting and its customers—the public and its advertisers. It is largely in the hands of broadcasters to make it so.

No basic research is needed to appraise the posture of broadcasting in relation to government. Radio and tv are in deep trouble because of the manner in which a good but outmoded and litigation-riddled law is being interpreted.

Last fall we suggested the only feasible answer to government control of programming lies in the enactment of a new communications law. Events since then have underscored the validity of that argument.

Programming is being censored as of this very moment. Broadcasters know it. Advertisers know it. And even some members of the FCC bear witness to it.

It is being achieved in devious ways. The issuance, last year, of program standards constituted unvarnished censorship. It is a not-so-subtle "do it our way or else" goad.

Drafting of a model statute is not simple. And to move major legislation through Congress is a major undertaking. A start needs to be made now—at the new session.

The Federal Communications Bar Assn., comprising practitioners specializing in communications law, is now acutely aware of the need. A proposal made to the FCBA for the drafting of a model statute will be given consideration.

The interests of the broadcasters and their lawyers are identical. The NAB is a voluntary association created by the broadcasters themselves to better enable them, through a single entity, to protect their freedom, to improve their stature and their service to the public.

These goals are threatened as never before. Broadcasters are under great duress. The NAB and the FCBA should work together in devising a new model statute. The NAB should coordinate the work through a secretariat and, if need be, foot the bill through special assessment or out of current reserves. The FCBA should form a drafting committee, with subcommittees assigned to the drafting of particular titles. Lawyers of prestige and ability (and there are many in the communications bar) should be drafted for this assignment.

As we have said before, the cornerstone of the model statute must be the First Amendment. Broadcasting can thrive only in an atmosphere of freedom.

Year-end statement

THE act of hanging a new calendar and disposing of an old one is taken by many editors as a command to engage in an ancient but largely meaningless rite, reviewing the past and predicting the future.

Editors are no better equipped to perform this rite than anyone else, and we have resolved to forego it—at least this once. We assume that what happened in broadcasting in 1961 is already well known to our readers since it happened to them. As for 1962, we can only list events already scheduled (see our regular DATEBOOK department which this week appears on page 12). Beyond that we make no predictions and no promises except to say we intend to report all the significant developments of broadcasting in 1962 as we have reported them for the past 30 years, promptly and accurately.

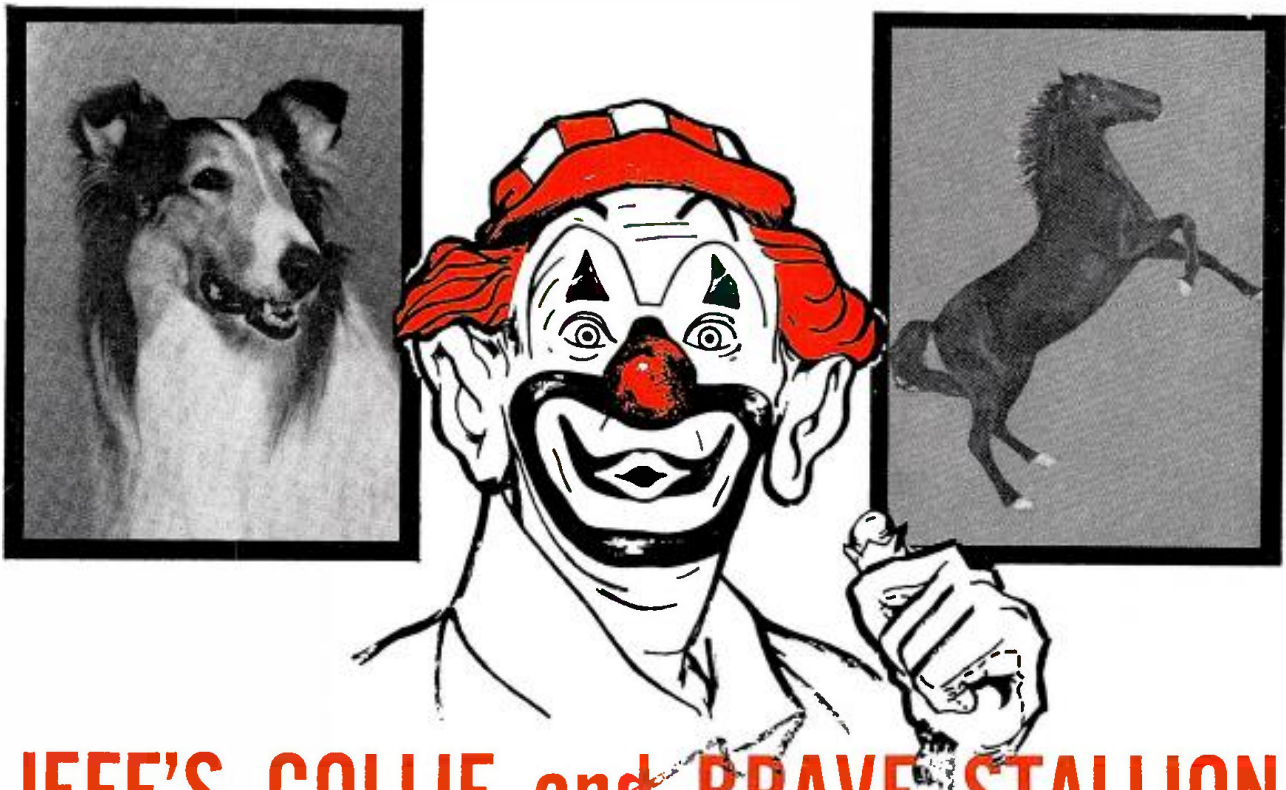
Let us also be prompt, now that this is Jan. 1, 1962, to wish you all a heartfelt Happy New Year.



Drawn for BROADCASTING by Sid Hix

"I couldn't watch my favorite kid shows until I got all A's, then when I got all A's, I wasn't interested in kid shows!"

BOTH OF THESE GREAT SHOWS...



**JEFF'S COLLIE and BRAVE STALLION
now available Monday thru Friday
on KSTP-TV'S T.N. Tatters SHOW!**

From 4:35 to 5:15 pm, Monday thru Friday, KSTP-TV's lovable clown, T. N. Tatters, entertains a live audience and thousands of viewers with his antics.

Now, to add to his great appeal, he offers two of the most popular films ever made for youngsters, every day within his forty-minute show.

On Tuesdays and Thursdays, it's JEFF'S COLLIE, and on Mondays, Wednesdays and Fridays the exciting BRAVE STALLION takes over the kid market.

With contests, give-aways and prizes to add to the excitement, T. N. Tatters is a show that can sell for you.

There are a few choice availabilities left. For quick action, call your nearest Petry office or a KSTP-TV representative.

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



**MINNEAPOLIS
ST. PAUL**





**Channel 5
MARKET BULLETIN**

SAGINAW

Choice industrial and commercial sites—skilled labor force—favorable economic climate and community attitude—all yours in the most highly diversified industrial area in Eastern Michigan. Private capital will build to suit.

Robert Albert, Mgr.
Greater Saginaw
Chamber of Commerce

BAY CITY

Opportunities unlimited—that's Bay City! Probi-assuring resources—ready pool of diversified labor skills, seaway, expressways, airways, railways, nationally famous schools, recreation, good living. We welcome you.

Ambrose J. Maxwell, Mgr.
Greater Bay City
Chamber of Commerce

FLINT

Five million people and 10,000 manufacturing plants within 75 miles—that is Flint's market area. A skilled, productive labor force, a community spirit that "gets things done," outstanding educational facilities and excellent transportation, all serve to make Flint an ideal location for industry.

Edward J. Penny, Mgr.
Greater Flint
Chamber of Commerce

If you are seeking a midwestern plant site contact any one of the above business-minded C of C executives. Plenty of power . . . plenty of water . . . plenty of help . . . plenty of space for expansion . . . in the Golden Saginaw Valley of Eastern Michigan.

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BAY CITY AND ALL EASTERN
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